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David Sorochty

January 2, 1926

Motion Picture News

Reg. U. S. Patent Office

The Cashier

says:



HOW MANY?

"It looks like Buster Keaton in 'Go West' is going to hang up a record here this week. We did a great business last week with Ramon Novarro in 'The Midshipman.' Since we put in the Metro-Goldwyn-Mayer product our receipts have been bigger than ever."

*The
Quality
52*

Ask the man who is playing
Metro-Goldwyn-Mayer

Entered as second-class matter January 31, 1923, at the Post Office at Albany, New York, under act of March 3, 1879

Published Weekly—\$2.00 a year

PRICE, 20 CENTS

Vol. XXXIII No. 1

Albany

— Los Angeles

— New York

— Chicago

L
LOEW'S
NEW
State Theatre
New Orleans

*the latest and most beautiful addition
to the world-renowned chain of
Loew Theatres will
feature a*

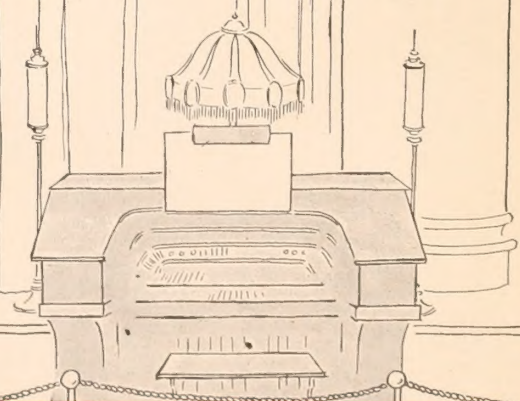
Robert Morton
**UNIT
ORGAN**
*as a
permanent attraction*

World's
Finest



Theatre
Organ

*Genuine Deagan
Percussions Used*



ROBERT MORTON ORGAN CO.

New York
1560 Broadway

Chicago
845 So. Wabash

Los Angeles
935 So. Olive

San Francisco
168 Golden Gate

We not only
WISH you the
Most Prosper-
ous New Year
in your history-
We
GUARANTEE
it !

1926

You can play
these BIG
ONES now!

"MANNEQUIN"

JAMES CRUZE'S smash-
ing production of
FANNIE HURST'S \$50,000
prize Liberty story

**"A KISS FOR
CINDERELLA"**

The BRENON-BARRIE-
BRONSON Successor
to PETER PAN

**"GRAND DUCHESS
AND THE WAITER"**

Adolphe Menjou Florence Vidor
Already a sensation

**"THE SONG AND
DANCE MAN"**

Big Brenon production of
George M. Cohan's greatest comedy

"THE WANDERER"

The spectacular road show
now at popular prices

**"THE VANISHING
AMERICAN"**

Also a \$2.00 Scale production

And Soon!

HAROLD LLOYD'S

First Paramount release ~ ~ ~
PRODUCED BY HAROLD LLOYD CORPORATION

*And 27 other BIG SPECIALS ~
between now and July!*

Paramount Pictures

FIRST SHOT OUT OF THE BOX!

**"The Grand Duchess and the Waiter" ~ ~ ~
 First of Paramount's
 Big Spring Group to
 be shown anywhere
 at popular prices,
 gets \$31,000 for the
 week at McVickers
 Theatre, Chicago!**



McVICKER'S
 THEATRE
 PROFIT AND LOSS
 WEEK ENDING DEC 5 1925

"THE GRAND DUCHESS AND THE WAITER"		ADMISSIONS BY WEEK DAYS
MON	5 676.20	5 676.20
TUE	3 965.02	3 965.02
WED	4 016.53	4 016.53
THU	4 236.47	4 236.47
FRI	3 931.54	3 931.54
SAT	3 813.48	3 813.48
SUN	5 665.07	5 665.07
Total Admissions for Week		31 304.31*

REMARKS: *Huge business!*

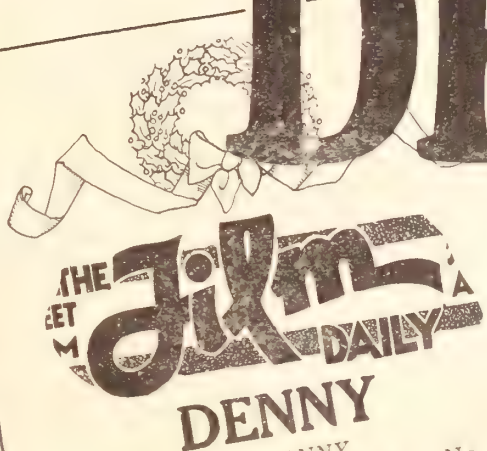
ENTIRE PROGRAM DATA

Yes, sir-r-r, with a
HAROLD LLOYD
 release with "Van-
 ishing American"
 "Wanderer" ~ and
 other BIG ONES,
 IT WILL SURE BE
 SOME PARAMOUNT
 WINTER AND
 SPRING!

Paramount Pictures

* PRODUCED BY
 HAROLD LLOYD
 CORPORATION

A Merry Christmas from DANNY to DENNY



By DANNY
A real box office bet wonder the Universal crowd feel so good about his work. They have a right to; having developed him all along the line. Today he is a real box office draw. Some exhibitors say he is coming along as fast as any of the so-called great comedians. Exhibitor of national standing says his two latest have as many "belly-laughs" as Lloyd. Which means Denny is going some.

On top of which one of the hard-
told reviewers says his two latest:
"Skinner's Dress Suit" and "What
Happened to Jones" had more laughs
to the reel. Than any picture seen
in ages. So if you happen not to
have Denny on your list, brother,
you had better get busy.



—and a Profitable New Year to All Exhibitors!

"WHAT HAPPENED TO JONES"

"Crackerjack, should make a sphinx laugh."—
Moving Picture World.

"Nothing funnier. Box-office receipts will pile
up."—*M. P. News.*

"A sure cure for all aches, pains and ailments."
—*Morning Telegraph.*

WILLIAM A. SEITER PRODUCTIONS

"SKINNER'S DRESS SUIT"

"Denny's GREATEST. Will make any audi-
ence scream."—*Florence Theatre, Pasadena,
Calif.*

"You cannot afford to lose this one."—*Film
Daily.*

"A peach succession of honest-to-goodness
laughs."—*Moving Picture World.*

UNIVERSAL-JEWELS



Universal's White List Miles and Miles Ahead of All

MILLIONS have seen, talked about and been thrilled by "The Bat" as a sensationally successful stage play.

MILLIONS in profits have been paid to theatre owners—a \$10,000,000 legitimate theatre gross—for the thrills and mystery in "The Bat".

MILLIONS will crowd YOUR theatres to see the screen version of "The Bat", outstanding in every way as a sensationally successful mystery film.

*A Stupendous Picture!
Tremendous in Thrills!*

"THE BAT"

A ROLAND WEST
Production

*A Mystery Melodrama
By*

Mary Roberts Rinehart
and Avery Hopwood

From the stage play produced by Wagenhals and Kemper—



MARCH 15th RELEASE

NOW BOOKING

UNITED ARTISTS CORPORATION

Mary Pickford
Douglas Fairbanks

Joseph M. Schenck,
Chairman, Board of Directors

Charles Chaplin
D.W. Griffith

Hiram Abrams,
President

"Abe & Mawruss"

The world famous "50-50"
partners spring a brand
new type of film laughs
and thrills in

"Partners Again"

The trials and bickerings
in this new Potash &
Perlmutter partnership in
selling automobiles make

*The Laugh and
Thrill Sensation
of the Nation*

Your box-office profits are
as sure as the laughs; will
be as big as the thrills.

FEB. 15th RELEASE



*By far the biggest
Potash & Perlmutter*



NOW BOOKING

UNITED ARTISTS CORPORATION

Mary Pickford
Douglas Fairbanks

Joseph M. Schenck,
Chairman, Board of Directors

Charles Chaplin
D.W. Griffith
Hiram Abrams,
President



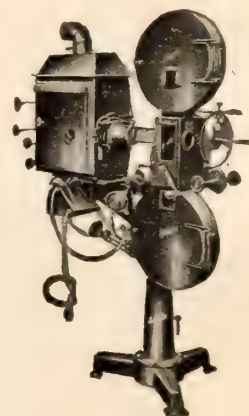
A man you should know

The distributor who sells Simplex Projectors is a responsible business man. He realizes that the welfare of his business hinges on the quality of the merchandise he recommends to his customers. He knows that every satisfied patron is a booster and every Projector giving perfect satisfaction builds confidence and creates new business for him.

He also knows that every progressive exhibitor today wants the Projector that assures perfect presentation of pictures; that is free from mechanical complications, that operates smoothly and that stands up under long, continuous and exacting service.

He sells Simplex Projectors because he knows they are built to meet these requirements, and he is ready to see that every Projector gives the kind of service that it is built to give and that every owner is entitled to receive from it—the service that means *perfect satisfaction*.

Know your nearest Simplex Distributor.



Simplex PROJECTORS
for better projection

SIMPLEX DIVISION
INTERNATIONAL PROJECTOR CORPORATION
317 EAST 34th ST., NEW YORK

New Year's Greetings!

FOX FILM CORPORATION

WILLIAM FOX, President

to

*THEATRE OWNERS
AND ALL PERSONS ENGAGED
IN THE MOTION PICTURE
INDUSTRY*



EVERY dollar paid for Fox pictures, in fair and reasonable rentals, is an investment for the protection of your home, your theatre and your independence. Every Fox contract is a first line defence to preserve your property rights. The steady progress made by Fox pictures has advanced them to the front rank of box-office attractions; their unprecedented quality has gained public recognition for fine, consistent entertainment. For release in the new season, starting September, 1926, Fox takes another great step forward through purchase of the world's best stage plays and popular novels of high screen value. The Fox releases for next year are a stupendous aggregation of box-office attractions.

PLAY FOX PICTURES for INDEPENDENCE
and STRENGTH

Coming! The JOHNST

and a tidal
profits for

for

36
years

—"The Johnstown Flood" has been the topic for tense and thrilling conversation.

for

36
years

—this conversation builded the biggest real made audience that e awaited a picture's relea

Fox Film Corporation.

DOWN FLOOD

S.R.O. bus

Audience
value

Big
Money

Profits

wave of
the Box-office

FOX
offers
it

has
dy-
ver
se—

—as the greatest box office
picture the screen has seen
for years! Book it now!

Fox Film Corporation



For Season 1926—27

No.

7

Here it is!

WILLIAM FOX announces John Ford's
latest and greatest production

3 Bad Men

will be a
bigger
picture
than the
**IRON
HORSE**

an Epic Romance of the American Frontier
Eight months out there on location! In the notorious "Jackson Hole" section of Wyoming. Fifty miles from civilization. With a tremendous company, including more than 3,000 Indians, 1,500 cowboys who required more than 2,500 horses to do their stuff.

Ford's great troupe included—

George O'Brien, Olive Borden, J. Farrell McDonald, Tom Sant-schi, Frank Campeau, Lou Telle-gen, Jay Hunt, Alec B. Francis, Otis Harlan, Walter Perry, Grace Gordon, Priscilla Bonner and many others.

and here's
another
big one

No. 8

That FOX SCHEDULE gets bigger all the time!

Fox Film Corporation.



WELL BOYS
IT'S READY
TO GO! ---

Here's a genuine 18 CARAT SLEEPER that has Rip Van Winkle and Old King Tut backed into a ditch and covered over.

I've got INSIDE INFO from the HORSE HIMSELF—and he speaks SIX LANGUAGES—including Sanskrit.

Now, listen, while I divulge some FEED BOX FACTS that will enable my WISE CLIENTS TO WALLOW IN WEALTH.

A bunch of big and wise sugar-daddies have framed up the BIGGEST KILLING in the history of the game.

This ROD-IN-PICKLE is "THE MILLION DOLLAR HANDICAP." Everything's ALL SET. This baby has so much REAL CLASS that he'll stop and do the CHARLESTON at the head of the stretch—then come in on the chin-strap LAUGHIN' HIMSELF SICK! It'll be a SHAME to take the MONEY, but you'll all need it right after New Years.

My expert clockers have been watching this bimbo for several weeks and THE FINAL WORD FROM THESE CONNECTIONS IS HERE.

The glad tidings which they hand me and which I am passing on to my CLIENTS is—HOCK THE FAMILY JEWELS—MORTGAGE THE OLD HOMESTEAD—and put the COIN on this SURE THING!



IT CAN'T LOSE !!!



Remember the name

"THE MILLION DOLLAR HANDICAP"

MY THREE STAR DIAMOND RIVETED P.D.C. GUARANTEED SPECIAL!

A WORD to the WISE is SUFFICIENT. Get your DOUGH DOWN and REST EASY.

NUFF SED !!

PRODUCERS DISTRIBUTING CORPORATION

469 FIFTH AVENUE, NEW YORK CITY



EVELYN BRENT

Box Office Favorite of Exhibitors Throughout the World.

EV

ACCLAI ME
BOX OFFICE

III
A

B

Exclusive Foreign Distributors
R.C. Export Corporation
723 Seventh Avenue
New York

SOLE AGENTS
F.B.D. PICTURES G.M.B.H.
125 Friedrichstrasse Berlin
Germany

R.C. Export Corp. 20 Oldbury St. London
England

Seul Agent des Films F.B.D.
au Boulevard des Capucines Paris
France

THE BEWITCHING FAVORITE WITH A MILLION FAN FRIENDS

Not in recent history of the Motion Picture Industry has any feminine Star achieved such heights of popularity and such unprecedented box office power as Evelyn Brent.

From Maine to California and from Washington to Florida, in cities large and small, exhibitors praise her for her artistry, her beauty and her drawing power.

Among the fans of the Nation she is a reigning favorite, proven by the flattering expressions of exhibitors as published under the trade paper reports of "What the picture did for me" etc.

And no feminine Star can show such a noteworthy and unbroken list of successes as Miss Brent, among which are included—"Silk Stocking Sal"—"Mid-Night Molly"—"Forbidden Cargo"—"Alias Mary Flynn"—"Smooth As Satin" which played New York's Capitol Theatre to capacity performances for one solid week. "Lady Robinhood"—"Three Wise Crooks" and her latest success "A Broadway Lady" just released.

Miss Brent has earned the brilliant success she has achieved. Her pictures, superbly acted, expertly cast, splendidly directed and widely publicised have made her an outstanding Star and a sure fire money maker for exhibitors throughout the world.

Watch for her forthcoming releases, produced and distributed by—

Film Booking Offices of America, Inc.
1560 Broadway, New York

ELYNN BRENT

D BY EXHIBITORS LARGE AND SMALL AS ONE OF THE BIGGEST
STARS NOW BEFORE THE PUBLIC--- IN HER LATEST PRODUCTION

ROADWAY LADY

THE INDUSTRY WELCOMES ANOTHER M-G-M YEAR

for example:—

Good-bye "Unholy Three" records

Watch for the

big new production starring

LON

CHANNEY

GOOD-BYE 1925!

You were a good year.

You brought the Quality Fifty-Two with you.
From Metro-Goldwyn-Mayer.

"The Merry Widow", "The Unholy Three", "Never The Twain
Shall Meet."

You brought them and a lot more M-G-M hits.

Good-bye 1925!

Welcome 1926!

There's a great year ahead.
For Metro-Goldwyn-Mayer exhibitors.

Soon you'll read the big news.
Of what M-G-M has in store for coming months.

Great box-office attractions.
The kind that make us 'The Talk of the Industry.'

So long 1925.
Wrap up your house records and take 'em away.

We've got things that will make those records look sick.
Watch us, gentlemen, we're making history!

HAPPY NEW YEAR 1926

will be another
Metro-Goldwyn-Mayer
year



The
Quality
52
B

OMES
R!

in
the
romantic
thriller—

The lack Bird

TOD
BROWNING'S

*production of
his own story
with*

Renee Adoree
Owen Moore

adapted by
Waldemar Young

A Metro-Goldwyn-
Mayer Production

100 • YEARS • OF • MANUFACTURING • EXPERIENCE •



The Grand Riviera,
Detroit's beautiful new
theatre. Total Seating
capacity, 3000.

Comfortable Seats Keep This Million Dollar Theatre "Sold Out"

WHEN an exhibitor like the above reports his house sold out every day for matinee and two evening shows it is equivalent to saying, "Attractive, comfortable chairs pay big dividends."

Heywood-Wakefield opera chairs are designed from the box-office viewpoint. They hold patronage because they are built for rest and relaxation.

They increase house capacity because Heywood-Wakefield engineers are backed by 100 years of seat-building experience.

The counsel of Heywood-Wakefield seating experts is given, without charge, to anyone planning or re-seating his theatre.



Chair No. O. C. 417 with
Spanish Leather Spring
seat, Sinai Walnut Wood-
work, produced by Hey-
wood-Wakefield for the
Grand Riviera Theatre.

Heywood-Wakefield
REG. U.S. PAT. OFF.

HEYWOOD-WAKEFIELD WAREHOUSES

Baltimore, Maryland 113 West Conway Street
Boston 45, Mass. Winter Hill
Display Floor, 171 Portland Street
Buffalo, New York Wells and Carroll Streets
Chicago, Illinois 2653 Arthington Street
Display Floor, American Furniture Mart
Kansas City, Missouri 1310 West Eighth Street

Los Angeles, California 801 East Seventh St.
New York, New York 516 West 34th Street
Philadelphia, Penn. 244 South 5th Street
Portland, Oregon 148 North Tenth Street
San Francisco, California 737 Howard Street
St. Louis, Missouri Sixth and O'Fallon Streets

Here's
where
the
movies
laugh at
themselves!

*It's Laugh Month's
One Big Yell!*

MET Don Juan Hartz,
the s-s-stuttering s-s-
shiek of the s-s-silver s-s-
seven beauties! Meet his wives—
He was an actor who mar-
ried for fame and had to
keep right on marrying be-
cause his press-agent made
him! A Wow? Just wait until
your patrons hear about it!

ROBERT KANE
presents

"Bluebeard's Wives"

with
Blanche Sweet,
Lois Wilson,
Ben Lyon,
Dorothy Sebastian,
Sam Hardy and
Diana Kane

Directed by
Alfred A. Santell
Story by Blanche Merrill
and Paul Schofield

The
WOW
of the
industry

A First National Picture





The eyes of the Industry are on FIRST NATIONAL

— and when First
National's stupendous
line-up of star pro-
ductions and specials
is announced next
month First National
again will command

*the "eyes" of
the Industry!*



First
National
Pictures
for 1926

Made to make money! CBook

Motion Picture News

Volume XXXIII

ALBANY, N. Y., AND NEW YORK CITY, January 2, 1925

No. 1

An Equal Break

IF I were an exhibitor I would put one item at the head of the slate this year for thoughtful business consideration—and that is the matter of short subjects.

It's a business matter, plain and simple.

If you want the best of short subjects you have got to pay for the best services of the best kind of people in the making of them. Otherwise you won't get these services.

You, yourself, are writing the short subject ticket. And there isn't any argument about this whatever. Elmer Pearson expressed this homely fact in these columns some time ago; and last week, in his speech of acceptance of the Riesenfeld medal for the best short subject of the year, Earl Hammons said some blunt truths which ought to be thoroughly broadcast and seriously received.

What do you, an exhibitor, intend to do about short subjects in 1926?

* * *

Here's the pertinent little story about the man who made "The Voice of the Nightingale," which captured the Riesenfeld medal:

He came to Paris with an idea, got working space and equipment in the studios of Pathe Freres, and worked day and night for sixteen months to turn out some few thousand feet of negative.

All very well! But this man, L. Starevitch, will certainly not give the rest of his life and his brains to further creations if the theatre man continues to buy attractions by their length and not by their quality.

Would you spend a year on a short subject when you can get much more for a longer subject made in a few weeks?

* * *

There are a lot of unsound traditions in the theatrical business; and perhaps the most ridiculous of them all is the one back of short subjects.

In the early days of this business all films

were short. But the salient fact is—and this the exhibitor may not clearly have in mind—that these were simply the first crude efforts toward longer films of a dramatic order. They belong to the class of longer films, in other words. They have nothing to do with the scenics, cartoons, news pictures, novelties and modern day comedies which were later originated to fill the demands of educated audiences in high class theatres.

Today the exhibitor builds his program just as an editor builds his magazine, with a variety of subjects to please a variety of people. This variety is absolutely essential to the success of any theatre, high or low. The short subjects have got to be as fine as the long; indeed, it is a fact that generally they are finer, if we are to judge by the applause they get.

Yet, while the exhibitor accepts these facts and acknowledges this necessity of high quality in short subjects, he wants to pay rentals on the basis of tradition.

In the early days of short subjects and when all the selling pressure was put on the multiple reel dramas, the exhibitor sort of expected the short length picture to be thrown in. In those days distributors of the longer subjects found it simply impossible, because unprofitable, to handle the short picture.

Today we have short features as well as long and they have their own especial distribution. But any man with a pad and pencil can quickly figure that the rental paid per reel as compared with long features, and their respective costs of production, is neither fair nor calculated to uphold the advance of short subject quality.

We've got to convince the Starevitches that we will work for them when they work for us.

We's got to give short features and long features an equal break.

Wm. A. Johnston

MOTION PICTURE NEWS

JANUARY 2 1926 Vol. XXXIII No. 1

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Speaking Editorially

JOHN C. FLINN, President of Metropolitan Productions and Vice-President and General Manager of Producers Distributing Corporation, told the A. M. P. A. in his speech the other day that the industry is in the throes of a theatre panic.

We do not remember that the word "panic" had been previously applied to the situation by an important official in the business. But, without doubt, Mr. Flinn has hit upon the term which, more accurately than any other, describes what is going on. He pointed out—in one of the most interesting, one of the sanest speeches we have ever heard—what the future probably holds.

One of the things foreseen by Mr. Flinn is some form of centralized distribution. As for the independent producer, he will always be able to market quality product. And the big reward should go, in Mr. Flinn's opinion, not to the exhibitor or the distributor, but to the creator of pictures—the producer himself.

Mr. Flinn's analysis will be found elsewhere in this issue. It is progressive, wise, and, in every way, a significant study of the present feverish situation.

* * *

WILLIAM S. HART, one of the colorful, substantial figures of the screen, has made a very



Sam E. Greenwald, International Newsreel cameraman in Los Angeles, is prime mover in the Black Cats, a club of 13 dare-devil air cameramen. Each member's name contains 13 letters. Here, besides Greenwald, are Ben McDougall, Fronty Nichols, Spider Matlock, Arthur J. Goebel, Herd McClelland, Albert Johnson, Frank Lockhart.. (International Newsreel Photo).

definite "come-back" with the release of "Tumbleweeds," his first picture for United Artists. It is showing this week at the New York Strand and is attracting crowds—glad to renew their acquaintance with the "two-gun" man and to find that his film magic has not decreased one whit, but, on the other hand, has grown in its witchery.

"Tumbleweeds" is a first-rate picture. May it have long and vigorous life at the box-office, as we believe it will. Incidentally, it may be remembered that we prophesied several weeks ago Mr. Hart's triumphant return to the screen. The picture now released bears out that prophecy in every detail.

* * *

PATHE comes forward this week with a special announcement of its product for Laugh Month in the form of an attractive twelve-page insert—effective, as the Pathe copy always is, for its direct message and its showmanlike appeal. An interesting array of product is scheduled.

* * *

FOR a long time the leaders of national and State exhibitor organizations have stressed the value of the theatre owner as a force in his community. It is an important work—we know of no work more important—this task of getting the individual exhibitor to see that his theatre is far more than a mere business institution, or it can be made so if he will but do it.

And the signs are not wanting that the exhibitor is becoming recognized more and more as a factor in public service. For instance, one of the members of The M. P. T. O. of New Jersey—Walter H. Olden, of the Garden theatre, Princeton—has recently been elected to the State Assembly—the first exhibitor in the State, we believe, to win that honor.

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January 2, 1926 MOTION PICTURE NEWS Vol. XXXIII, No. 1

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Harold Lloyd congratulates Manager W. S. Messing of the Pathe Los Angeles branch for winning first place in the "Lloyd Eleven" contest on "The Freshman" (Pathe).



They're all turning to the boyish bob these days. Evelyn Brent, F. B. O. star, is one of the latest, and it becomes her well. Judge for yourself!



Greta Garbo, a recent importation, is a flashing and lovely figure as Leonora in Ibanc's "Torrent," a Cosmopolitan production at Metro-Goldwyn-Mayer.

PICTURES AND PEOPLE

LASKY'S TWELFTH MILESTONE

TWELVE years ago, Jesse L. Lasky began producing "The Squaw Man" in a barn in Hollywood (yes, that was in the barn-storming days of pictures) on the site of the present Lasky studios covering two city blocks.

The other day, on the 12th anniversary of that first beginning, Lasky entertained 50 representatives of the press and a number of film people in that same barn—but this time the addition of floral decorations and tapestries had made it a thing of beauty.

At the close of the luncheon, Ernest Torrence presented Lasky with a beautiful painting of "Old Ironsides," which is to be the subject of an elaborate picture. In responding, Lasky told something of the struggles of the early days. He received scores of floral tributes and congratulatory telegrams.

STRANGER THAN FICTION

THE long arm of coincidence reached out in remarkable fashion during the filming of "The Johnstown Flood" for Fox by Director Irving Cummings. Cummings was naturally anxious to reproduce this historic disaster as accurately as possible, and went to Santa Cruz, near where he believed he could find a location similar to the Conemaugh Valley in Pennsylvania. Days of search were fruitless, and he confided to Robert Jones, proprietor of the St. George Hotel where he was registered, that he was going to give it up—whereupon, Jones calmly remarked that he had covered the famous flood for the Chicago Daily News, and that he could lead Cummings to the very location which he desired. This he did, and was with the company during the filming of most of the exteriors, insuring absolute accuracy.



Buster Brown, Mary Jane and Tige (otherwise Arthur Trimble, Doreen Turner and Pete) extend a very Merry Christmas to the patrons of Buster Brown comedies, produced by Sern Brothers for Universal.



The building at 1560 Broadway, New York City, where the F. B. O. Home Office organization will be housed on the 16th floor shortly.



Iris Gray, one of the Paramount Junior Stars, has a brand new coiffure, which she will wear in "Glorious Youth," and is nothing if not attractive.



Dorothy Mackaill as "Joanna" in the First National picture of that name introduces something new—knee muffs of mink fur to match her coat.

A NEW MOTHER ARRIVES

ALAS and alack! The old screen conventions are disappearing, one by one. Starting with "A Woman of Paris" and the Lubitsch compositions, our villains are becoming more polished, more suave, more clever and more good humored—until they are practically light comedians. Our heroines, once wide-eyed and golden-curved, and as innocent of the knowledge of evil as the tiny bacilli reared in an incubator, are now permitted to know something of the facts of nature as high in the animal kingdom, say, as the



William Collier, playing in Paramount's "The Golden Journey," visits another stage where Bebe Daniels is working on her newest starring vehicle long enough to be presented with his Christmas gift.

propagation of amoeba princeps, and we have even had one or two heroines who were slightly soiled. In "Lord Jim" we have a hero who fails to rise to his duty in a crisis.

What are things coming to, anyway? Pretty soon we won't know who to applaud and who to hiss. And now comes the "most unkindest cut of all." The screen mother, one of the fixed symbols of screen dramaturgy, bids fair to be metamorphosed along with the other celluloid figures. The be-shawled and be-spectacled mother of children 10 or 12 years old, who appeared to be at least 80 and could barely totter about, is threatened with oblivion. No more, perhaps, will she place the light in the window, while she suffers and suffers—and suffers.

For in "Stella Dallas" there is brought to the screen a new mother—one who is still a young woman, still attractive and still a part of the life around her. Belle Bennett makes Stella as attractive a figure in every way as the heroine. She wears modish clothes, does not hobble about feebly, or peer dimly over spectacles—yet what more appealing, nay, heart-rending, picture of motherhood and mother's sacrifice has the screen shadowed? None that we can recall, and with all respect to the screen mother of yesterday we believe that the newer type, drawn closer to real life, will prove more popular. At any rate, the fact that the screen seems to be discovering that "there is so much bad in the best of us, and so much good in the worst of us," may be a sign that the movies are coming of age.

BOOSTING BUSTER

STERN BROTHERS are registering no little pride and joy over the latest achievement of Buster Brown, their youthful and mischievous comedy character. For last week the bill at the Capitol theatre, New York City, included "Buster's Bust-Up," one of the series, and as everyone knows the short subjects at this theatre are selected with great care. This is the first series which Stern Brothers have produced, but they are understood to be considering others. Surveying the short subject field as a whole, there seems to be quite a well defined trend toward the series with a central character, as against the miscellaneous subjects related only through having the same star. It adds, in a measure, the appeal of the serial to the sure-fire appeal of comedy.



This pleasant Yuletide fireside scene is the O'Malley household. The gentleman holding the baby is Pat O'Malley, the Universal star, who is married and proud of it—and is proud of the little O'Malleys, too.

LAUDING LATTA

C.J. LATTA, the Shenandoah, Iowa, exhibitor who achieved front page fame overnight by advertising for his patrons to remain away because the picture was not up to his hopes, is receiving laudatory comment from all over the United States as a result of his simple, logical (and therefore exceptional) action.

"I believe that in the end you will profit three-fold," one man wrote from Bangor, Me. "The fathers and mothers of your vicinity will rally to your efforts to raise the standards of pictures," wrote the superintendent of the St. Joseph, Mo., Humane Society. Manager Charles Moning of the Colonial theatre, Plymouth, Mass., declared that he, too, had found that the policy of honest advertising paid. Mrs. H. B. Rice, amusement inspector of San Antonio, Texas, congratulated Latta warmly, while another letter from St. Louis said, "It is honest and will win, and make you friends who will be loyal to you and build up your business and make it an even greater success."

Although the next exhibitor to try this strictly honest advertising policy probably won't win national publicity, he will win a lot of friends and confidence in his own community, which is what counts the most.



Not having a Christmas tree of the regulation variety, the Christie stars and players in Educational-Christie comedies gather around an Australian eucalyptus, appropriately decorated, to celebrate the holiday. Left to right, they are: Bobby Vernon, Jimmie Adams, Neal Burns, Billy Dooley, Natalie Joyce, Francis Lee, Duane Thompson and Molly Malone.



Hal Roach's rascals appearing in Pathe's "Our Gang" comedies devote their holiday efforts to helping provide a Merry Christmas for other and less fortunate youngsters.

VISITING THE VOLGA

THEODORE ROBERTS, who is happily reported well on the way to recovery after a long illness that has kept him away from pictures largely since "The Ten Commandments," was a recent visitor on the Russian sets at the De Mille Studio, where C. B. is at work on his current personally directed production, "The Volga Boatman."

Roberts, with his cigar and his loveable irascibility, his touches of comedy and real sense of character shading, have been missing from the screen all too long, and it will be welcome news when his return is announced.

A TRIO OF STARS

THREE releases, two features and a short subject, came in for special mention this week by the National Board of Review in handing out the asterisks. The first merit star went to "Three Faces East," Producers' film version of the Anthony Paul Kelly stage melodrama of spies and such. The second was awarded to Robert F. Kane's production for First National, "Bluebeard's Seven Wives." The third and last went to a subject which has been capturing the little asterisks almost as frequently as released—Pathe Review No. 52.



Alice Joyce, Paramount player, like all proverbial parents preparing gifts for their children, has a lot of fun playing with the toys before putting them under the tree as a gift straight from Santa Claus' workshop.

THESE ENGAGEMENT RUMORS

CLARA BOW and Donald Keith, members of the "Dancing Mothers" cast at the Paramount Long Island studio, are much perturbed over reports of their engagement, which, through someone's careless oversight, crept into the daily press. Both have received, according to the ever veracious P. A., indignant telegrams from their Boy Friend and Girl Friend, respectively, in Hollywood, wanting to know what it's all about. And both want it known that there is nothing whatever to justify such a report.

Which reminds us of an occasion, perhaps two years ago,



Olive Hasbrouck, Universal leading woman, should spend a very Merry Christmas, for the past year has advanced her far along the path that leads to stellar fame.

when one of our most charming young screen actresses and her leading man, now a stage star, stood around the studio on a rainy afternoon discussing the temporary scarcity of publicity, when they perceived a lady interviewer approaching.

"I'll tell you what!" said the c. y. s. a. to her l. m. "Let's tell Lulu that we're engaged and maybe she'll give up a story."

"Lulu," which we use because it happens not to be her name, did give them a story—and it went all over the country, front pages and all. And then they had to deny it.

But that, of course, like the G. & S. flowers that bloom in the spring, tra-la, has nothing to do with the case.

PLANS EFFICIENCY PLUS ART

F. W. MURNAU, Germany's directorial ace, who is to be loaned by UFA to Fox Films, is coming to Hollywood not with the intention or expectation of bringing something entirely new, but to make a picture or two with superior American actors and equipment, backed by superior American organization, says Hermann Bing, Murnau's assistant and technical director, who is now at the Fox Film studio, preparing for the director's coming.

"Murnau's intention," says Mr. Bing, "is to try to make pictures which will please the American theatre patron—commercial successes because of their artistry. He will bring his Central European training, experience, knowledge, and his individual originality to Hollywood because here is assembled the pick of the world's actors, the best of the world's motion picture equipment; here, within fifty miles of the studios, is scenery duplicating any in the world and behind it all the best type of film organization.

"Here in America you have an expression 'Turn a man inside out.' That comes near to expressing Murnau's intention, but not quite. He aims to turn a man's mind, his heart, his soul inside out and then put him on the screen for other men to see. To Murnau, no man is good, none is bad. All are fifty-fifty; good and bad, and this is what he tries to show in pictures.

"To this Cinema melting pot and its background, Murnau will bring the ideas and ideals of Central Europe, different entirely from those of America because of the psychic morbidity that has come into the depression that followed the war. You in America who are so busy with the more practical ideas that have brought



When Vera Steadman, Christie-Educational comedienne, returned from Paris recently, she brought a whole trunkful of dolls from the night clubs of Paris, some of which you see here. (Wide World Photo).



No caption is needed on this photo; the sign tells the story. The attractive misses are Helen Marlowe of Educational-Cameo comedies and Estelle Bradley of the Educational-Mermaids.



Sam Hardy, as the press agent, in a scene with Ben Lyon in "Bluebeard's Seven Wives," Robt. T. Kane production for First National, shows what every good press agent reads.



Marian Andre, appearing in Christie comedies for Educational release, makes a petite and dainty ballerina, as this photo attests.

material prosperity, may not realize the awful difference between your land and the countries of Europe. But over there a man can't escape subjective thinking.

"To put this subjective thought on the Screen, to open up the mind, the heart, the soul—that is Murnau's aim. Several European stories with this intention have been submitted to Fox Films. One or maybe two will be selected.

"The story or stories chosen will be 'painted' in motion pictures—that is reproduced as the painter reproduces—not as the photographer. In accomplishing this Murnau will do nothing spectacular. There will be no elaborate sets, no big scenes, no splurge, no blustering effects.

"The story will be told in the pictures, not in the titles, as Murnau uses titles only when absolutely necessary, because he holds that a man can reproduce his ideas in films just as another man can express his ideas in paints and oils or in marble or in the printed page.

"I doubt that Murnau would undertake the production of an American story. Your manner of thinking is so different from that of Europe that it would be difficult for him to absorb your viewpoints and for this reason I believe that he will adhere to his expressed intention to return to Europe and stay there when his work with Fox Films is completed."



Marion Davies not only plays the title role but appears as the Prince as well in "Beverly of Graustark," her Cosmopolitan production for Metro-Goldwyn-Mayer.



Will Rogers, Jr. (left) assists John Henry Seiter in holding up William Seiter, the latter's dad and incidentally one of Universal's directorial aces.



Peggy Hopkins Joyce in a scene from "The Skyrocket" (Associated Exhibitors) in which she is said to demonstrate that her screen personality and talent rival her beauty and fame.



John Ford, the Fox "Iron Horse" director, has a couple of young desperadoes in his own home. The larriat swinger is Pat, while the other Western bad man is Jack.

Ufa Deal Draws American Film Representatives to Berlin

Trip "Merely Informatory," S. R. Kent Announces

(Special Cable to MOTION PICTURE NEWS)

Berlin, December 22

Sidney R. Kent, General Manager of the Famous Players-Lasky Corporation, in Berlin in connection with the pending Ufa deal, stated to your correspondent today that the purpose of his trip was merely "informatory".

Carl Laemmle, President of Universal, when interviewed, said he hoped to settle the details of the deal and close it shortly on behalf of his company.

TWO weeks ago Carl Laemmle, president of Universal, announced that his firm had closed a deal with Ufa whereby it would loan about \$3,600,000 to Ufa for 10 years at eight and one-quarter per cent. interest, receiving in return valuable concessions in the distribution and exhibition of Universal pictures in Germany. A few days later he sailed for Europe on the Leviathan to close the final negotiations.

On the same ship were S. R. Kent, general manager of Famous Players-Lasky, Leopold Friedman of Metro-Goldwyn, and others, all possessing a keen interest in anything vitally affecting the German market—second only to England as the richest source of revenue abroad.

The first intimation of the trend of affairs came in a cablegram to MOTION PICTURE NEWS, from its Berlin correspondent, a man intimately familiar with the situation, stating that it was rumored there that Kent and Friedman had succeeded in delaying consummation of the deal.

A dispatch to the New York Sun indicated that Kent and Friedman had been joined by John Graham, the Famous head in England, Herman Wobber, of Famous; Ike Blumenthal, general European representative of F.P.-L.; Albert Aronson of M.-G.-M.; Sam Rachman, and others, showing the high importance of the situation.

The same dispatch stated that it was considered likely that the final papers would be signed at any moment, presumably by Universal and Ufa, but the possibility of the deal taking another turn was seen by several observers.

R. H. Cochrane, vice-president of Universal, told MOTION PICTURE NEWS that he had received no direct advices concerning the final signing of the papers in the deal.

Before leaving the U. S., Laemmle received copies of the initial agreement, signed by Ufa officials and which needed only his signature, presumably, to become binding on both parties. This agreement, however, was incomplete in several respects, a number of details remaining to be worked out, and it is in connection with these details, apparently, that a possible hitch may have developed.

According to men in New York closely in touch with the situation, the contract sent to Universal was signed by Erich Pommer, who, rumor has declared, may be succeeded by Dr. Kalmann, former head of Ufa—an event which might also have some bearing on the situation.

In order to make plain the situation which exists—and which may have been cleared up before this is read—it is necessary to review something of the events leading up to it—much of it heretofore unpublished in this country.

Ufa, from rather modest beginnings, has grown since the war to be the outstanding German company by a considerable margin. Like nearly all German corporations, the

laws passed in connection with the paying off of indebtedness with depreciated currency made it possible for Ufa to "clean the slate" and start fresh in a most advantageous financial position at the close of that period.

Dr. Kalmann, the head of the company at that time, is a shrewd and resourceful financier, and has frequently been compared to Adolph Zukor as an executive. Under his sagacious management the company weathered a trying period and expanded its activities through amalgamation with other firms, notably Decla-Bioscop, a strong producing company.

Ufa pictures, at that time, were made at a moderate cost and earned a reasonable profit despite generally unfavorable conditions.

One of the men brought in by the union with Decla-Bioscop was Erich Pommer, a production executive of considerable reputation, young and aggressive. Finally the Ufa board of directors decided that the time had come when the company must expand into the world market, and must produce pictures worthy of that market. Erich Pommer seemed the logical man to carry out that aim, and he was accordingly put in charge of production and of all expansion outside of Germany.

He instituted a production program of some 36 features, to be produced on a magnitude then undreamed of in Germany—pictures to reach a world market and, especially, the United States. Toward that end a branch office was opened in New York

City under the direction of F. Wynne-Jones.

This led to the sale of "The Last Laugh" to Universal, and to preliminary showings of "Siegfried." Pommer, Fritz Lang, the director of "Siegfried," and Dr. Kalmann visited New York and Los Angeles to observe American conditions at first hand.

At this time Ufa was indirectly financed by the Deutsche Bank, virtually a government institution, and under the further protection of a friendly Kontingent which limited the amount of importation into Germany, conditions seemed generally favorable.

Had American release been obtained on a substantial amount of the Ufa product, all would presumably have gone well, but if reports current until recently in the German press are to be believed, the elaborate production program has led to a temporary financial stringency, although the assets of the company are large and the general financial position absolutely sound. It became necessary, however, to obtain additional funds to carry on the production program, and to continue the active theatre building schedule in Central Europe.

Various American companies were approached as much as six or seven months ago with the object of negotiating a deal similar to that now pending with Universal. These companies, however, did not regard the deal as sufficiently attractive, or sufficiently practical, to warrant further consideration. Wall Street banking firms are also understood to have been approached.

During Carl Laemmle's visit to Germany the past summer, the same proposition was discussed with him, and an offer made. Scores of cablegrams were exchanged between Berlin and Universal City, leading finally to the agreement which brought Laemmle to New York and thence to Germany.

As soon as announcement was made that Universal was about to close with Ufa a deal which would give the American company virtual control of the export business with Germany, the events set forth in the opening paragraphs of this article followed in rapid sequence.

It is, on the whole, a highly interesting situation and a most significant indication of the importance assigned to the foreign market today. The board of directors of Ufa is scheduled to meet on December 30th, and final steps will doubtless be taken by that time at the very latest, and more probably somewhat sooner.

The financial statement of Ufa, just issued, shows a healthy condition on the whole, a six per cent. dividend being declared.

It may or may not be significant to chronicle the fact that Famous Players is this week showing Ufa's "Siegfried" in its Rialto theatre, New York City.

Poli To Retire As Active Head: L. M. Sagal To Direct Circuit, Is Report

A REPORT from New Haven states that Sylvester Z. Poli will retire as active head of the Poli Theatrical Enterprises and that L. M. Sagal, present general manager and a big stock holder in the company, will succeed to the directorship of the circuit. No formal announcement has been made; the sources from which the report emanated claim that definite plans to bring about this change have been made.

It is understood that O. C. Edwards, present manager of the Palace Theatre in New Haven will succeed Mr. Sagal as general manager and that James F. Powers will be transferred from the Bijou to the Palace to fill the vacancy caused by Mr. Powers' promotion.

During the past year there have been many rumors that the Poli circuit was about to be sold, Famous Players-Lasky being one of the organizations which is known to have negotiated for the purchase of the chain.

Mr. Sagal, who is also Treasurer of the M. P. T. O. A., has steadily assumed more responsibility in connection with the organization during the past few years, and his succession to the active direction of the circuit is regarded a logical step.

Celebrities To Attend Dinner

12 Immortals of Industry Nominated by
A. M. P. A. to be Guests at Naked Truth

THE committee in charge of the Annual Naked Truth Dinner, to be held in February in New York, of the A. M. P. A. are directing their efforts toward making the coming affair the greatest in the history of the organization in plans that are being worked out for the event.

An announcement from the committee this week states that the "12 immortals of the industry" nominated by the A. M. P. A. will be guests at the dinner. These men, whom the organization named as the most representative men who stand as the ideals in the progress, growth and expansion of the industry are: Adolph Zukor, Jesse Lasky, Will Hays, Marcus Loew, William Fox, Roxy Rothafel, D. W. Griffith, Joe Schenck, Carl Laemmle, Sidney Kent, Dick Rowland and Sam Katz.

A large number of the leading stars of the screen will attend the Naked Truth Dinner. Requests for tables have already been received from eighteen of the best known stars.

At the special meeting of the A. M. P. A. last week, it was unanimously voted to have no speakers and no speech making, thus this year's affair will far eclipse any of the former ones in many ways. Instead of one orchestra there will be two famous orchestras of New York City with music and dancing continuously.

A timely suggestion is offered that all those who wish to be present at this year's party, communicate immediately with Charles Einfeld, 365 Madison Avenue, New York.

Admission Tax Is Unchanged

House Adopts Committee Recommendations on Motion Picture Shows

ADOPTING the committee recommendations for the admission tax as submitted, the House on December 18 passed the revenue bill, under which no change is made in the present rate of one cent on each ten cents of admission in excess of 50 cents, with the adoption of the exemption from all tax of the spoken drama.

A valiant effort was made by Representative Griffin of New York to strike out the tax in its entirety on the ground that it was a burden upon the public. He declared that it requires a small army of Treasury employees to collect the tax, it could not be collected with facility and fraud was easily possible.

Mr. Griffin was supported by Representative Rainey of Illinois, who pointed out that when Queen Victoria died and a period of mourning was decreed for two weeks, during which all places of amusement should close, it was found that the populace was getting so unruly that after 48 hours the order was rescinded. It is an "emotional outlet," he declared, which should be made as free to the people as possible.

Admission taxes should be left as a source of revenue to the individual states, it was asserted by Representative Moore of Virginia in speaking in favor of repeal. The tax systems in many states are unsatisfactory, they are in urgent need of revenues, and there is no tax that can be more readily levied by a state seeking new avenues by which they may escape from present methods.

Favoritism of wealth on the part of the ways and means committee was charged by Representative Lozier of Missouri, declaring that the admission tax was a war measure which should not be continued in time of peace.

The House, however, rejected the amendment, and also an amendment offered by Representative McKeown of Oklahoma, increasing the exemption from 50 cents to \$1.50 and making the admission tax on amounts in excess of that figure two cents on each ten.

Cleveland May Reinstate Sam Bullock

Sam Bullock will be reinstated as field representative of the M. P. T. O. A. of Ohio, if the members of the Cleveland Motion Picture Exhibitors' Association have anything to do with it. At a meeting of the Association last Tuesday, a petition was voted, to be signed by its members, and to be circulated among the exhibitors of the state, asking that Bullock be returned to his former position in the state association as field representative, which position he held for several years and until last summer.

The Cleveland exhibitors expressed their appreciation of the organization work Bullock has done, in the city, in the state and in the national exhibitor association. Bullock was instrumental in forming the present local association. He has fought for local and state exhibitor rights.

Gregory and McKay Join N. Y. Inst. of Photography

The New York Institute of Photography has added to its staff Carl L. Gregory, F. R. P. S., and Herbert C. McKay, M. R. P. S. Mr. Gregory is widely known as an authority upon motion pictures and the author of a widely read text-book dealing with that work. Herbert C. McKay, M. R. P. S., is also widely known as an authority upon motion pictures and the author of the first text-book ever published dealing exclusively with the amateur aspects of the art. Mrs. Gregory and Mr. McKay collaborated in designing the new motion picture camera recently introduced by the New York Institute and it is understood that they will collaborate further in the preparation of a series of up-to-the-minute text-books dealing with the latest advances in the world of the motion picture.

Walrath May Be Named On N. Y. Commission

IF anyone is appointed to the New York State Motion Picture Commission to succeed George H. Cobb, whose term of office expires on January 1, it will probably be John H. Walrath, of Syracuse, the retiring Mayor of that city. It is said on good authority that Governor Alfred E. Smith has tendered Mr. Walrath a \$7,500 place on the Commission, but with the understanding, however, that there is a good likelihood of the Commission being wiped out of existence not so very many months hence. Walrath was at the State Capitol in Albany, one day last week, and had a long conference with Governor Smith on the proposition. No announcement has yet been made as to his decision.

Stanley Stock Increased to a Million Shares

THE new financing plan of the Stanley Co. of America, providing for an increase in authorized capital stock from 100,000 shares Class A and 60,000 shares Class B to 1,000,000 shares of no par value, was ratified by the stockholders at a meeting held in Philadelphia last week.

Two shares of the new stock will be given in exchange for each share of Class A and Class B stock. A stock dividend of 10 per cent in new stock will be declared payable on January 11.

There will be 334,306½ shares of the new stock outstanding when the new plan becomes effective.

Theatre Panic Analyzed by Flinn

P. D. C. Vice-President Makes Interesting Speech Before A. M. P. A.
on Major Problems of Industry

THE motion picture industry is passing through one of its most critical eras, in the opinion of John C. Flinn, vice-president and general manager of Producers Distributing Corporation, who gave an interesting, if not altogether conclusive, analysis of some of the present problems of exhibitors and producers, in an address last week before the Associated Motion Picture Advertisers in New York. Mr. Flinn, a former president of the A. M. P. A. was the guest of the association at one of its weekly luncheons. Between sixty and seventy persons were present.

Mr. Flinn read an excerpt from a recent statement made by Joseph M. Seider, business manager of the M. P. T. O. A., in which Mr. Seider stated that exhibitors who have built up enterprises of strength in different sections of the country are looking dubiously into the future on account of the rapidity with which national producing and distributing organizations are building up their own exhibiting circuits in opposition to established theatres which heretofore had consistently given representation to the firms which were now becoming active competitors.

"It is no secret to men engaged in motion pictures in its various activities that there is at present a panic among theatre owners," said Mr. Flinn. "Individuals and corporations which have built up great theatre enterprises in the past decade, are face to face with the problem of whether they shall continue to operate their business independent of direct affiliation with one or more of the larger national distributing organizations. With scores of productions of the calibre and cost entitling them to first run representation everywhere, it has become incumbent upon independent theatre operators to provide adequate outlet for all the larger companies, or face the alternative of having to meet exhibitor competition from the companies themselves. A great deal of bitterness has been caused by producer acquisition of theatres, but bitterness will not solve the problem. The facts are: that the business itself is in a stage of evolution, and the process is beginning to pinch in quarters



John C. Flinn, vice-president of Producers Distributing Corporation.

heretofore considered safe and secure from producer competition.

"Duplication of eight national distributing organizations in America with the costs of maintenance of scores of branch offices in principal cities is a costly system for the industry to support. National distributing organizations yearly cost between thirty and forty million dollars to maintain. Is there a remedy for this heavy burden in centralized theatre booking control? It is not unlikely that eventually motion pictures will be booked throughout the country through some such impartial mechanism as that established in the vaudeville business by the Keith United Booking Offices. Four or five national booking agencies may be the outgrowth of the present tendencies.

"So far as I know no one has come forward with any solution. Perhaps Mr. Zukor and Mr. Katz have a solution but it is not generally known.

"There is one forbidding menace which faces the independent theatre operator who sells part of his enterprise to one of the national companies on the theory that by so doing he guarantees his theatre with attractions for the future. He must not lose sight of the fact that the variety entertainment offered to the public has been the principal cause of his past success and any affiliation which may exclude good pictures from his screen no matter from what source they may be obtained, is a step backward and one inviting commercial failure.

"The one division in this business which must be fostered and supported is the producing department. However tightly theatre control may be vested in the hands of one or more great theatre circuits, there is no guarantee in that direction that good pictures will be forthcoming, just because the theatre circuit is affiliated or owned by a large producing company. The pendulum of production sways too rapidly. Everyone

in the business recognizes this fact in the history of the past few years. A short time ago by virtue of a series of productions like "Ponjola," "Black Oxen," "Flaming Youth" and "Sea Hawk," First National was regarded as the outstanding company of the business. Another season Paramount held the lead with "Covered Wagon," "Ten Commandments" and its starring vehicles for Swanson, Meighan and Negri. During the past season the business has heard more of the Metro-Goldwyn-Mayer pictures than of any other company. "Unholy Three," "Merry Widow," "The Big Parade" and "Ben Hur," which is on the threshold of public exhibition, are responsible for the present vogue of that company.

"It may be perfectly feasible to control the outlets of exhibition by owning brick and mortar, but the history of the business reveals the impossibility of controlling the brains and the inspiration of production. And production is the food upon which the industry thrives.

"Let that theatre owner at present worried over the future, take clear counsel with himself, therefore, before he casts his life's investment into business association with any one of the companies. Good motion picture entertainment will be available from sources other than from one or two companies. Like all panics, the present nervousness is due more to unsound thinking than to unsound entertainment.

"The present time demands steadfastness and courage, not capitalization.

"Our own company is dedicated to one purpose—to make the best pictures possible; confident of our ability to find representation before the public of meritorious entertainment."

F. G. Bradford Passes Away in Los Angeles

F. G. Bradford, vice-president of Lee-Bradford Corporation, passed away in Los Angeles last week. Bradford had had little to do with the company's affairs for some time and had spent the past four years in California because of ill health. He was about fifty years of age.

Peck Wants Producers For Canada

RAY S. PECK, director of the Canadian Government motion picture studio at Ottawa, Ontario, who was recently quoted as being anxious to see Canada adopt the film quota plan as suggested in Great Britain, declares his statements were misunderstood. In a later statement, Peck says: "I am not particularly interested in a film quota system for Canada at the present time; I am more interested in encouraging moving picture producers to come to Canada where they can obtain new locations, new scenic backgrounds for stories and also the opportunity of making motion pictures that would receive the advantage of benefits to be derived through having been made in the British Empire."

Universal Chain Signs R. T. Newton

THE new Universal Chain Theatres, Inc., has signed R. T. Newton in an executive capacity and he has left New York for an extensive trip through the South, during which he will look over location sites for new theatres and investigate potential theatre purchases.

Newton recently resigned from Famous Players-Lasky Corporation, after having been connected with the S. A. Lynch Enterprises and the Southern Enterprises for eight years. During his experience with Famous Players he managed various groups of theatres in cities throughout the south.

Lasky Signs Marshall Neilan to Produce Series of Paramount Specials

JESSE L. LASKY has signed Marshall Neilan to a long term contract, under the conditions of which the director will make a series of special productions for Paramount. His first picture will be a big special, the story of which is now being worked out. He probably will start production on this the middle of February and the picture will be released next Fall.

Following that production Neilan will direct Betty Bronson in a picture of the type that has made him famous as the director of many of the big Mary Pickford successes. The story has already been selected.

Neilan in his productions will have back of him the resources of the Paramount production department and the help of the producing organization in the Lasky studio.

Griffith Talks to Canadians

Hints Great Britain Should Have Its Own Motion Picture Industry

AGENTLE hint that Great Britain should have its own moving picture industry was thrown out by David Wark Griffith when he gave an address as the guest of honor at the Canadian Club in the King Edward Hotel, Toronto, on December 14, before a crowd of 450 prominent business men of Canada, including many high officials of the moving picture business in the Dominion.

Mr. Griffith, the famous director, emphasized the importance of the moving picture as an international factor and declared that the pictures were a great international advertiser and ambassador.

"In war and in peace it is a key industry," Mr. Griffith said. "I would go so far as to say that no great country of the future can control territories throughout the world if it does not possess a great moving picture industry. It is as of great importance to national commerce as banks and steel industries. No other business propaganda can compare with it."

"We may brag about being citizens of the United States and I am proud of it," continued Mr. Griffith, "but if I did not realize the importance of British thoughts and ideals and feel deeply when Great Britain is threatened I would indeed be a fool. There

is no denying that, at present, she is threatened with radical ideas and they must be fought. What better work for the motion picture than to speak sweetly and clearly to the world against Sovietism, the deadliest foe of the English-speaking race?"

There were two great nations, both English-speaking, to him—the United States and Canada—which were bound by self interest and mutual interest to continue friendly toward each other. Dwelling on the evil of intolerance, Mr. Griffith declared that this feeling might be tolerated in view of the fact that ultimately it is fairly certain to bring about tolerance. He protested against the restraints which were being placed against motion pictures when literary productions were allowed so much toleration.

Noted at the head table were J. C. Brady, proprietor of the Madison Theatre, Toronto, and president for several years of the Ontario M. P. T. O.; N. L. Nathanson, managing director of Famous Players Canadian Corp., Toronto, and Ray Peck, director of the Canadian Government Motion Picture Bureau, Ottawa.

Kansas City to Enforce Ban on Standees

Kansas City exhibitors were given something to ponder over this week when it was announced by Walter A. Besecke, superintendent of buildings, that the city ordinance prohibiting persons in theatres from standing in passageways to aisles would be strictly enforced. The ordinance heretofore has not been enforced.

"If the interpretation of the ordinance means merely that passageways are to be left open, we expect to comply with that, but if it means that persons will not be allowed to stand in foyers or other places away from the aisles, then we will oppose such a measure," said R. R. Biechele, president of the M. P. T. O. Kansas-Missouri.

Bill Would Give Elmira Sunday Pictures

Alderman John B. Sheeche has introduced an ordinance which provides for the legalizing of Sunday motion pictures in Elmira, New York. The common council will soon consider the measure, which, it is understood, will be fought by the Ministers' Association of the city.

New Companies Organized in New York State

Motion picture companies incorporating in New York state during the past week included the following: Madaler Patent Rights Holding Corporation, Hampton Bays, capitalization not specified, Ferd Von Madaler, Hampton Bays; W. C. Grabie, Mattituck; P. E. Taylor, Rockville Centre; the J. M. and L. W. Theatre Corporation, Albany, capitalization not stated, H. W. Burmaster, M. M. Pedlow, Albany; M. E. Leonard, Brookview; M. C. Distributing Company, Inc., \$25,000, Louise Gilsinger, Louise C. Jentes, New York; Esther Freedman, Brooklyn; Excellent Pictures Corporation, capitalization not stated, M. J. and A. S. Krellberg, New York; D. M. Palley, Brooklyn.

Seattle Board of Trade Elects Officers

New officers of the Northwest Film Board of Trade of Seattle were elected at a meeting of that organization held a short time ago, and will hold office during the year 1926. Installation ceremonies will be held this month, at which time the present officials will give way to Jack J. Sullivan, manager of the Fox Film exchange, president; William J. Drummond, manager of the Producers' Distributing Corporation exchange, vice-president; J. A. Gage, manager of the Educational Film exchange, secretary and treasurer; and Al Rosenberg of De Luxe and Fred G. Sliter of First National, trustees.

R. M. Vandivert Joins Du Pont De Nemours Co.

R. M. Vandivert has been appointed advertising and sales promotion manager of the Fabrikoid Division of E. I. du Pont de Nemours & Company. Mr. Vandivert is well known as an advertising executive in the motion picture industry, in which among other associations he served for several years as advertising manager of MOTION PICTURE NEWS.

Washington State Gets Censor Bill

SENATOR CHRISTENSEN of Washington took advantage of the last day for the introduction of new bills at the Olympia session to advance a measure providing for the creation of a state censorship commission of five to be appointed by the Governor, with full power to pass upon all films introduced into the state.

Objectable matter provided in the bill would include: films glorifying or justifying crime, display of murder or violence, obscenity or inciting to crime, prejudice to any religion or race, disrespect to parents or home life. Violations would be met by a \$500 fine, a sixty day jail sentence or both, and the confiscation of prints.

The commission is to consist of two women, two college professors and one drawn at large. Each would serve from one to five years and have the power to determine the method of assessing distributors on a basis sufficient to meet administrative expenses.

"Dark House" Insurance for Mid-West

THE Midwest Film Distributors, Inc., a Kansas City corporation, has established in the Kansas City territory among the small town houses what is to be known as "dark house" insurance. Many times during an extremely cold period when blizzards raged, small town theatres have been stranded without a picture for the night and patrons turned away. For \$7.50 the Midwest concern will allow the exhibitor to retain a feature picture in his possession for a month, to be used in case of emergency. Although in its infancy here, the plan is proving a popular one.

Two more Missouri theatres have come under producer control—the Princess and Kennedy theatres of Kirksville, Mo., which have been acquired by the Midwest Film Distributors, Inc.

The Princess seats about 800, while the Kennedy, a new house, will seat about 1,000, according to C. E. Rhoden, manager of Midwest. Jack Moore, former exhibitor of St. Joseph, Mo., will manage the theatre.

Fox Buys Interest In Ascher Circuit

19 Theatres in Chicago Chain, Several in Competition with B & K;
Famous Will Build New House in Denver; Other Deals Reported

AN interest in the Ascher Bros. chain, numbering about 19 neighborhood theatres in Chicago, has been acquired by Fox Theatres Corp., the newly formed theatre organization of Fox Film Corporation. It is reported that the downtown theatre organization of Fox Film Corporation be carried on as an enterprise independent of the affiliation with Aschers.

Since many of the houses in the Ascher string are in direct competition with Balabar & Katz theatres, many observers declare that the move by Fox narrows the lines of conflict between these two interests in Chicago's film theatre situation, with Fox contesting the alleged ambition of B & K to dominate the situation.

In Denver, Paramount has made what seems to be a definite announcement of plans for a new million dollar theatre. One of the striking features of the plans is the fact that the building will be located away from the present first run theatre district, Curtis Street. The new house will be at Sixteenth Street and Glenarm Place.

The Paramount announcement is the fourth proposing plans for new theatres to be erected in Denver during 1926. Plans have already been announced for the new Aladdin Theatre, a \$300,000.00 structure which will be placed under construction at Colfax Avenue and Race Street on January first by Harry E. Huffman. A new three thousand seat Orpheum Theatre will be constructed on a down-town location. There will be a new two thousand five hundred seat

Kansas City Approves All-Comedy Bill

THE all-comedy bill seems to have become all the rage in the Kansas City territory since the successful experiment of Walter Fenny at his Best theatre, Parsons, Kas., recently. About twenty-five theatres have contracted for all-comedy bills in the near future, it is said.

South Denver Theatre at First Avenue and Broadway, this being under the direction and construction of the D. & R. Western Enterprises Company already operating a chain of theatres in Denver and Colorado.

Theatre reports from the Pacific coast indicate that West Coast Theatres, Inc., will build a theatre in Phoenix, Arizona, a move which will bear out rumors current for some time that West Coast would branch out into new territory. The report states that A. L. Gore recently visited Phoenix for the purpose of negotiating for a site on which a \$750,000 theatre and office building will be erected by West Coast. This development will be watched with interest owing to the fact that the theatre situation in Phoenix is now practically in the control of Rickards and Nace.

It was reported during the week that Loew's, Inc., has acquired property in Stam-

ford, Conn., and will build a 2,500 seat theatre on the site. The property is located on Main Street, a location which will bring this proposed house into competition with the Palace which Charles Vuono, owner of the Strand in Stamford, is now building.

The Grand Theatre, Chester, a 1200-seat house which was operated for more than 12 years by Gilbert Bernstein, has been purchased by the Stanley Company. The Stanley Company will take immediate possession and will make extensive improvements. As the Stanley Company now owns the Washington, the largest motion picture theatre in Chester, it will now have practical control of the first run houses in that city.

Famous Players is reported to have acquired several business properties on Penn Street, near Sixth, in Reading, Pa., for \$600,000, with the ultimate intention of erecting a theatre there. The properties were owned by the Reading National Bank which declined to confirm or deny the report.

Famous is preparing to raze the Peter Blow Building, on the site of which a new theatre will be erected in Knoxville, Tenn. Tenants in the building have been served with notification to vacate.

According to a report from Muncie, Ind., Fitzpatrick and McElroy have completed negotiations for the Strand theatre there. The house was owned by Leonard Sowar, who will become general manager of the Muncie interests of Fitzpatrick and McElroy, whose other holdings there embrace the Columbia, Star and Lyric.

Jersey Body Backs Local Option Bill

State Theatre Owners Hold Eight Hour Session At Trenton;
Clause To Prevent Conflict With Church Hours

A LOCAL option "open Sunday" bill similar to that which was successful in New York and containing a clause providing that no theatres would function on the Sabbath in competition with the regular hours devoted to church services, will be introduced in the New Jersey Legislature by the Theatre Owners of that state.

The legislative committee of the New Jersey M. P. T. O. was instructed to introduce the bill by the Board of Directors of the organization at a meeting held in Trenton, December 16th.

The meeting, which occupied an eight-hour session, was addressed by former Governor Stokes, who approved the move to legalize Sunday picture shows and commended the picture industry. "You men are entitled to recognition," he said. "You are an advocate for good. You are an educational and moral force. You have nothing to apologize for."

The Honorable Walter H. Olden, a Princeton theatre owner who was recently elected to the New Jersey Legislature, assured the directors that their fight of years against the Blue Laws in New Jersey is rapidly nearing victory.

That the theatre owners of the entire country will soon be emancipated from political dominance in such things as Blue Laws, was declared by President Joseph M. Seider, in

Marin Back After Tour Through West

NED MARIN, Western sales manager for First National returned during the week from a five weeks tour during which he visited Chicago, Milwaukee, Minneapolis, Seattle, Portland, San Francisco, Los Angeles, Salt Lake City, Denver, Omaha, Des Moines and Detroit.

Marin was impressed with the personnel in the First National exchanges and with the enthusiasm they showed over the product of the company for the coming year. He found every one working at full capacity to make an outstanding success of First National Month.

making his report to the meeting. Mr. Seider urged the necessity for harmony in the entire industry, asserting that the salvation of the theatre owner reposes not only in his state organization, but in the national organization as well.

It developed at the meeting that the business of the Jersey organization has increased to such an extent that monthly meetings of the Board of Directors may not suffice to dispose of the matters with which it is con-

cerned and that in the near future the directorate may be divided into several Administrative Committees, which may meet several times a week, so that all details of the organization may be given thorough consideration.

An outstanding event at the Trenton meeting was the report of J. B. Fox that he had collected over \$1,000 for state and national dues in Camden County during the past month. Mr. Fox reported that never before had he found the local organization so highly regarded.

Other resolutions included one providing that the organization will never make a membership affiliation with the M. P. P. D. Association. In this respect, however, the point was emphasized that New Jersey will continue to function and co-operate for the common welfare of both producer and theatre owner.

The association also went on record as opposed to the bill to be introduced by Congressman Randolph Perkins authorizing collection of a tax by music publishers in excess of what the association believes to be a fair profit.

The next meeting will take place at Morristown, when the directors will be the guests of National President R. F. Woodhull and I. A. Roth.

"Beau Geste" Will Be Herbert Brenon's Next Paramount Production

HERBERT BRENON will produce "Beau Geste," from the novel of that title by P. C. Wren, as his next work for Paramount, it was announced this week by Jesse L. Lasky. The production will be filmed in Paris, Marseilles and the Algerian Sahara, the exact locations of the original story, which deals with the French Foreign Legion.

Mr. Brenon will sail January 16 for abroad. He will be accompanied by his mother and with her will visit Ireland before going to Paris to start his production unit, which will be composed of about thirty persons, including players and technical men, will sail on January 30, and will join Mr. Brenon in Paris. The cast has not been definitely decided upon as yet.

In announcing the production of this work under Mr. Brenon's direction, Mr. Lasky said: "We expect to make of 'Beau Geste' one of the greatest and most colorful pictures of its sort ever filmed," Mr. Lasky explained. "For that reason we have considered it imperative that the scenes be made actually in the places visualized by the author, so that both the locale and the atmosphere may be faithfully reproduced."

While the major sequences will be made in the Sahara, a number of scenes will be made also in Paris and Marseilles. Those in Paris will be street views and scenes about the Foreign Legion recruiting bureau. The Marseilles scenes will record the waterfront and panoramas of the harbor. The African scenes will be made in Sidi Bel Abes, Foreign Legion headquarters in the Sahara Desert.

Cooperation for Laugh Month

Metropolitan Newspapers are Devoting Much Space to Forthcoming Project

WHOLE-HEARTED cooperation in boosting National Laugh Month is reported on the part of newspaper editors, columnists and cartoonists in various parts of the country. Column after column has been devoted to this unique idea, and, as January 1st, the beginning of National Laugh Month, approaches, an increased number of newspapers are falling into line behind the drive.

Several of the metropolitan dailies in New York City have been especially enthusiastic over Laugh Month. Arthur Brisbane, the noted Hearst newspaper editorial writer, has given it significant space. The New York World is an ardent supporter of the Laugh Month idea. Heywood Brown and F. P. A. both have devoted an entire column to the idea, in the World, while similar Laugh Month copy has appeared in the N. Y. Evening World. Frank Sullivan, feature writer of the Evening

World devoted a column of his space to the drive, Palmer Smith gave it the better part of his section early this week, and Haenigsen, the Evening World cartoonist came through with a witty brace of pictures.

In the Atlantic Journal recently, John T. Boifeuillet, the widely read Southern columnist, devoted his entire column to National Laugh Month, using the name of the drive as a head for his column. The Los Angeles Examiner is to print a double-page spread of Laugh Month material soon.

Reports from other sections of the country indicate an equal interest in the Laugh Month propaganda. This valuable publicity will reach its climax during the early days of Laugh Month and will be of great value to exhibitors. Laugh Month actually is being "sold" to the moving picture public in advance, thereby giving every exhibitor a ready-made patronage for his concentrated Short Comedy programs during January.

Copyright Measure Again Up

New Jersey Representative Reintroduces Legislation Before Congress

THE copyright legislation before Congress last session has been reintroduced by Representative Perkins of New Jersey.

The measure provides for the copyright-

ing of motion pictures, both photoplays, and other than photographs, and scenarios, and grants to the authors of copyrighted works the exclusive right to reproduce their works in the form of a motion picture and to exhibit the same, and to convert a copyright motion picture photoplay which is not based upon a work in which copyright is subsisting into a story or dramatic composition.

Copyrights will run for the author's life and for 50 years thereafter, and in the case of motion picture copyrights shall run for 50 years from the date when such motion picture is first sold or exhibited.

Penalties are provided for infringement and in the case of the infringement by motion pictures of an undramatized or non-dramatic work, if unintentional, damages to be recovered by the copyright owner are not to exceed \$100; in the case of a motion picture infringement of a copyrighted

dramatic work under such conditions the damages to be recovered shall be not less than \$250 nor more than \$5,000.

In the case of deliberate infringement, provision is made for restraining injunctions and the payment of such damages to the owner of the right infringed as he may have suffered due to the infringement, as well as all the profits which the infringer shall have made from such infringement, and the owner of the infringed right has the option of permitting the court to assess damages between \$250 and \$5,000 or may collect, in the case of a motion picture infringement, \$100 for the first and \$50 for every subsequent infringing exhibition. The infringing films also are to be confiscated.

The bill reserves to the owners of musical copyrights the sole right to broadcast or play their compositions in public, or to permit such broadcasting or public performance.

Four are Injured in Panic Following Fire

Four persons were injured or burned when panic followed a fire in the Rialto Theatre at Deer Lodge, Montana, the night of December 10th. The blaze was caused by a spark from an electric wire, which ignited a film. An audience of 500 was on hand when the fire started. They stampeded to exits, injuring two women and two men, including the operator, who was burned. None of them was seriously injured.

Anna Q. Nilsson Injured by Runaway Horse

Anna Q. Nilsson was seriously injured when a horse she was riding through the forest at Lake Arrowhead, Cal., shied at an automobile and ran away. Miss Nilsson is reported to have suffered a dislocated vertebrae and numerous bruises. She was thrown to the ground when the branch of a tree struck her across the back.

Orange, N. J., May Double Theatre License Fees

A measure proposing an increase from \$75 to \$150 for theatre licenses in Orange, N. J., has been introduced by City Commissioner Richard J. FitzMaurice. The City Commission is considering the proposition, which has received its first reading before that body.

Second Censor Bill Up in Washington

THE House of Representatives at Washington, D. C., now has a second bill providing for Federal control of the industry. It is a bill reintroduced by Congressman Upsham of Georgia and provides for the licensing of approved films and a ban on the exhibition of those rejected. It provides for a censor board of six members, with the Federal Commissioner of Education as chairman, the others to be appointed under Civil Service rules. Two members would be women. Representative Swope of Pennsylvania is the author of the first bill, which provides for a commission of five.

Second Run Chain Will Start in N. Y.

THE Charmont Theatre Guild is planning a chain of about twenty second run houses in New York City, the first of which will probably be opened in the neighborhood of 135th street and Broadway. It is hoped to acquire about twenty houses in Greater New York, all to be operated by the Guild. Second run pictures will be shown with special arrangements and symphonic orchestras.



Directors of Metro-Goldwyn-Mayer productions, left to right: King Vidor, Archie Mayo, Tod Browning, Jack Conway, Wm. Christy Cabanne, Al Rabach, Benjamin Christiansen, Fred Niblo, Edmund Goulding, John M. Stahl, Robert Z. Leonard, Hobart Henley, Monta Bell, Victor Seastrom, Marcel De Sano and Mauritz Stiller.

Fox Program for First Half of 1926

Announce Schedule of 26 Features, 37 Comedies and 52 News Reels;
First of New Year's Product Released January 3

ACCORDING to the release chart just published by Fox Film Corporation, that company will offer a total of 26 features and 37 comedies, in addition to the twice-a-week issues of Fox News, during the period from January 1st to August 15th. The program for the first half of the new year will be initiated on January 3, when "The Gilded Butterfly," John Griffith Wray's second production for the organization, will be released.

The first feature offering is an adaptation of a story by Evelyn Campbell and will present Alma Rubens, Bert Lytell and Huntly Gordon in the leading roles. Releases accompanying the feature for the week of January 3 are "Cupid a la Carte," an O. Henry story in two reels, and a Helen and Warren picture entitled "His Own Lawyer," also in two reels.

Two features will be offered on January 10. These are "The Palace of Pleasure," an Emmett Flynn production based on Adolf Paul's stage play "Lola Montez" with Betty Compson and Edmund Lowe featured; and "The Yankee Senator," a Tom Mix starring vehicle adapted from Katherine Fullerton Gerould's novel "Conquistador," which also was directed by Emmett Flynn. Olive Borden plays the leading feminine role.

The program for the week will also bring forth the second of the "East Side West Side" two-reel comedy series. This is titled "The Fighting Tailor" and has a cast headed by Georgie Harris and Barbara Luddy.

Sax to Handle William Fairbanks Series

SAM SAX has signed a contract with William Fairbanks, stunt star, whereby Sax will produce the pictures starring Fairbanks for the coming year and Lumas Film Corporation will distribute them. There are to be eight of these Fairbanks productions and they will be available for exhibitors early in 1926. Actual production will be started on the first of the series January 10th. They will be handled by an individual unit and not in any way linked with Gotham Productions, also distributed by Lumas Film Corporation.

Benjamin Stoloff directed. A Fox Variety reel called "The Whirlpool of Europe" is another release for January 10.

Lou Tellegen plays the title role in "The Outsider," based on Dorothy Brandon's highly successful play, which is scheduled for January 17. Jacqueline Logan and Walter Pidgeon have the roles of the dancers. Rowland V. Lee directed.

Another John Golden stage hit, "The First Year," will be brought to the screen by Fox on January 24 with Kathryn Perry and Matt Moore as the newlyweds. This is Frank Borzage's second Golden play. Sid Smith and Consuela Dawn play the leading roles in "A Flaming Affair," an Imperial Comedy scheduled for January 24. "Old Virginia," a one reel Fox Variety, is scheduled for simultaneous release.

A picture version of Charles Hoyt's play, "A Trip to Chinatown," with Margaret Livingston as the widow and Earle Foxe as the man with the explosive lung, is scheduled for the last day in January. Robert Kerr directed under the supervision of George Marshall. Buck Jones in "The Cowboy and the Countess," another combination of laughs and thrills, will be released at the same time.

"The Feud" is the Van Bibber comedy scheduled for release on January 31. Earle has the aid of Florence Gilbert and Frank Beal in his difficulties. The picture was directed by Robert Kerr under George Marshall's supervision.

George O'Brien plays the leading role in "The Johnstown Flood," scheduled for February 7. Irving Cummings is directing.

Harold Goodwin and Shirley Palmer in "A Bankrupt Honeymoon" is the Imperial Comedy for February 7. This was directed by Lew Seiler. "Egypt Today" is the Variety issued at the same time.

Howard Hawks is directing May McAvoy in his original story, "The Road to Glory," listed for February 14. Kathryn Perry and Hallam Cooley continue as Helen and Warren in "Hold for Investigation," scheduled for February 14.

The following week will bring the screen presentation of "Dangers of a Great City," based on the melodrama by Alfred Kennedy, and the release of three Fox short subjects,

"Elsie in New York" of the O. Henry comedies, "Officer of the Day" of the Imperial Comedies, and "Sawdust and Spangles" of the Fox Varieties.

"The Dixie Merchant," adapted from Barry Benefield's novel "The Chicken Wagon Family" will be released February 28. On that date "My Own Pal," another Tom Mix starring production, will be issued. Olive Borden plays the lead opposite the star.

Peter B. Kyne is now on the Fox lot in Hollywood helping John Ford in his preparations to film "Rustling for Cupid," the second original Kyne story under his contract with Fox. "Corncob Kelly" is the temporary title selected for Kyne's third screen story. Other pictures scheduled for spring releases are "Manhood," "Yellow Fingers," "Siberia," "Separate Rooms," Tom Mix in "Tony Runs Wild" and "Hard-boiled," Buck Jones in "A Man Four Square," "The Gentle Cyclone" and "The Fighting Buckaroo."

Pennsylvania Censors Pass "Marriage Whirl"

The Pennsylvania censors have finally passed "The Marriage Whirl," a First National picture starring Corinne Griffith, and it will be released to first run exhibitors throughout the country July 19th.

Tom Mix to Appear As Mounted Policeman

TOM MIX will appear as a mounted policeman in his next starring vehicle for Fox, "My Own Pal." He will be seen as Tom O'Hara, late of the range, but a member of the force while seeking adventure in the big city.

Mix will be supported by a strong cast which includes Tom Santschi, Olive Borden, Virginia Marshall, Paul Panzer, Tom McGuire, Helen Lynch, Ben Bard and Jacques Rollins. J. G. Blystone directed the production, which was adapted from "The Gallant Guardsman," an original story by Gerald Beaumont.



"SKYROCKET" PREMIERE ON SHIP

Peggy Hopkins Joyce to be Hostess

A NOVEL premiere has been planned by Associated Exhibitors for the Peggy Hopkins Joyce special, "The Skyrocket." By the courtesy of the United States Lines the picture will be shown for the first time on the steamship Leviathan on the evening of Thursday, January 7th.

The grand ball room of the ship will be used for the occasion as she lies at her pier in the Hudson River. Miss Joyce will come from the coast for the event and will act as hostess to the invited audience. She will receive in the beautiful Palm Garden of the great liner, and receiving with her will be the entire staff of officers of the world's largest steamship.

One of the many features planned as part of the evening's entertainment will be dancing to the music of the Leviathan orchestra. Dancing will be in order before and after the screening of the picture.

Associated Exhibitors announces the date of the screening on the Leviathan preceded by about a month the general release of "The Skyrocket."

Chadwick Names Committee

Will Draft Plan Of National Organization Of Independent And State Rights Exchanges

I. E. CHADWICK, president of the Independent Motion Picture Association of America, has announced the appointments to the committee which will draft a prospective plan for a national organization of independent and state right exchanges.

The personnel of the committee is as follows: Samuel Zierler, Commonwealth Film Corp., New York, president; Oscar Neufeld, De Luxe Film, Philadelphia; Jack Cohn, Columbia Pictures Corp., New York; Sam Sax, Gotham Productions, New York; Henry Ginsberg, Henry Ginsberg Pictures Corp., New York. Mr. Chadwick will act as president ex officio.

Mr. Chadwick's recommendation that the

independent exchanges be organized into a national unit, made in his address at the recent annual meeting of the Independent association, received the endorsement of the members and a resolution authorizing the appointment of a committee to work out a plan toward that end was adopted.

Chairman Zierler is expected to issue a call for the first meeting of the committee to be held in New York, when consideration will be given to the preparation of a constitution and by-laws, and a tentative set of rules and regulations which will be submitted to the exchange men throughout the country, preliminary to a general meeting to be held at some central point early in the new year.

Casting Bureau to Open Soon

Officers Elected and Headquarters Made Ready to Begin Work on January Fourth

THE Central Casting Corporation, formed and to be operated by the Motion Picture Producers Association, has established two offices, one in Hollywood and the other in Los Angeles, and announces that the "no commission" bureau for extras and screen players will open on January 4th. The Hollywood office, located in the Guaranty Building, will be exclusively for extras regularly employed in pictures. The office in Los Angeles will be at 307 W. 1st St., where the miscellaneous and larger groups will be engaged.

At a meeting of the board of directors the following officers were elected: Fred W. Beeton, president; Wm. R. Fraser, of the Harold Lloyd Corporation, first vice-president; Irving C. Thalberg, of Metro-Goldwyn-Mayer, second vice-president, and Victor H. Clarke, of Famous Players, treasurer.

O. C. Wyman has been appointed general manager, and Marian L. Mell, now assistant director of the Industrial Welfare Commission of the California State Labor Depart-

ment, will be the director of the Women's Division. The casting department is to be under the management of David Allen.

The organization has announced that all producing companies not members of the Association are invited to make use of the facilities of the Central Casting Corporation.

Albany Film Clubs Plan January Dance

Every exhibitor in New York state, as well as all persons connected with the film industry, will be welcomed at the dance to be given by the Associated Film Clubs of Albany on January 15 at the Hotel Ten Eyck. J. H. MacIntyre, manager of the Famous Players exchange in Albany, has been chosen as chairman of the entertainment committee and has surrounded himself with a corps of able assistants. It is expected that there will be at least 200 persons attending the affair.

Auburn Strand Building is Sold

One of the largest real estate deals in Auburn, N. Y., was closed the other day when the Strand theatre building in Water street, for many years known as the Auditorium, was sold by Norman Noel of New York City to a corporation known as Fitzer Auburn, Inc. The sale price was \$100,000.

The corporation purchasing the theatre includes Ben Fitzer, Mrs. Rae Fitzer, and Max Fitzer, all of Syracuse and Charles D. Blessing and Nicholas Drake of Auburn. The same group has been operating the Strand with Joseph N. Schwartzwalder as manager. The theatre was built 20 years ago by the late Edwin Burtis and was opened by Raymond Hitchcock.

G. E. DePauw, for the past year manager of the Universal and Grand theatres in Auburn, is to be manager of the Capital in Newark, N. Y., a Schine house.

Troy Operator Sworn for New York Assembly

The first member of the New York state Assembly to take his oath of office was Harry M. Brooks, of Troy, president of the motion picture machine operators' union of that city, who was elected to the Legislature in the November election. Brooks appeared at the office of the secretary of state a week ago.

He remarked that he intended to take a lively interest in the proceedings of the Assembly and would be found in the corner of the exhibitor and the projectionist in case any bills of interest to such were introduced.

Shirley Palmer Lead In New Fox Comedy

Shirley Palmer, a newcomer to the ranks of leading players in Fox comedies, will appear as the feminine lead in "A Bankrupt Honeymoon," now being filmed under the direction of Lew Seiler. Harold Goodwin plays the principal male role.

Four New Theatres for Rochester

FOUR new neighborhood theatres, two to be started immediately and the others in the spring, will be added to Rochester's supply of amusement by Burpee & West of Montreal, a firm which operates a chain of picture houses in Canada. The Rochester houses will be parts of a chain of theatres which it is proposed to establish in this part of the state, Maurice West, a member of the firm, said. The new Thurston in Thurston road was erected by this company.

The total cost of the four proposed theatres will be in the neighborhood of \$1,000,000. One will be erected in Dewey avenue, just north of Driving Park, on a plot 100 by 175 feet, at a cost of \$225,000 and having a seating capacity of 1700. The other will occupy a site in Monroe avenue, on the north side of the street directly north of Monroe avenue bridge. It will be built on a lot 99 by 165 feet at a cost of \$200,000 and will have a seating capacity of 1400. Negotiations now are under way for two other sites.

Will Arrange Laugh Month Music

THE importance of proper music in putting over the comedy is emphasized in the offer of the Music Publishers Protective Association made through the National Laugh Month Committee of the fullest co-operation with exhibitors in arranging their musical programs for Laugh Month.

Exhibitors are invited to communicate with Mr. E. C. Mills, Chairman of the Board of the Association, at 56 West 45th Street, New York City, who will be glad to give any assistance in the arrangement of Laugh Month musical programs and especially to write to each exhibitor individually, offering suggestions as to proper musical treatment for comedies under each exhibitor's peculiar conditions. Mr. Mills, besides being an expert in every angle of motion picture theatre music, is a former exhibitor and is as well equipped as any person in the country to give practical advice to exhibitors on their music problems.

Swings Fine Campaign On Title "Cobra"

Repetition of picture title was the keynote of "Cobra" campaign conducted by Manager G. E. Brown of Loew's Palace, Memphis.

This was started a week in advance with a special billing campaign in the form of one letter tack cards. Five hundred of these were placed in the downtown and residential sections of the city, each card carrying one large letter of the five in the word "Cobra." Printed yellow on black, and tacked so as to read in sequence as one rode or walked down a street, they were conspicuous at long distances.

Five days prior to opening date, this was followed up with a teaser campaign in the local newspapers. Each daily ad was headed with a word corresponding to a letter in the photoplay's title. Last day's ad of the series carried an announcement to the effect that to each of the first ten persons sending in mounted ads in proper order, the theatre would award a pair of seats to the opening of "Cobra."

Gives Advance Midnight Show of "Gold Rush"

As a special introduction for "The Gold Rush" at Calgary, Alberta, Manager John Hazza of the Capitol Theatre, conducted a midnight preview performance at 10.45 o'clock on the Saturday evening preceding the Monday opening. Increased prices were charged and all seats were reserved for the extra preliminary performance, the lower floor selling for 65 cents and the mezzanine 80 cents.

Two Added to Cast With Gloria Swanson

Two additions have been made to the cast of "Tamed," Gloria Swanson's starring vehicle now in production at the Paramount, Long Island, studio. They are Thomas Holding, leading man in a number of important productions, and Joseph Smiley, whose most recent appearances were in "Aloma of the South Seas" and "Lovers in Quarantine," both for Paramount.



Scenes from "The Call of Courage," a Universal production.

Ben Blumenthal Sails on December 28

Ben Blumenthal, President of the Export & Import Film Co., is sailing on the Majestic December 28 for a tour of Europe. He will visit Budapest, Vienna and other cities.

Educational To Offer Advance Fashions

BY arrangement with McCall Colour Fashion News, Educational Film Exchanges, Inc., will soon offer two single reel subjects showing in their natural colors advance spring and summer fashions approved by the greatest designers of Paris and displayed by Hope Hampton. Prints of the first of these fashion news releases, titled "Parisian Modes in Colour," will be in all Educational Exchanges early in January. Release of the second subject "Colourful Fashions from Paris"—will follow in a few weeks.

According to the announcement from Educational's Home Office, these pictures will display authentic styles contributed by such famous couturiers as Poiret, Lanvin, Drecoll, Patou and many others of equal prominence and arranged for screen display with the co-operation of the McCall staff of fashion experts so far in advance that exhibitors will be able to show them before these spring styles are advertised in the great stores.

Tennek Closes Foreign Deal for Product

TENNEK Film Corporation and M. C. Distributing Company, Inc., have concluded a deal whereby the latter has acquired world distributing rights outside of the United States and Canada for the Tennek product, which is distributed here through the State Rights market.

The deal includes four series of twelve two-reel subjects each; the Two Star Comedies with Fatty Laymon and Charlie Dorety; the Hank Mann Comedies the Chester Conklin Comedies and the All Star Comedies. The first of the latter features Stuart Holmes, Sheldon Lewis, Clara Horton, Bill Patton and Eric Mayne. Also under the Tennek banner is a series of twelve two-reelers with Eileen Sedgwick and Lightnin', the dog, and a similar series known as the Jungle Series, with the Selig Wild Animals. In addition there are twenty-four single reelers, twelve of them Chuckles and twelve Travelogues.

Publix Theatres May Have Own Special Newsreel

The possibility that Publix Theatres, Inc., the Paramount chain of houses, may have its own newsreel service was seen in rumors circulated this week, which further declared that Courtland Smith, of the Hays organization, was to head the new topical film service.

Smith, when interviewed, declined to comment on the report in any way, neither denying nor confirming it. He is a newspaperman of wide experience.

There have been several previous reports that Famous would form a short subject department, with a newsreel as a possibility in connection with it, but in this instance the projected service is said to be under consideration solely for the Publix houses.

Loew's Memphis Orchestra Now A Radio Feature

Owing to the popular success scored with the first performance over radio of the orchestra at Loew's Palace, Memphis, Tenn., under the direction of Frank Bracciante, this organization has been booked as a feature broadcasting attraction each Friday night on the "Midnight Frolic" program from station WMC.

The orchestra is composed of thirteen musicians, the majority of whom play more than one kind of instrument. They have an extensive repertoire, including arias from grand operas, musical comedies, and the popular dance music of today.

The debut program of the orchestra was varied, and of such merit as to evoke a flood of telephone calls, telegrams and letters, all of which were highly complimentary to the theatre and its musical organization.

F. I. L. M. Club Elects Chas. Rosenzweig President

Charles Rosenzweig of F. B. O. was elected president of the F. I. L. M. Club at a meeting last Wednesday night. Rosenzweig succeeds Joe Vergesslich. Other officers elected are David Rosengarten, Metro-Goldwyn-Mayer, first vice-president; Harry Thomas of Merit, second vice-president, and Charles Stombough, of Pathe, secretary.



Action stills from the Universal production "The Red Rider."

"U" Starts 1926-27 Production

**"The Golden Rule List" Goes Into Work;
4 Units Making Features and 4 Forming**

UNIVERSAL has started production of pictures to be offered on "The Golden Rule List," the group name of the Jewel product for 1926-27, at Universal City. The company now has four feature units working before the camera and four additional companies are being formed to start other feature pictures. In addition to the feature companies, there are two comedy

units now working at the studios of Universal.

Pictures now in production are: "Watch Your Wife," a Svend Gade production starring Virginia Valli and Pat O'Malley. "Poker Faces," a Harry Pollard production featuring Edward Everett Horton and Laura La Plante. "A Desperate Game," starring Jack Hoxie, directed by Albert Rogell. "The Tuneful Tornado," starring Art Acord, directed by Arthur Rosson.

William Seiter is preparing to start production this week on a screen version of the stage success, "Rolling Home," in which Reginald Denny will be featured. Hoot Gibson will start this week on "Chip of the Flying U" from the novel by H. M. Bower, with Lynn Reynolds directing.

Edward Laemmle will direct the stage success by John Emerson and Anita Loos, "The Whole Town's Talking." Edward Sedgwick is preparing a new feature.

Melville Brown and James O. Spearing, two well-known scenario writers, have been advanced to positions as directors, and will head their own units.

King Baggott is preparing to produce "Perch of the Devil," by Gertrude Atherton, and Edward Sloman is looking for material. Herbert Blache will direct a film version of Arthur Somers Roche's "Crimes of the Arm-Chair Club" with an all star cast headed by Matt Moore.

Universal also is planning the production of six serials, starring Jack Daugherty, William Desmond and other stars, for the next year's program.

Chase and Gorman Will Produce Four

Maurice A. Chase, president of Chase Pictures Corporation, and John Gorman have formed a partnership to produce a series of four features for the state rights market. Gorman will handle the production end, while distribution will be in the hands of Chase.

The first picture of the series will be "A Broadway Drifter," and will be ready early in the spring. Other scripts approved are "Common People" and "Home, Sweet Home." The fourth has not yet been decided upon.

Gertrude Bennett Given Part by Henley

Because of the capable manner in which she handled a "bit" for Hobart Henley in "His Secretary," Gertrude Bennett has been given a small part in Henley's latest production for Metro-Goldwyn-Mayer, "The Auction Block." Charles Ray and Eleanor Boardman play the featured roles in "The Auction Block," with Sally O'Neil, Ernest Gillen, Edythe Yorke and James Corrigan in the supporting cast. The Rex Beach novel was adapted to the screen by Frederic and Fanny Hatton.

Edythe Yorke Injured in Auto Mishap

Edythe Yorke suffered slight injuries when in stepping from an auto bus in Los Angeles she was struck by a passing motor car. She will be confined to the Methodist Hospital for a few days.

Miss Yorke was returning from the Metro-Goldwyn-Mayer studio in Culver City where she is appearing in "The Auction Block," in which Charles Ray and Eleanor Boardman are featured under the direction of Hobart Henley.

Larry Semon Comedy Due January 31st

Larry Semon's first feature comedy for Pathe, "Stop, Look and Listen" has been definitely scheduled for release January 31st. It is a picturization of the musical comedy success of the same name. Dorothy Dwan plays opposite the star. Others in the cast are Baby Hardy, Mary Carr, Lionel Belmore, Bull Montana, William Gillespie, Josef Swickard, B. F. Blinn, Frederick Kovert and Curtis McHenry.

De Mille Busy Finishing 1925 Schedule

WITH an increased program of twenty-five pictures contemplated for next season, the De Mille studio is busy rushing to completion the final pictures on the 1925 schedule. Rod La Rocque is at work on his third starring vehicle for Cecil De Mille, "Red Dice." William K. Howard is directing.

Leatrice Joy is busy with preparations for her next starring vehicle, "Eve's Leaves," which is ready to go into production under the direction of Paul Sloane. De Mille is on the second month of "The Volga Boatman," his second personally directed independent production.

20 Years an Exhibitor



The Friendly Hand

Sixth Gold Medal Comedy in Production

Gold Medal Pictures has put into production the sixth comedy of a series of twelve which are being distributed through Samuel Bischoff, Inc. The story, written by Edwin Myers, is said to be of the farce situation-comedy type with a cast that includes Jack Richardson, Eddie Lambert, Grace Lovejoy and Yvonne Howell. It is being directed by George Jeske.

Alan Brooks Added to "Red Dice" Cast

Alan Brooks, stage and vaudeville star, has been added by Cecil B. De Mille to the cast of "Red Dice" in which Rod La Rocque is starred. Other players featured in the cast are Marguerite De La Motte, Gustave von Seyffertitz, Ray Hallor, Clarence Burton, Walter Long and George Cooper. The picture will be released through Producers Distributing Corporation.

Mary Brian in "Paris At Midnight" Role

Mary Brian has been borrowed from Famous Players-Lasky by Metropolitan Pictures for an important role in "Paris at Midnight," the new Frances Marion production for Producers Distributing Corporation release. The screen adaptation was made by Frances Marion from the Balzac story, "Pere Goriot." E. Mason Hopper will direct.



Highlights from "The Demon," a Universal production.

No Holiday Production Letup

First National Studio Busy During Christmas Week With New Features

THE holiday season will not materially interrupt work at the First National studios on the West Coast. Starting on December 21st or within a day or two thereafter, shooting was scheduled to be under way on several new pictures, with a number of others to go into production within the next few weeks.

At the Schenck studios the opening scenes are being made for Norma Talmadge's screen version of "Kiki," from the Belasco stage play in which Lenore Ulric starred. Ronald Colman, Marc McDermott, George K. Arthur, Gertrude Astor and Frankie Darrow are among the players in the cast under the direction of Clarence Brown.

Eve Unsell has completed the continuity for "The Second Chance," being made under the direction of Lambert Hillyer with Anna Q. Nilsson, Huntley Gordon and Charles

Murray in prominent roles. Actual shooting of scenes at the First National studios started last week.

After several postponements due to the inability of Robert Z. Leonard to leave the picture on which he was engaged, studio work has been started on "Mlle. Modiste," starring Corinne Griffith, who recently returned to California from New York, having secured a special wardrobe for the production. Walter Pidgeon is Miss Griffith's leading man.

Another picture to go into the studio this week is an Edwin Carewe production for which a permanent title has not been selected. Lloyd Hughes, Mary Astor, Alec B. Francis, Dolores Del Rio, Rita Carewe, John T. Murray, Edward Davis and Charles Selton are in the cast. Mr. Carewe plans to make this one of the biggest pictures he has turned out for First National.



Highlights from the F. B. O. production "When Love Grows Cold," starring Mrs. Valentino.

ANDY GUMP says

"COUNT ON ME FOR BIGGER, LONGER,
LOUDER LAUGHS DURING"

LAUGH MONTH

Series of twelve. Two reels each — one every two weeks. A nation-wide tie-up with Sidney Smith's famous cartoons in 300 daily newspapers with a circulation of nearly 17,000,000.

SEE YOUR UNIVERSAL EXCHANGE



Highlights of "The Clash of the Wolves," a Warner Bros. production starring Rin-Tin-Tin.

"Merry Widow" Opens in Los Angeles

Metro-Goldwyn-Mayer's "The Merry Widow" had its coast opening last week at Grauman's Million Dollar Theatre in Los Angeles and met with the same approval it did in New York and other cities where it has been shown. The occasion was an auspicious one and brought out the most noted of the Hollywood film celebrities. Lew Cody acted as master of ceremonies and at the conclusion of the picture introduced Mae Murray and John Gilbert, as well as other players who appeared in the picture.

Kane Organization Signs Randolph Bartlett

Robert T. Kane Productions has signed Randolph Bartlett in the capacity of production editor, largely as the result of his work on "Bluebeard's Seven Wives." Bartlett has edited and titled many of Famous Players-Lasky's biggest pictures. His headquarters will be at the Cosmopolitan studio in New York, where the Kane productions are made for release through First National.

20 Years an Exhibitor



The Friendly Hand

Lasky Signs Powell To Long Contract

WILLIAM POWELL has been signed to a long term contract by Paramount, bringing the number of featured players and stars under contract to that organization up to forty-four. Powell is now playing a featured role in "Sea Horses," which Allan Dwan is directing.

"Whispering Smith" Cast Additions Made

H. B. Warner, Lillian Rich, John Bowers and Lilyan Tashman have been signed for the leading roles in "Whispering Smith" by Metropolitan Pictures, who now plan to make a big special of it. George Melford has also been assigned to direct this adaptation from the Frank H. Spearman novel. It will be released by Producers Distributing Corporation.

Warner is scheduled to appear in the leading role of "Silence" for Cecil B. DeMille, who because of the star's engagement in "Whispering Smith," has put back the production of "Silence" until a little later in January. Eugene Pallette, Will Walling and Richard Neill have also been signed for important roles in "Whispering Smith."

Carewe Starts "Twentieth Century, Unlimited"

Edwin Carewe is rapidly completing his cast and has already started work on "Twentieth Century, Unlimited," his next feature for First National release. Mary Astor and Lloyd Hughes head the cast, which also includes Dolores del Rio, Rita Carewe, daughter of the director; John T. Murray, Edwards Davis, Clarissa Selwyn and Alec Francis.

Ginsberg Schedule Will be Completed by March 1

The production program of the Henry Ginsberg Distributing Corporation will be completed by March 1st, Mr. Ginsberg announces. Only two productions remain to be made, "Whispering Canyon" and "The Millionaire Policeman."

"Flaming Frontier" Title for "U" Special

Universal has decided upon "The Flaming Frontier" as the final title for the super-western based on the dramatic incidents surrounding Custer's Last Stand. Hoot Gibson and Dustin Farnum have the leading roles in the picture which was written and directed by Edward Sedgwick.

This is described as one of the most ambitious pictures ever attempted by Universal and will be released as a special production. Included in the cast are Anna Cornwall, George Fawcett, Noble Johnson, Ward Crane, Kathleen Key, Walter Rodgers, Joe Bonomo, Eddie Gribbon, Harry Tod, Harold Goodwin, Charles K. French and William Steele. More than 1,000 Indians are said to have been used in the battle scenes.

"Fighting Hearts" Stories Being Prepared

Paul Gangelin has started work preparing the scripts on the Sam Hellman stories for the new F. B. O. series, "Fighting Hearts," which is shortly to be launched. The stories for the most part are confined to sporting events. Football will feature the first episode and it will be followed by rowing, cricket, golf, athletic events, baseball and basketball.

Ralph Ceder, who has just completed the direction of the "Mazie" series, will again direct these two-reelers. Alberta Vaughn will be starred in the new series with Larry Kent, Al Cooke and Kit Guard in the cast.

Universal Buys Four New Stories

SCREEN rights have been purchased by Universal to two stories, one play and a musical comedy for production on the 1926 program. "Doubling for Daphne" from the short story by Peggy Gaddis, is being adapted by Melville Brown as a starring production for Laura La Plante.

"Too Many Cooks," from the play by Frank Craven, has also been purchased and the adaptation completed. "Take it From Me," a recent musical comedy, will be used as a starring vehicle for Reginald Denny and probably will be directed by William A. Seiter. Edward Sedgwick will direct "The Rocky Mountain Flyer," based on a series of a railroad stories by Frank O. Spearman.

Fox Completes Two New Feature Pictures

"The Outsider" and "My Own Pal," two new features for the Fox program, have been completed at the West Coast studios of the company. Rowland V. Lee directed "The Outsider" with Jacqueline Logan, Lou Tellegen, Roy Atwill and Walter Pidgeon in principal roles. "My Own Pal" is a Tom Mix starring vehicle directed by J. C. Blystone.

The comedy division has completed "A Bankrupt Honeymoon," directed by Lew Seiler. The third of the "East Side, West Side" series is now in production, and a new Helen and Warren two reel comedy has just been started.

Russian Army Officer on De Mille Staff

Cecil B. De Mille has added Vasili Kalmykoff, formerly a line officer in the Russian "White Army," to his technical staff for the production of "The Volga Boatman." Kalmykoff, with Theodore Kosloff, Russian dancer and actor, is advising De Mille on technical points connected with the filming of this love story of a rough Volga boatman and a gently reared Russian aristocrat. Eugene Pallette and Jane Kockley are the latest additions to the cast. The picture will be distributed through Producers Distributing Corporation.

Paul Powell Will Direct "Prince of Pilsen"

A. H. Sebastian has selected Paul Powell to direct and George Sidney to play the leading character role in his production of "The Prince of Pilsen," which will be started next week at the Metropolitan Studios and released through Producers Distributing Corporation.

Another selection for "The Prince of Pilsen" is Allan Forrest, who will play the title role, with Anita Stewart opposite him in the featured feminine role. The picture is scheduled for release early in 1926.

M.G.M. Child Movie Star Contest Closes

AFTER three months of extensive publicity, the Metro-Goldwyn-Mayer Child Movie Star Contest, conducted in cooperation with the Kellogg-Dickson chain of newspapers on the west coast, and the New York American in the east, has been closed. Winners in the east will be announced by the first of January and the western division victors will be made known by the 15th of January.

Metro-Goldwyn-Mayer executives, all of whom are enthusiastic about the campaign, give unqualified credit for the idea to Howard Dietz, of the New York office, and Pete Smith, of the M-G-M studios in Culver City. It is estimated by company officials that a combined patronage of more than a million has been built up for the pictures in which the winners are to appear. The estimate includes the contestants, who number over 80,000, their parents or guardians, relations and others whose interest it is believed has been aroused by the news stories, photos, etc.



Highlights of "The Checkered Flag," a Henry Ginsberg release.

F. B. O. Planning New Product

Schnitzer Assembling Plans on Coast For Sixty Pictures for Season

WITH the arrival at the west coast studios of J. I. Schnitzer, vice-president in charge of production for F. B. O. plans were launched for assembling next season's product of the company, which will include about sixty specials and program features. Schnitzer will spend several weeks on the coast in conference with B. P. Fineman, general manager of production, and J. G. Hawks, head of the studio scenario department.

It is planned to group together at least twelve Gold Bond specials on the 1926-27 program. There will also be star series features starring Fred Thomson, Evelyn

Brent, Dick Talmadge, Lefty Flynn, Tom Tyler and Bob Custer. Alberta Vaughn will be seen in at least one more two reel series, "Fighting Hearts," by Sam Hellman.

Starting with "The Tough Guy," Fred Thomson's forthcoming Western feature, the Thomson attractions will be made on an even bigger scale than in the past, according to Schnitzer. Under the supervision of Milton Gardner, production manager for Thomson, a corps of writers is at work on stories for future Thomson productions. The reason advanced for these more elaborate productions is the increased popularity gained by the star during the past year.

Every Month is

LAUGH MONTH

TO ME BUT WATCH MY SPEED IN
JANUARY!

CHARLEY PUFFY

Bluebird Comedies



Also starring Artur Lake. One reel each — fifty-two a year. More fun packed into one reel than you ordinarily find in three.

- AT YOUR UNIVERSAL EXCHANGE -



A trio of scenes from the Metro-Goldwyn-Mayer special production, "The Big Parade," starring John Gilbert under the direction of King Vidor.

Vilma Banky Given New Goldwyn Contract

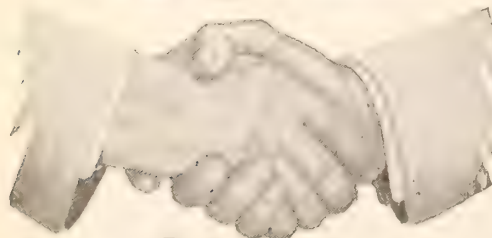
Samuel Goldwyn has torn up the contract he originally signed with Vilma Banky and has completed a new one with her for a term of five years at a substantially higher figure. This is in accordance with the original agreement between the producer and the star from Budapest.

It was stipulated in the original document that if Miss Banky's type of beauty and her acting met with the approval of the American public in "The Dark Angel" with Ronald Colman, and in "The Eagle" with Rudolph Valentino, a new contract would be written. Reports from those two pictures were highly satisfactory to Goldwyn and the new contract followed immediately.

Universal Signs Siegmund to Long Contract

Universal has signed George Siegmund to a long term contract, under which he will first be seen in "Poker Faces," with Edward Everett Horton in the stellar role and Harry Pollard directing. Siegmund is well known on the screen as a character actor. He recently completed the "heavy" role in "The Midnight Sun."

20 Years an Exhibitor



The Friendly Hand

Stallings Dramatist For "Old Ironsides"

PARAMOUNT has engaged Laurence Stallings as special dramatist for "Old Ironsides," the story of the Frigate Constitution, which James Cruze will direct. Stallings is well known as a dramatist. He was co-author of the sensational war play success, "What Price Glory," and author of "The Big Parade." Stallings is already at work on the story written by Walter Woods and Harry Carr. He is giving his attention to the composition of dramatic effects and pictorial ensemble.

Independent Will Handle Arrow in K. C.

Through an arrangement between Dr. W. E. Shallenberger, President of Arrow Pictures Corporation, and the Independent Film Corporation of Kansas City, the latter assumes charge of the physical distribution of the twenty-four Golden Arrow first run features for 1925-26 in the territory served by the Kansas City Exchange.

The service was inaugurated December 15th and on that evening at the Liberty theatre, following the regular program, a premiere showing of "Tessie" was held, with theatre owners and managers from all over the territory present. "Tessie" is a Golden Arrow feature directed by Dallas Fitzgerald with May McAvoy, Bobby Agnew, Myrtle Stedman and Lee Moran in the cast.

Elinor Glyn to Supervise "Love's Blindness"

Elinor Glyn has signed a contract with Louis B. Mayer whereby she will write the scenario and personally supervise the production of her novel, "Love's Blindness" for Metro-Goldwyn-Mayer. The story appeared serially in many newspapers throughout the country.

Sax Acquires Rights to "Golden Web"

Sam Sax has purchased picture rights to the E. Phillips Oppenheim novel, "The Golden Web," and it will be one of the first stories put into production for the forthcoming 1926-27 series of Gotham Productions.

King Completes Work On "Partners Again"

Director Henry King has completed work on the Samuel Goldwyn production, "Partners Again"—with Potash and Perlmutter," which will be a United Artist release. George Sidney and Alexander Carr again have the featured roles. The scenario was prepared by Frances Marion from the story by Montague Glass. The release date has been set for February 15th.

Morrison Making New "U" Western Feature

Pete Morrison is making a new Western feature for Universal under the title of "The Hidden Cabin." Supporting the star are Barbara Starr, James Walsh, Dick La Reno, Jr.; Les Bates, Jerome De Gasse, Milnirn Morante, Peggy Blackwood and James Lowe. Joseph Franz is directing.

Zabin Has Joined Paramount Advertising Staff

James B. Zabin has joined the advertising department of Famous Players-Lasky, where he will work on press sheets under the direction of Russell Holman. For the past four months he has been assistant to Lem Stewart in the theatre advertising department.

West Starts Production on "The Bat"

ROLAND WEST has started production work on "The Bat," the mystery drama by Mary Roberts Rinehart and Avery Hopwood, which proved such a tremendous success on the speaking stage. It is scheduled for release through United Artists on March 15th. According to the releasing company this will be the biggest independent production ever launched.

The technical staff for the picture consists of William Cameron Menzies, art director; Frank Crane, assistant on production; T. Freeland, assistant to Mr. West as director; Fred Stark, production manager; A. M. Brentinger, business manager; Arthur Edeson, chief photographer; Gregg Toland, assistant cameraman; Julien Josephson, continuity work.

'Lady Windermere's Fan' Opens at Warners

"LADY Windermere's Fan," Warner Brothers Feature starring Irene Rich will be officially released Saturday, December 26th, when it is scheduled to open a run at Warners Theatre in New York. During the first few days of this engagement Miss Rich will be present in person to act as hostess. She will meet picture patrons in the lobby and greet her friends and admirers personally.

Appearing with Miss Rich in "Lady Windermere's Fan" are Ronald Colman, May McAvoy, Bert Lytell, Edward Martindel, Helen Dunbar, Carrie Daumery and Billie Bennett. It is an Ernst Lubitsch production.

Neilan is Editing "Wild Oats Lane"

Having completed production on "Wild Oats Lane," Marshall Neilan is now busy with final titling and editing of the picture, which will be released through Producers Distributing Corporation. The cast is headed by Viola Dana and Robert Agnew, while in the chief supporting roles are John P. MacSweeney, George Barnum, Scott Welch, Eddie James, Charles West, Mitchell Lewis, Robert Brower, Margaret Seddon and Heinie Conklin.

"Wild Oats Lane" was adapted by Benjamin Glazer from the story by Gerald Beaumont.



Scenes from "Fort Frayne," a Davis Dist.-Vital release.

Five Comedies on Pathe List

Varied Subjects on Release Schedule For First Week of Laugh Month

PATHE has listed five comedy subjects on the short feature release program for the first week of Laugh Month, January 3rd. Mack Sennett and Hal Roach comedies, with Aesop's Film Fables and Topics of the Day are all included.

The Roach feature will be a two-reel comedy with the alluring title, "A Punch in the Nose." It boasts a cast that includes Lucien Littlefield, Al St. John, "Husky" Hanes, Jimmie Finlayson, Lige Conley, Kewpie Morgan, Al Hallett, Martha Sleeper, Marjorie Whiteis and Dot Farley. Roach also offers "Between Meals," a single reeler, with Paul Parrott.

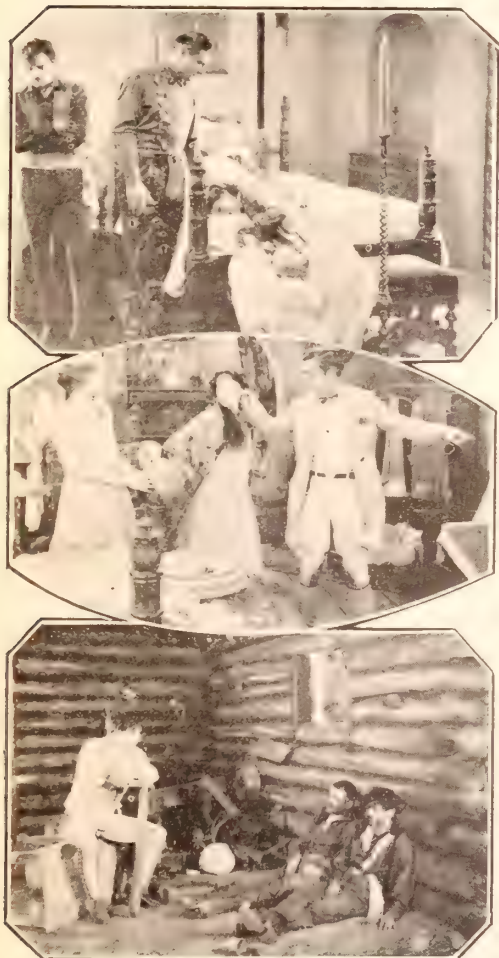
The Sennett two-reeler is "The Gosh Darn Mortgage," with a cast including Thelma Parr, Peggy O'Neill, Douglas Gerrard, Edna Tichenor, Charles Farrell and William McCall.

The fifth chapter of the Pathe serial,

"The Green Archer," is also on the schedule. Allene Ray and Walter Miller are the featured players. Frank Leon Smith adapted the serial from Edgar Wallace's novel of the same name. It was directed by Spencer Bennett and the supporting cast includes Burr McIntosh, Dorothy King, Frank Lackteen, Stephen Grattan and William Randall.

Pathe Review No. 1, 1926 series, presents three subjects of interest. Annette Kellermann makes her second appearance in the Review, this time appearing as a diver before the Alvin Knechtel "Process-camera." "How To Make Money," scenes of minting in the French fashion; and another of the "American Wild Flowers in Pathe-color" complete the reel.

The first "Laugh Month" cartoon comedy of the "Aesop's Film Fables" series is entitled "The Gold Push." "Topics of the Day," the reel of wit and humor, and two issues of Pathe News round out the schedule.



Scenes from "The Yankee Senor," Tom Mix's latest starring vehicle for Fox.

JUST IN TIME FOR

LAUGH MONTH

THE BIGGEST, NEWEST COMEDY SUCCESSSES

BUSTER BROWN

Comedies!

With Buster Brown, Mary Jane, and faithful, funny, old Tige. Twelve of them - two reels each. Based on the immortal cartoons by R. F. Outcault.

SEE YOUR UNIVERSAL EXCHANGE

Lasky Completes Big Details

Extends Pola Negri's Contract and
Reorganizes Coast Production Staff

BEFORE departing Hollywood for New York, Jesse L. Lasky completed a number of matters that will have an important bearing on Paramount production in the future. Not the least important of these was the signing of Pola Negri to a contract extending her alliance to the organization for two years longer.

One of the most far-reaching moves of Lasky was the reorganization of the executive staff at the West Coast studio, in which Hector Turnbull and B. P. Schulberg were made associate producers and Victor H. Clarke became general manager of the studio.

In addition Lasky launched other ambitious production plans, including the filming of "Old Ironsides," a story employing the dramatic incidents surrounding the frigate Constitution, and the making of "The Rough Riders," a picturization of the dramatic part played by Theodore Roosevelt

and the men under his command during the Spanish American war.

"We are launching a production program that aims far above and beyond anything Paramount has attempted before," said Mr. Lasky. "With James Cruze in Tripoli making preliminary scenes and obtaining location material for 'Old Ironsides,' with other men in Cuba obtaining material for 'The Rough Riders' and with our organization preparing for other pictures of similar importance, all of magnitude, which even a year ago seemed impossible dreams, we are about to make what I am sure will be tremendous strides."

Mr. Lasky's last few days in Los Angeles were busy ones. On Monday night he was guest of honor at "Jesse L. Lasky Night" at the Metropolitan theatre. On Wednesday he was host at a luncheon given the press and the executives, players and directors of the studio. Both events were in celebration of the Twelfth Anniversary of the founding of the Lasky studio.

Four From Warners in January

Will Release "Sea Beast," "Fighting Edge,"
"His Jazz Bride," "Golden Cocoon"

"THE SEA BEAST," "The Fighting Edge," "His Jazz Bride" and "The Golden Cocoon," Warner features, are scheduled for release during the month of January. The first of the quartette to go to exhibitors will be "The Sea Beast" on January 9th.

"The Sea Beast" is a John Barrymore special adapted from the story by Herman Melville titled "Moby Dick." It is a sea tale, whose scenario is by Bess Meredyth and it was directed by Millard Webb. Dolores Costello plays opposite the star, while

others in the supporting cast are George O'Hara, Mike Donlin, Sam Baker, George Burrell, Sam Allen, Frank Nelson, Mathilde Comert, James Barrows, Vadin Uranoff, Sojin and Frank Hagney.

"The Fighting Edge," from William McLeod Raine's novel, is to be released January 16th. Kenneth Harlan and Patsy Ruth Miller are starred, while in the supporting cast are W. A. Carroll, Charles Conklin, Lew Harvey, Pat Hartigan, Eugene Palette, Pat Harmon and David Kirby. Henry Lehrman directed.

"His Jazz Bride" is a Marie Prevost-Matt Moore starring vehicle scheduled for release January 23rd. It is an adaptation from the Beatrice Burton novel, "The Flapper Wife," and was directed by Herman Raymaker. The supporting cast includes John Patrick, Don Alvarado, Mabel Julianne Scott, George Irving, Margaret Seddon, Helen Dunbar and Gayne Whitman.

"The Golden Cocoon," which had a pre-release run at Warners Theatre in New York last week, had its release set for January 30th. Huntly Gordon and Helene Chadwick are featured, with Richard Tucker, Frank Campau, Margaret Seddon, Carrie Clarke Ward, Charles McHugh and Violet Kane in the supporting cast. Millard Webb directed.

Laemmle to Direct "Whole Town's Talking"

Edward Laemmle's directorial assignment for Universal will be "The Whole Town's Talking," an adaptation from the stage comedy by John Emerson and Anita Loos. It will be one of the Golden Rule List on the 1926 program.

Garson Starts Casting For "Traffic Cop"

Casting is under way by Harry Garson, producer and director of Lefty Flynn productions for F. B. O., for "The Traffic Cop." The story is by Gerald Beaumont and the cast so far includes Kathleen Myers, Jerry Murphy, Ray Ripley and Ray Turner. The continuity was prepared by John Gray and James Gruen.

Jack Mulhall and Madge Bellamy in Leads

Fox has assigned Jack Mulhall and Madge Bellamy to play the leading roles in "The Dixie Merchant," the screen version of Barry Benefield's novel, "The Chicken Wagon Family." Others in the cast will be J. Farrell MacDonald, Claire McDowell, Harvey Clark and Onest Conly. Frank Borzage will direct.

Ready to Start Filming of "The Cleaner Flame"

Whitman Bennett will start production of "The Cleaner Flame," an adaptation of Clara Beranger and Forest Halsey's story, at the Glendale Studio, on December 28. The production will be offered on the program of twenty-four "Golden Arrow" features from Arrow.

Phil Rosen is Signed By Metro-Goldwyn-Mayer

Phil Rosen has been signed to a directorial contract by Hunt Stromberg, Metro-Goldwyn-Mayer studio executive. Rosen has directed a number of notable productions, among them, "The Life of Abraham Lincoln." No picture has yet been assigned to him.

Tiffany Changes Title of Feature

Tiffany Productions has changed the title on "The Wrong Coat" to "Pleasures of the Rich," and it is probable it will be the next Tiffany production released instead of "The Lodge in the Wilderness," suggested from the story by Sir Gilbert Parker.

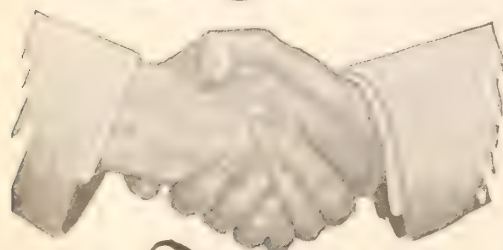
'Soul Mates' and 'Don't' Released Dec. 20th

METRO - GOLDWYN - MAYER released "Soul Mates" and "Don't," two recently completed features, on December 20, it was announced this week.

"Soul Mates" is an Elinor Glyn story prepared for the screen by Carey Wilson and directed by Jack Conway. The cast includes Aileen Pringle and Edmund Lowe in the featured roles, supported by Gertrude Olmstead, Phillips Smalley, Katherine Bennett, Edythe Chapman, Mary Hawes, Lucien Littlefield and Ned Sparks.

Alf Goulding directed "Don't." The principal roles are played by Sally O'Neil, John Patrick, James Morrison, Bert Roach, Estelle Clark, Buddy Messenger and Ethel Wales.

20 Years an Exhibitor



The Friendly Hand

Six in Preparation by Metropolitan

SIX new stories are in the hands of scenario staff of Metropolitan studios for pictures that will be released through Producers Distributing Corporation. Finis Fox, Percy Heath, Charles A. Logue, Elliott, J. Clawson and Will M. Ritchey are each writing a script for a new production.

Fox is writing the screen version of "Shipwrecked," from the play by Langdon McCormick. Logue is preparing the screen play of "Forbidden Waters," which will be a starring vehicle for Priscilla Dean.

Elliott Clawson and Will M. Ritchey are preparing the adaptation and scenario of "Whispering Smith," from Frank M. Spearman's novel, while Percy Heath is writing "The Dice Woman." Frances Marion is also putting the finishing touches to the script of "Paris at Midnight," which she adapted from Balzac's "Pere Goriot."

Four Features Completed by Warners

Warner Brothers have completed four more productions in the past ten days and they are now in the process of cutting and titling. The pictures are "The Man Upstairs," "Oh! What a Nurse," "The Cave Man" and "The Bride of the Storm."

"The Man Upstairs" is Monte Blue's latest picture, adapted from the Earl Derr Biggers story, "The Agony Column." Its premiere is expected in February. Dorothy Devore has the leading feminine role.

Syd Chaplin's second comedy, "Oh! What a Nurse" will be a Spring release. Chuck Reisner directed from the story by Robert E. Sherwood and Bertram Bloch.

"The Cave Man" will probably be released February 13th. Matt Moore and Marie Prevost are starred in this picture which Lewis Milestone directed.

Dolores Costello and John Harron have the featured roles in "The Bride of the Storm," an adaptation of James Francis Dwyer's novel, "Maryland, My Maryland." J. Stuart Blackton directed.

Gilda Gray Completes Her Work on "Aloma"

Photography has been completed on "Aloma of the South Seas," Gilda Gray's first screen starring vehicle for Paramount, which was made at Porto Rico and the Paramount Long Island studio. Percy Marmont and Warner Baxter, who played the chief supporting roles are off then for California. Other principals in the cast were William Powell, Jeanne Johnston, Harry Morey, Joseph Smiley and Mme. Burani, a French actress.

Paramount Seniors Join Junior Cast

Five senior players have been added to the cast to do bits in "Glorious Youth," the picture in which the Paramount Junior Stars will make their screen debut. The players are, Richard Dix, Lois Wilson, Adolphe Menjou, Clara Bow and Percy Marmont. The company is scheduled to leave shortly with Director Sam Wood for Lake Placid, where Winter sports shots will be made.



Scenes from "Buster Be Good" a Universal production

Associated Will Release Five Quintet of "Triumphant Thirty" Goes to Exhibitors in January

ASSOCIATED EXHIBITORS has scheduled five feature attractions for release during the month of January. They are "Hearts and Fists," "I Do," "The Lady from Hell," "The Shadow of the Law" and "White Mice."

The first of these to go to the exhibitors will be "Hearts and Fists," a drama of the big timber country, in which Marguerite de la Motte and John Bowers are featured. This is an H. C. Weaver production directed by Lloyd Ingraham from the story by Clarence Budington Kelland. The picture was made in Tacoma, Washington, and the cast includes Alen Hale and Dan Mason.

"I Do" is second on the list for the month. It is described as a popular demand edition of one of Harold Lloyd's biggest successes.

New posters and a full line of new exhibitor aids are offered with this one.

Blanche Sweet is starred in "The Lady from Hell." The cast includes Roy Stewart, Ralph Lewis, Frank Elliot, Margaret Campbell, Ruth King and Mickey Moore. The picture was made from the story by Norton S. Parker.

Clara Bow is the featured player in "The Shadow of the Law," a crook melodrama, with Stuart Holmes as the master crook. It is an adaptation from the widely-read story, "Two Gates."

"White Mice" is a picturization of the Richard Harding Davis novel, with Jacqueline Logan in the leading role. This is a Pinellas Films, Inc. production, presented by Royal W. Wetherald. It was directed by E. H. Griffith.

Make your dates for January NOW!

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AT YOUR UNIVERSAL EXCHANGE



Group of highlights from the Metro-Goldwyn-Mayer production "The Only Thing."

Will Build Across City Line to Beat Blue Law

Springfield, Mo., which several years ago voted against Sunday amusements and ratified that action about a year or so ago, now plans to erect a motion picture house just over the city line to get away from the blue law ordinance.

The new theatre will be located on Cherry Road and will give shows on Sundays only according to the present plans. A club and an all week picture show are expected to develop from the venture.

Skate Champions Signed With Junior Stars

Director Sam Wood has added Norval Baptie, world's champion speed and fancy skater, and his partner, Gladys Lamb, to the cast of the Paramount Junior Stars' picture, "Glorious Youth." He has also engaged an ice ballet of eighteen skaters, who are now performing at Madison Square Garden.

These skaters appear in the picture in an ice carnival at Mountain Inn, the Winter resort hotel around which the action in Byron Morgan's story centers.

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F. B. O. Home Office In New Quarters

THE Home Office of F. B. O., together with R-C Pictures Corporation and other subsidiary companies has vacated its quarters at 723 Seventh Avenue, New York City for the more spacious quarters taking in the entire sixteenth floor of the new Embassy Building at 1560 Broadway. The offices are being vacated this week and the company will be in its new quarters December 21. The move was made necessary because of the increased personnel and business of the concern.

The new quarters are handsomely equipped with all modern conveniences and with a projection room that will seat forty persons. F. B. O. will retain shipping space at 723 Seventh Avenue and its New York exchange will remain at that address.

Big Feature Rights Corp. in New Quarters

Big Feature Rights Corporation has taken up new quarters in Louisville in its own new exchange building at 917-23 West Jefferson Street. The concern started business nine years ago with quarters in a small theatre dressing room. The company now employs approximately fifty men and women. Colonel Fred Levy is president and Lee L. Goldberg secretary of the Big Feature Rights Corporation.

Two Added to Field Force of Pro-Dis-Corp.

Two important additions to the executive field force of Producers Distributing Corporation are announced by Sales Manager W. J. Morgan in the appointments of Harry I. Goldman as manager of the New Haven branch, and Jacob B. Cohen as manager of the Pittsburgh branch. Both Goldman and Cohen are well known in exhibiting circles.

Cast Completed for "I'll See You Tonight"

Director Malcolm St. Clair has completed the cast for "I'll See You Tonight," Adolphe Menjou's next picture for Paramount. The latest additions are Josephine Drake and Ida Waterman. Others previously announced are Chester Conklin, Feeman Wood, Roger Davis and Hugh Huntley. The story is by Monte H. Katterjohn and production is scheduled to start December 21st.

Virginia Browne Faire in Hoot Gibson Cast

Universal has signed Virginia Browne Faire to play the leading feminine role opposite Hoot Gibson in "Chip of the Flying U," from the novel by B. M. Bower. Lynn Reynolds will direct Gibson and expects to start work within a week. Philo McCullough and Harry Todd are other late additions to the cast.

Chadwick Returns to Coast to Start New Productions

I. E. Chadwick, president of Chadwick Pictures Corporation, has returned to Los Angeles after a visit to the New York offices of the company. Mr. Chadwick will start production soon on "The Test of Donald Norton," a Robert E. Pinkerton story in which George Walsh will be starred.

Melville Brown to Direct for Universal

Universal has elevated Melville Brown from the scenario staff to a directorial berth. He has been signed to a contract to direct feature pictures. Brown is credited with the adaptation of some of Universal's most successful pictures, among them being "Poker Faces," "What Happened to Jones" and "I'll Show You the Town."

More Field Changes in Associated

E. J. SMITH, general sales manager for Associated Exhibitors, continues to make changes in the field forces of the organization and feels that he now has assembled a staff of real go-getters. Among the latest appointments was that of A. E. Atkinson, who was named manager of the Indianapolis branch by Lew C. Thompson, Central Sales Supervisor. Atkinson was connected with Metro-Goldwyn for three years.

Dan B. Lederman, Western Sales Director, has appointed Fred Horn, manager of the Des Moines branch. For the past seven years Horn has been with Metro-Goldwyn. The Cincinnati branch has been placed in charge of Otto Horowitz, who has been connected with the Philadelphia branch of F. B. O. for the past three years.

Fred Voight has been made branch manager at San Francisco. He was formerly in charge of the Metro-Goldwyn exchange in that territory.



NEW YORK CITY

Capitol Theatre—

Film Numbers—His Secretary (Metro-Goldwyn-Mayer), Aesop Fable, Capitol Magazine (Selected).

Musical Program—"Mignon" (Overture), "Christmas Carols" (Chorus), "In a Toy Shop" (Ballet Corps), Organ Solo.

Strand Theatre—

Film Numbers—Tumbleweeds (United Artists), Topical Review (Selected).

Musical Program—"Yuletide Tone Poem" (Overture), Special Ted Lewis Presentation. Organ Solo.

Warner's Theatre—

Film Numbers—Steel Preferred (Producers Dist. Corp.), Warner News Weekly (Selected), Whats Up (Comedy), Santa Claus (Novelty).

Musical Program—"Rose Marie" (Overture), "Spirit of Xmas" (Tenor and Soprano Solos).

Rivoli Theatre—

Film Numbers—Kiss For Cinderella (Paramount).

Musical Program—Eddie Elkin's Orchestra and Special John Murray Anderson Presentation.

Rialto Theatre—

Film Numbers—Siegfried (Ufa). Musical Program—Complete Symphonic Orchestra with Siegfried Score.

Cameo Theatre—

Film Numbers—The Beautiful City (First National), Cameo Pictorial (Selected), Aesop Fable, From Rags to Riches (Pathe).

Musical Program—"Largo" (Overture), "Silent Night" (Soprano Solo), Organ Solo.

Apollo Theatre—

Film Numbers—Stella Dallas (United Artists), Continued.

Astor Theatre—

Film Numbers—The Big Parade (Metro-Goldwyn-Mayer), Continued.

Colony Theatre—

Film Numbers—Phantom of the Opera (Universal), Continued.

BROOKLYN

Brooklyn Mark Strand Theatre—

Film Numbers—Irish Luck (Paramount); Christmas Greeting to Patrons (James A. Fitzpatrick); Ectotypes (Elvin Film Corp.); Mark Strand Topical Review (selected).

Musical Numbers—"Mark Strand Carols"—"O Come All Ye Faithful" (mixed quartette number); "O Holy Night" (soprano solo), "No Candle Was There" (baritone solo); and "Holy Night, Silent Night" (quartette); "The Night Before Christmas;" and the atmospheric prologue to the feature—"The Rocky Road to Dublin" (soprano solo); "Mickey's Advice" (baritone solo); "Irish Dance" (ballet corp); "Ireland is Heaven to Me" (tenor solo); "Danny Boy" (contralto solo); Mayer).



These characters of plot will be read in sketch which is the feature of this two volume and two First National's "The Scarlet Saint" used by the Community Theatre, Miami, Fla.

"Tis a Great Day Tonight for the Irish": Guilmon's "Grand Chorus in March Form."

CINCINNATI

Capitol Theatre—

The Tower of Lies (Metro-Goldwyn-Mayer), Soup to Nuts (Comedy), Capitol News (selected).

Musical Program—Orchestra.

Walnut Theatre—

Film Numbers—The Splendid Road (First National), News, Fables, Topics (Pathe).

Musical Program—Orchestra.

Strand Theatre—

Film Numbers—Lord Jim (Paramount), I Do (Pathe), Pathe News.

Musical Program—Orchestra.

Lyric Theatre—

Film Numbers—The Pony Express (Paramount), Kinograms. Musical Program—Orchestra.

Gifts Theatre—

Film Numbers—The Overland Limited (S. R.), Buster's Nightmare (Universal), Kinograms.

Family Theatre—

Film Numbers—Wildfire (Warner Bros.), Curses (Comedy), Fox News.

PHILADELPHIA

Stanley Theatre—

Film Numbers—Cobra (Paramount), Stanley Magazine (Selected), Felix Tries the Trades (Cartoon).

Musical Program—"Old Favorites" (overture), Symphony Orchestra, "The Bells of St. Mary's", "Tommy Lad", Baritone solos. Vocal and dance numbers.

Fox Theatre—

Film Numbers—Thank You (Fox), Fox Magazine.

Musical Program—"Symphonic Classical Jazz" (Overture), Fox Theatre Grand Orchestra, Syncopation Revue.

Arcadia Theatre—

Film Numbers—Why Women Love (First National).

Kariton Theatre—

Film Numbers—Lights of Old Broadway (M.-G.-M.).

Palace Theatre—

Film Number—The Road to Yesterday (Producers Dist. Corp.).

Victoria Theatre—

Film Number—Satan in Sables (Warner Bros.).

Capitol Theatre—

Film Number—The Live Wire (First National).

Stanton Theatre—

Film Number—Don Q, Son of Zorro (United Artists).

Aldine Theatre—

Film Number—The Merry Widow (Metro-Goldwyn-Mayer).

INDIANAPOLIS

Circle Theatre—

Film Numbers—The Scarlet West (First National), News Reel (Universal), Hodge Podge Cartoon.

Musical Program—"Christmas Smiles" (organ), (Stage presentation).

Colonial Theatre—

Film Numbers—When the Door Opened (Fox), Comedy (Universal), Aesop Fable, News Reel (Universal).

Musical Program—American Harmonists, pianologues.

Apollo Theatre—

Film Numbers—A Woman of the World (Paramount), Comedy (Pathe), News Reel (Fox).

Musical Program—Orchestra. "Christmas Songs of Cheer" (vocal solo). Organist.

CLEVELAND

Stillman Theatre—

Film Numbers—Little Annie Rooney (United Artists), International News.

Musical Program—"Second Hungarian Rhapsody" (Overture), "Toyland" (Prologue), "Doctor Tinkle Tinker" (Vocal Solo), "March of the Toys" (Dance Ensemble).

Allen Theatre—

Film Numbers—Clothes Makes the Pirate (First National), Marionettes (Educational), Topics of the Day (Pathe), Pathe News.

Musical Program—"Frasquita" (Overture), Jazz Medley, Operatic Selections (Vocal).

State Theatre—

Film Numbers—Old Clothes (Metro-Goldwyn-Mayer), Flying Fool (Fox), Peter the Raven (S. R.), Pathe Review.

Musical Program—Organ Overture—Vaudeville.

Park Theatre—

Film Numbers—Wild Justice (United Artists), Baby Be Good (Educational), Felix Follows the Swallows (S. R.), Topics of the Day (Pathe), Pathe News. Musical Program—"Fantasie from La Tosca" (Overture), Jazz

Unit, "Tie Me To Your Apron Strings", "Keep on Crooning a Tune", "I'm So Sorry".

Reade's Hippodrome—

Film Numbers—The Wedding Song (Producers Dist. Corp.), The Wooden Wedding (Pathe), International News (Universal).

Musical Program—"Song Hits of the Season" (Overture), Vaudeville.

Keith's East 105th St.—

Film Numbers—The Wedding Song (Producers Dist. Corp.), Flaming Flappers (Pathe), Aesop's Fables, Pathe News.

Musical Program—"Mlle. Modiste" (Overture), Vaudeville.

Circle Theatre—

Film Numbers—The Pleasure Buyers (Warner Bros.), Aesop's Fables, Santa Claus (S. R.), Pathe News.

Musical Program—Babes in Toyland" (Overture), Vaudeville.

NEWARK

Mosque Theatre—

Film Numbers—Man on the Box (Warner Bros.), Comedy (Educational), News (International), On Many Shores (U. S. Government).

Musical Program—"The Toy Shop" (Overture), "The Good Spirit" (soprano and tenor), "Memories of Melodies" (trio of saxophonists).

Branford Theatre—

Film Numbers—Lord Jim (Paramount), No Woman's Land (scenic), News (Pathe).

Musical Program—"Student Prince" (overture), Jazz orchestra, duo of male songsters and Charleston dancer.

Capitol Theatre—

Film Numbers—Fighting the Flames (S. R.), Broadway Lady (F. B. O.), Comedy (Pathe), News (International).

Musical Program—"The Night Alarm" (overture), "Excerpts from Martha" (organ solo).

Rialto Theatre—

Film Numbers—Scarlet Saint (First National), Rugged Waters (Paramount), Kinograms.

Musical Program—"Popular Selections" (overture).

Fox Terminal—

Film Numbers—Police Patrol (S. R.), Old Gang of Mine (S. R.), Santa Claus (S. R.).

Musical Program—"Popular Melodies" (overture), Blues singer,

MILWAUKEE

Alhambra Theatre—

Film Numbers—East Lynne (Fox), Happy Go Lucky (Universal), International News.

Musical Program—"Operatic Airs" (Overture), "Crystal Re-

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vue" (Stage Presentation), "The Unfinished Symphony" (Stage Presentation).

Garden Theatre—

Film Numbers—Simon the Jester" (Producers Dist. Corp.), Fox News, Comedy.

Musical Program—Organ Sonologue.

Merrill Theatre—

Film Numbers—Flower of the Night (Paramount), King Kutting (Educational), Kinograms.

Musical Program—Incidental music.

Strand Theatre—

Film Numbers—The Knockout (First National), Kinograms, Scenic (S. R.), Comedy.

Musical Program—"Home Again" (Overture), Organ Sonologue.

Wisconsin Theatre—

Film Numbers—Irish Luck (Paramount), At the Rainbow's End (Educational), International News.

Musical Program—"Irish Lucky Pieces" (Overture), Jocko the Crow, "Americasque" (Organ Specialty), "The Call of the Sixties" (Stage).

DES MOINES

Capitol Theatre—

Film Numbers—The Ancient Highway (Paramount), Fair but Foolish (Educational), Fox News.

Musical Program—"Santa Claus in Wonderland" (Organ).

Des Moines Theatre—

Film Numbers—The Only Thing (Metro-Goldwyn-Mayer), Fair Warning (Educational), Then and Now (Pathe), Pathe News.

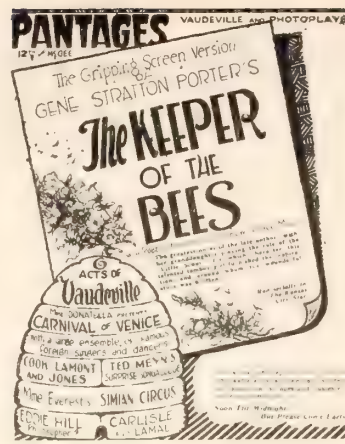
Strand Theatre—

Film Numbers—Old Clothes (Metro-Goldwyn-Mayer), Our Kids (Pathe Comedy), Kinograms.

BOSTON

Beacon Theatre—

Film Numbers—The Keeper of



Conventional but effective arrangement in four column width. Ad for "The Keeper of the Bees" (F. B. O.) by Pantages Theatre, Kansas City.

the Bees (F. B. O.), Womanhandled (Paramount), Comedy (Educational), News (International).

Musical Program—Overture, organ.

Fenway Theatre—

Film Numbers—The Keeper of the Bees (F. B. O.), Womanhandled (Paramount), Fables (Pathe), News (Pathe).

Musical Program—Overture, organ.

Gordon's Washington Street Olympia Theatre—

Film Numbers—The Splendid Road (First National), O Buster (Am. Feature), News (Pathe).

Musical Program, Overture, orchestra, Vaudeville.

Loew's State Theatre—

Film Numbers—Old Clothes (Metro-Goldwyn-Mayer), Comedy (Pathe), News (Pathe).

Musical Program—Overture, orchestra and organ, Vaudeville.

Metropolitan Theatre—

Film Numbers—Mannequin (Paramount), Topics of the Day (Pathe), News (International).

Musical Numbers—Overture, "Poet and Peasant," orchestra and organ, Stage Special—Skating Ballet.

Modern Theatre—

(Same program as Beacon Theatre).

New Boston Theatre—

Film Numbers—The Ancient Mariner (Fox), Flaming Flappers, (Comedy), Pathe News.

Musical Program—Overture, orchestra and organ, Vaudeville.

St. James Theatre—

Film Numbers—Compromise (Warner Brothers), Comedy, Topics of the Day, Aesops Fables, News (Pathe).

Musical Program—Overture, orchestra, Vaudeville.

FUFFALO

Shea's Hippodrome—

Film Numbers—The Midshipman (Metro-Goldwyn-Mayer), The Amateur Detective (Fox), Hippodrome Review (Selected).

Musical Program—"Il Guarany" (orchestra), Harmony singers.

Lafayette Square Theatre—

Film Numbers—Bright Lights (Metro-Goldwyn-Mayer), Pathe comedy, Lafayette News (Kinograms).

Musical Program—"Babes in Toyland" (Orchestra), Organ solo, Vaudeville.

Loew's State Theatre—

Film Numbers—The Only Thing (Metro-Goldwyn-Mayer), Bachelor's Babies (Comedy).

Loew's Minute Views (Pathe).

Musical Program—"Pique Dame" (orchestra), Vaudeville.

New Olympic Theatre—

Film Numbers—The Adventurous Sex (Associated Exhibitors), Enemy of Man (S. R.), Santa Claus in Filmiland, Olympic News (International).

Musical Program—Serenaders.

Shea's North Park Theatre—

Film Numbers—The Tower of Lies (Metro-Goldwyn-Mayer), Fair Warning (comedy), North Park Review (Selected).

Musical Program—"A Day in a Toyshop" (Orchestra), Organ solo.

Victoria Theatre—

Film Numbers—The Storm Breaker (Universal), The Home Maker (Universal), Victoria News (Pathe).

Musical Program—"Musical Comedy Memories" (Orchestra), Organ solo.

MINNEAPOLIS

Aster Theatre—

Film Numbers—The Overland Limited (S. R.), Pay Day (Pathe), Fox News.

Musical Program—Organ overture.

Garrick Theatre—

Film Numbers—The Masked Bride (Metro-Goldwyn-Mayer), Mary Queen of Tots (Pathe), Garrick Weekly (Selected News).

Musical Program—"Yuletide" (Orchestra, Organ and Quartet, male), "A Short Musical Lecture" (Organ).

Lyric Theatre—

Film Numbers—The Unguarded Hour (First National), Starvation Blues (Pathe), Kinograms (News).

Musical Program—Organ Overture.

State Theatre—

Film Numbers—The Best People (Paramount), Ko Ko Nuts (Red Seal), Digest (Sel).

Musical Program—"Largo" (Organ), "Indoor Circus" (stage).

Strand Theatre—

Film Numbers—The Fool (Fox), The Athlete (Comedy), Strand News (Selected).

Musical Program—"Medley" (Orchestra).

BALTIMORE

Century Theatre—

Film Numbers—That Royle Girl (Paramount), A Uke Calamity (Cartoon), News Weekly (Fox).

Musical Program—Baritone solo and Harp Selections. Orchestra, Organ.

Garden Theatre—

Film Numbers—When the Door Opened (Fox), Hold Tight (F. B. O.), News Weekly (Fox).

Musical Program—Vaudeville, Orchestra, Organ.

Keith's Hippodrome—

Film Numbers—The Wall Street Whiz (F.B.O.), A Dog's Life (Pathe), The Green Archer (Pathe), News Weekly (Pathe), Aesop's Fable (Pathe).

Musical Program—Vaudeville, Orchestra, Organ.

Warners' Metropolitan—

Film Numbers—Compromise (Warner Brothers), Dangerous Curves Ahead (Pathe), The

Haunted House, Aesop Fable, Gorges of the Cher (Pathe Color), News Weekly (Pathe).

Musical Program—"Creme de la Creme" (Overture). Orchestra, Organ.

New Theatre—

Film Numbers—In the Name of Love (Paramount) My Swedie (Educational), Cottage Garden (Scenic), News Weekly (Pathe).

Musical Program—"Blue Danube Waltz" (Overture), "Roses In Picardy" and other selections

and patter (Baritone solo and comedy talk). Orchestra, Organ.

Parkway Theatre—

Film Numbers—That Royle Girl (Paramount), Kinograms (Educational).

Musical Numbers—Orchestra, Organ.

Rivoli Theatre—

Film Numbers—The Scarlet Saint (First National), News Weekly (Pathe), From Rags to Britches (Pathe).

Musical Program—"Cross My Heart Mother" and "Padlin' Madelin' Home" (Organ selections), Selections (Morgan's Orchestra), "Remember" (Cello solo), Orchestra, Organ.

HOUSTON

Queen Theatre—

Film Numbers—Stage Struck (Paramount), Our Gang (Comedy), Houston Chronicle-Queen Theatre News (Local), News (Pathe).

Musical Program—"Oh Boy What a Girl" (Overture), "Let's Wander Away" (Organ overture), Orchestra and organ numbers.

Isis Theatre—

Film Numbers—The Scarlet Saint (First National), Comedy (Educational), News (International).

Musical Program—Concert selections (Overture), Organ and Orchestra.

Majestic Theatre—

Film Program—The Fighting Heart (Fox), Aesop's Fables, News (Pathe).

Musical Program—"Hits of the Day" (Overture), Organ and

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The Pick of the Pictures

Today
and
Saturday

To Our Wives
and Our
Sweethearts—
May They
Never Meet

But
They Did
Meet

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Attractive and compelling arrangement with good copy two column display by the Rialto, San Antonio, Tex., for Columbia Pictures' "Parisian Nights."

Orchestra Selections. Vaudeville.

Rialto Theatre—

Film Numbers—The Sporting Chance (Universal), Comedy (Pathe), News (Fox).

Musical Program—Organ and Piano.

Capitol Theatre—

Film Program—Bright Lights (Metro-Goldwyn-Mayer), Comedy (Educational), News (Kinograms).

Musical Program—"Popular Selections" (Overture), Organ and Orchestra.

Liberty Theatre—

Film Numbers—Hogan's Alley (Warner Bros.), Comedy (Fox), Review (Pathe).

Musical Program—Organ and Piano.

SAN FRANCISCO

California Theatre—

Film Numbers—Hands Up (Paramount), East Side West Side (Fox), International News, Yosemite Valley in Winter (Scenic).

Musical Program—"Day in Toyland" (Novelty), "Heart Bowed Down" (Violin), Kamen Nostrow (Orchestra), "Telephone Honey Moon" (Presentation).

Loew's Warfield Theatre—

Film Numbers—Unguarded Hour (First National), Santa Claus Reel (Klein Schmits), International News, Kinograms.

Musical Program—"Cameo Overture" Concerto, "Aria Maria" (Cello), "Beneath the Cloak" (Fanchon Marco Idea).

Granada Theatre—

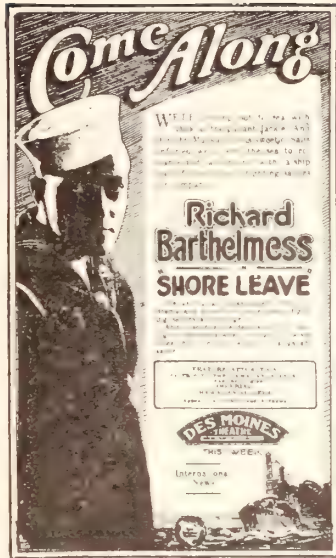
Film Numbers—Mannequin (Paramount), "A Cloudy Romance" (Fox), Pathe News.

Musical Program—"Old English Christmas Concert" (Several Selections), "Smile a Bit", "Red Hot Henry Brown" (Cello), "A Special Ballet" (Dancers).

Cameo Theatre—

Film Numbers—Fighting Cub (S. R.), Very Weaker (Associated Exhib.), Scarlet Streak (Universal), International News.

Musical Program—"Babes in Toyland" (Dances and Orchestra), "Lucia De Lamimor" (Orchestra), "World is Waiting for Sunrise" (Concert).



Shaded background proves highly effective for hot-toned illustration. An arresting display for First National's "Shore Leave" used by the Des Moines Theatre, Des Moines.

Union Square Theatre—

Film Numbers—Through Bred (S. R.), Fox Comedy, Pathe News.

Musical Program—Vaudeville and "Christmas Songs."

Golden Gate Theatre—

Film Numbers—Lady Who Lied (First National), Air Tight (Educational), Pathe News, Pathe Fables.

Musical Program—Vaudeville and "Christmas Songs."

Imperial Theatre—

Film Numbers—That Royle Girl (Paramount) Continued.

St. Francis Theatre—

Film Numbers—Phantom of the Opera (Universal) Continued.

ST. LOUIS

Missouri Theatre—

Film Numbers—Irish Luck (Paramount), Lucky Stars (Comedy), Missouri Magazine (Selected).

Musical Program—Orchestral overture, Organ accompaniments, Soprano solo, Dancer, Military chorus.

Kings and Rivoli Theatres—

Film Numbers—The Ancient Mariner (Fox), Little Red Riding Hood (Universal), Aesop Fable, International News.

Musical Program—Orchestral numbers. At Kings only—"Scrooge" (Christmas novelty). At Rivoli only—Children carol singers.

Loew's State Theatre—

Film Numbers—Old Clothes (Metro-Goldwyn-Mayer), Good Cheer (Comedy), Selected News, Views and Tours, Topics (Pathe).

Musical Program—"Around the Christmas Tree" (Overture), featuring "The Origin of Christmas," Dance and vocal numbers.

Grand Central, West End Lyric and Capitol Theatres—

Film Numbers—The Lady Who Lied (First National), Special Xmas Comedy, Kinogram News and Views.

Musical Program—Orchestral overture, Organ accompaniment. At Grand Central only on stage: A special Christmas Kiddie Frolic.

SEATTLE

Blue Mouse Theatre—

Film Numbers—The Danger Signal (S. R.), Caretaker's Daughter (Comedy), Aesop Fable, International News.

Musical Program—"Favorite Yuletide Melodies" (Overture), "Smile a Little Bit" (Novelty).

Coliseum Theatre—

Film Numbers—Little Annie Rooney (United Artists), Trip thru Toyland, Pathe News, Kinograms.

Musical Program—"Revue" (Overture).

Columbus Theatre—

Film Numbers—Lorraine of the Lions (Universal), Chester's Donkey Party, International News.

Musical Program—"Cavaleria Rusticana" (Overture), "Around the Xmas Tree" (Special), "Jungle Blues" (Novelty), Vocal solo.

Liberty Theatre—

Film Numbers—Go West (Metro-Goldwyn-Mayer), Wild Beast's Of Borneo, International and Liberty News.

Musical Program—"Christmas Carols" (Overture).

Pantages Theatre—

Film Numbers—Phantom Express (S. R.), Aesop Fable, Pathe News.

Musical Program—Vaudeville.

Strand Theatre—

Film Numbers—The Ancient Mariner (Fox), Bachelor's Babies, Fox News.

Musical Program—"Spirit of Xmas" (Novelty Overture).

ATLANTA

Howard Theatre—

Film Numbers—Cobra (Paramount), International News: Good Cheer (Pathe).

Musical Program—Stage presentation (14 men).

Loew's Grand Theatre—

Film Numbers—Old Clothes (Metro-Goldwyn-Mayer): Spotlight (Pathe), Topics of the Day (Pathe), Educational Comedy, Aesop's Fables, Current Events (Pathe).

Musical Program—Vaudeville.

Metropolitan Theatre—

Film Numbers—Winds of Chance (First National); Fox News: Tire Trouble (Pathe).

Musical Program—"Gypsy Dream" (overture), Ensemble on stage.

Rialto Theatre—

Film Numbers—Irish Luck (Paramount); Pathe News: Butterfingers (Pathe).

Alamo No. 2—

Film Numbers—Lovers in Quarantine (Paramount), Captain Suds (Century); Rugged Water (Paramount), Get Up (Pathe); The New Champion (Liberty), Whats Your Hurry (comedy).

Tudor Theatre—

Film Numbers—On the Threshold (Producers Dist. Corp.), comedy and International News; Midnight Molly (F. B. O.); Happiness (Metro-Goldwyn-Mayer), Comedy (Universal).

ST. PAUL

Astor Theatre—

Film Numbers—Siege (Universal), A Dog's Life (Pathe), Selected News.

Musical Program—"Smile a Little Bit" (Organ), "Dancing Mad" (Orchestra and stage show).

Capitol Theatre—

Film Numbers—Clothes Make the Pirate (First National), Felix Tries the Trades (Educ.), Capitol Digest (Selected News).

Musical Program—"Beneath the Holly" (Orchestra), "There Was an Old Woman Who Lived in a Shoe" (Kiddies Review).

Garrick Theatre—

Film Numbers—A Kiss for Cinderella (Paramount), Garrick Rib Tickler, Garrick News (Selected).

Musical Program—"Around the Christmas Tree" (Orchestra).

Princess Theatre—

Film Numbers—The Police Patrol (S. R.), Never Weaken (Pathe), Kinograms (News).

Musical Program—Organ overture.

Strand Theatre—

Film Numbers—The Best Bad Man (Fox), Or What Have You? (F. B. O.), Fox News.

Musical Program—Organ overture.

Tower Theatre—

Film Numbers—Bright Lights (Metro-Goldwyn-Mayer), Through the Garden of Gethsemane (Pathe).

Musical Program—"The Story of Christmas" (Orchestra), "Kiddie Karnival" (Stage show).

KANSAS CITY

Newman Theatre—

Film Numbers—The Only Thing (Metro-Goldwyn-Mayer), Good Cheer (Pathe), Newman Mirror of the World (Selected), Newman Current Events (local photography).

Musical Program—Special Christmas Selections (overture), "Under the Christmas Tree" (Musical and Vocal Novelty), "Serenade" (Organ Solos).

Liberty Theatre—

Film Numbers—East Lynne (Fox), Aesop's Fables, International News.

Musical Program—Selections from "Martha" (Overture), Organ Solos.

Royal Theatre—

Film Numbers—Woman Handled (Paramount), Cleaning Up (Educational), Royal Screen Magazine (Selected), Royal Current Events (Local Photography).

Musical Program—"Christmas Fantasy" (Overture), Organ Solos.

Mainstreet Theatre—

Film Numbers—The New Commandment (First National), Pathe News and Educational Short Subjects.

Musical Program—Holiday Selections (Overture), Organ Solos.

Pantages Theatre—

Film Numbers—The Ancient Mariner (Fox), Pathe News and Aesop's Fables.

Musical Program—Atmospheric Selections (Overture), "Surprise Songalogue" (Novelty), Organ Solos.

Mr. Exhibitor: Ask at the Film Exchanges for the



It's little to ask for, but it's the only reliable aid you can give your musicians to help put the picture over



Times suggesting confetti streamers lead the way into high spots of ad—three column display by the Palace, San Antonio, Tex., for "Hell's Highroad" (Producers Distributing Corporation)

Exhibitors Box-Office Reports

Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Value.	Check-up Percentage from other Reports.
ASSOCIATED EXHIB.						
Headlines.....	401247	Ohio	General	Clear	Good	60
Under The Rouge.....	796296	Md.	Mixed	Cold	Good	60
CHADWICK						
Some Pumpkins.....	400000	Wash.	1st Run	Clear	Good	—
Unchastened Woman, The	900000	N. J.	General	Clear	Fair	—
FAMOUS PLAYERS						
Ancient Highway, The....	796296	Md.	General	St'my	Good	58
	400000	Wash.	1st Run	Clear	Good	58
Best People, The.....	120000	Fla.	General	Clear	Good	55
Big Brother.....	400000	Wash.	General	Clear	Fair	80
City That Never Sleeps....	5070	Kans.	General	Clear	Good	67
Cobra.....	796296	Md.	1st Run	Cold	Fair	49
Devil's Cargo.....	1688	Neb.	Small town	Clear	Poor	63
Flower of Night.....	900000	N. J.	General	Clear	Fair	55
Golden Princess, The....	250000	Ga.	Mixed	Clear	Good	53
	796296	Md.	1st Run	Cold	Fair	53
King On Main Street....	250000	Ga.	Best	Clear	Good	63
	150000	Iowa	1st Run	Clear	Fair	63
	400000	Wash.	1st Run	Clear	Good	63
Lord Jim.....	506000	Cal.	1st Run	Clear	Fair	65
	120000	Fla.	General	Clear	Good	65
	154839	Ga.	General	St'my	Good	65
	400000	Wash.	General	Clear	Fair	65
Not So Long Ago.....	3000	Pa.	General	Clear	Big	54
Old Home Week.....	1688	Neb.	Small town	Clear	Good	74
Pony Express, The.....	3000	Pa.	General	Clear	Good	84
That Royle Girl.....	154839	Ga.	Best	St'my	Good	64
Trouble With Wives, The.	3000	Pa.	General	Clear	Good	59
Son of His Father, A.....	3000	Pa.	General	Clear	Big	65
Splendid Crime, The.....	506000	Cal.	1st Run	Clear	Good	—
Wages of Virtue.....	5070	Kans.	General	Clear	Good	60
Wild Horse Mesa.....	796296	Md.	General	St'my	Poor	70
Wild Wild Susan.....	3000	Pa.	General	Clear	Fair	63
FIRST NATIONAL						
As Man Desires.....	3000	Pa.	General	Clear	Good	74
Beautiful City, The.....	401247	Ohio	General	Clear	Fair	—
Clothes Make The Pirate.	506000	Cal.	1st Run	Clear	Good	—
Frisolous Sal.....	3000	Pa.	General	Clear	Fair	67
Knockout, The.....	5070	Kans.	General	Clear	Big	66
Lost World, The.....	5070	Kans.	General	St'my	Good	79
	506675	N. Y.	1st Run	Cold	Good	79
My Son.....	3000	Pa.	General	Clear	Fair	67
New Commandment, The.	120000	Fla.	1st Run	Clear	Good	59
	314194	Ohio	1st Run	Clear	Good	59
Unguarded Hour, The....	120000	Fla.	1st Run	Clear	Fair	54
	154839	Ga.	Best	St'my	Fair	54
	150000	Iowa	1st Run	Clear	Fair	54
	314194	Ohio	General	Clear	Fair	54
Why Women Love.....	150000	Iowa	1st Run	Clear	Fair	60
F. B. O.						
All Around The Frying Pan	4700	Pa.	Mixed	Clear	Big	—
Bandit's Baby, The.....	5070	Kans.	General	St'my	Big	79
Drusilla With a Million..	250000	Ga.	2d Class	Clear	Fair	74
	5070	Kans.	General	St'my	Good	74
	1688	Neb.	Small town	Clear	Big	74
Flashing Spurs.....	5070	Kans.	General	Clear	Good	51
Keeper of the Bees.....	250000	Ga.	Best	Clear	Good	82
	4700	Pa.	Mixed	Clear	Big	82
Last Edition, The.....	400000	Wash.	1st Run	Clear	Good	64
FOX						
Ancient Mariner, The....	315000	Wash.	General	Clear	Good	—
Daughters of the Night...	5070	Kans.	General	Rain	Good	61
Desert Outlaw, The.....	5070	Kans.	General	St'my	Good	61
In Love With Love.....	5070	Kans.	General	Clear	Good	43
Iron Horse, The.....	250000	Ga.	Mixed	Clear	Good	83
	796296	Md.	General	St'my	Big	83
(2d week) 796296	Md.	1st Run	Cold	Good	83	
LAZY BONES						
Circle, The.....	4700	Pa.	Mixed	Clear	Fair	50
French Doll, The.....	5070	Kans.	General	Clear	Fair	62
Go West.....	314194	Ind.	General	Clear	Big	75
	4700	Pa.	Mixed	Clear	Good	75
	315000	Wash.	General	Clear	Good	75
Lights of Old Broadway..	900000	N. J.	1st Run	Clear	Fair	75
	401247	Ohio	1st Run	Clear	Fair	—
Man And Maid.....	5070	Kans.	General	Clear	Big	52
	796296	Md.	1st Run	Cold	Good	52
Only Thing, The.....	120000	Fla.	General	Clear	Good	—
Sally, Irene, Mary.....	900000	N. J.	1st Run	Clear	Fair	—
Sinners in Silk.....	5070	Kans.	General	Clear	Poor	63
Sporting Venus, The.....	796296	Md.	Mixed	St'my	Good	51
Time, The Comedian.....	506675	N. Y.	1st Run	Cold	Fair	—
	4700	Pa.	Mixed	Clear	Good	—
Tower of Lies, The.....	506675	N. Y.	1st Run	Cold	Fair	65
	4700	Pa.	Mixed	Clear	Good	65
Zander the Great.....	120000	Fla.	Mixed	Clear	Good	71
PATHE						
Freshman, The.....	796296	Md.	General	St'my	Good	93
	1688	Neb.	Small town	Clear	Big	93
	314194	Ohio	1st Run	Clear	Good	93
PRODUCERS DISTRIB. CORP.						
Beyond the Border.....	5070	Kans.	General	Clear	Good	63
Coming of Amos, The....	314194	Ind.	General	Clear	Good	—
	796296	Md.	Mixed	St'my	Good	59
Madame Behave.....	401247	Ohio	General	Clear	Fair	70
Off The Highway.....	154839	Ga.	2d Class	St'my	Good	55
Prairie Pirate, The.....	506000	Cal.	General	Clear	—	—
Wedding Song, The.....	900000	N. J.	General	Clear	Poor	—
	401247	Ohio	General	Clear	Fair	—
STATE RIGHTS						
Bandit Tamer, The.....	3000	Pa.	General	Clear	Poor	33
Early Bird, The.....	3000	Pa.	General	Clear	Fair	71
He Who Laughs Last.....	154839	Ga.	2d Class	St'my	Poor	—
Phantom Express, The....	315000	Wash.	General	Clear	Fair	—
Police Patrol, The.....	506675	N. Y.	General	Cold	Poor	—
Souls for Sables.....	314194	Ohio	General	Clear	Fair	60
Steppin' Out.....	506675	N. Y.	1st Run	Cold	Fair	—
UNITED ARTISTS						
Don Q (3d Week).....	401247	Ohio	General	Clear	Fair	85
Little Annie Rooney.....	315000	Wash.	General	Clear	Good	79
Tumbleweeds.....	4700	Pa.	Mixed	Clear	Good	—
UNIVERSAL						
Calgary Stampede.....	154839	Ga.	2d Class	St'my	Good	79
Goose Woman, The.....	796296	Md.	General	St'my	Good	75
Home Maker, The.....	4700	Pa.	Mixed	Clear	Poor	—
I'll Show You The Town..	5070	Kans.	General	Clear	Big	75
Lorraine of the Lions....	315000	Wash.	General	Clear	Fair	66
Reckless Sex, The.....	500000	N. Y.	1st Run	Clear	Fair	62
Roaring Adventure.....	5070	Kans.	General	Snow	Good	54
Woman's Faith, A.....	3000	Pa.	General	Clear	Poor	51
VITAGRAPH						
Love Hour, The.....	250000	Tex.	1st Run	St'my	Fair	64
Tides of Passion.....	506000	Cal.	General	Clear	Fair	50
WARNER BROS.						
Man On the Box, The....	314194	Ind.	1st Run	Clear	Big	73
Red Hot Tires.....	900000	N. J.	General	Clear	Fair	55
Satan In Sables.....	796296	Md.	General	Cold	Good	75

For the good of all - **Laugh Month** **January 1926**

When the "Laugh Month" idea was started no one ever thought of the possibility that there would not be enough comedies to meet the demand.

Bookings for January have been so tremendous that our laboratory has been called upon for many extra prints of many comedies.

Producers have also put their best foot forward. It is, therefore, our privilege to announce herewith the release, during January, of ten corking comedies; and to promise that even though they are released throughout "Laugh Month," prints on many of them will be available for pre-release bookings.

If you have not already made provision for enough comedies to adequately tie up with the popular "Laugh Month" movement, may I suggest that you get in immediate touch with your nearest Pathe exchange.

"Laugh Month" is a great idea.

It benefits everybody.

But it benefits most those who cooperate best.

ELMER PEARSON

Vice President and General Manager

• PATHE EXCHANGE, INC.

Hal Roach Two Reel Comedy



"A Punch in the Nose"

with Lucien Littlefield, Husky Hanes, Al. St. John,
Lige Conley, Jimmie Finlayson *and others*

When have you seen a two reel comedy with a cast like this? Not one star but five; and a flock of others not named. And the comedy in it —!

It's a wise actor who knows where his next meal is coming from—if he's a troupier and the manager has just faded out with the B. O. receipts.

This troupe was a panic. Many a better one has been stranded in a smaller town, but none was ever so hungry. They were as empty as drums, as flat as a bride's first cake.

A snappy, scrappy tale of a stranded "turkey."

F. RICHARD JONES
Supervising Director

Pathécomedy

TRADE



MARK

RELEASED
JANUARY 3RD

January **Laugh Month** 1926

**"The
Gosh -
Darn
Mortgage"**



a Mack Sennett Comedy

Two Reels

The laughable tale of a girl who hadn't been done right by, told in the Mack Sennett way for the benefit of all who hate gloom.

Pathécomedy
TRADE  MARK

RELEASED
JANUARY 3RD

January Laugh Month 1926



Hal Roach presents
"Our Gang" in
"Good Cheer" Two Reels

A snow picture, the Gang's first, with the inimitable Gang at the bottom of all the fun and all the drifts.

Over ten thousand exhibitors have found that when they play a Gang comedy and tell their people they've got it, it will outdraw the feature.

This remarkable crew of kids is advertised on more marquees and in more newspaper advertising than probably any short comedies ever made.

Every month is Laugh Month if you play "Our Gang."

Directed by
ROBERT MCGOWAN
Supervising Director
F. RICHARD JONES

Pathécomedy
TRADE  MARK

RELEASED
JANUARY 10TH

January **Laugh Month** 1926

Mack Sennett



presents **Ralph Graves**

in

"Wide Open Faces" A Two Reel Comedy

This town was so tough that they said it with six shooters.

The church hadn't been opened in so long that the birds built nests in the doorway.

If any stranger came around and merely raised an eyebrow at one of the town's two pretty girls, right away the citizenry made him look like the top of a salt cellar.

It was a good place for a man who hated peace; but this debonair young dentist didn't, and he had to go and let the two pretty girls fall in love with him!

Pathécomedy

TRADE



MARK

RELEASED
JANUARY 10TH

January **Laugh Month** 1926



**Hal
Roach**
presents

Clyde Cook in
"What is the World Coming To?"
Two Reels

Those who have seen, and played, "Starvation Blues" and "Should Sailors Marry" know what high class comedies the Roach studios are producing with Clyde Cook.

In this one the laughs begin like the patter of rain-drops on a tin roof; as it sweeps on toward its climax the laughter is like the drumfire of heavy artillery. Three pips in a row. Can they keep it up? Watch!

F. RICHARD JONES
Supervising Director

Pathécomedy
TRADE  MARK

RELEASED
JANUARY 17TH

January Laugh Month 1924

Mack Sennett

presents

Alice Day



in "Hot Cakes for Two" Two Reels

The dolorous (?) tale of a flapper who flipped flapjacks for a living, tried to pose as the boss's daughter and did a flop.

The kind of talent that makes a hit in a beanery does not insure success in the movies as this little flapper found.

"Hot Cakes for Two" is beaucoup laughs for many.

Pathécomedy

TRADE  MARK

RELEASED
JANUARY 17TH

January Laugh Month 1926



**Hal
Roach
presents**

Charley Chase

in "Charley My Boy!" ^{Two}Reels

The Boy; he only had one suit but he certainly knew how to wear it.

The Girl; the kind that can park alongside a hydrant without getting a summons.

The Girl's Father; the kind that likes to look a gift horse in the mouth and then tell the world how old he is.

The Rival; favored by the father. An 1832 model sportsman, dating back to the era of oil cans, of whom he was the biggest.

The Comedy; a peach. A good sample of the laughter-builders that are making Chase famous.

F. RICHARD JONES
Supervising Director

Pathécomedy

TRADE



MARK

January Laugh Month 1920



**"Whispering
Whiskers"**

Mack Sennett Comedy

Two Reels

**with Billy Bevan, Madeline Hurlock
Andy Clyde and Kewpie Morgan**

You don't have to be told what a "Mack Sennett" comedy is; you know.

Clever comedians, pretty girls, plenty of "gags," enough slapstick to tickle the kids (and their pas and mas too) and lots of speed.

That's this one, built to increase the laughter voltage in Laugh Month.

Pathécomedy

TRADE



MARK

RELEASED
JANUARY 24TH

January Laugh Month 1926

**Hal
Roach**
presents



Glenn Tryon

in **"Long Pants"**

A Two Reel Comedy

She was a cute little trick.

A widow, as nice and harmless as a keg of T. N. T.

As for him the words "puppy love" weren't invented until he cluttered up the scenery with his first long pants.

Imagine what a girl like her could do to a chap like him!

It's one long, loud dispeller of gloom.

F. RICHARD JONES
Supervising Director

Pathécomedy
TRADE  MARK

RELEASED
JANUARY 31ST

January Laugh Month 1920

Mack Sennett

presents

Harry Langdon

in the Three Reel Laughter Special

"Saturday Afternoon"

He was the kind of husband who either gives his wife his pay envelope peaceably or else has her take it from him by force.

As a Romeo he was a bust. He was as meek as Mister Common People, so when a friend compelled him to step high and wide with him one Saturday afternoon anything could happen and everything did.

A gloom chaser that will rock your house with laughter; presenting the comedian who has climbed to fame at a dizzy pace.

Pathécomedy

TRADE  MARK

RELEASED
JANUARY 31ST

January **Laugh Month** 1926

Advertise Your Comedies During Laugh Month And Every Month Thereafter !

You know that the right way to get a full house is with a full program, not with half of one.

That a program is only half effective if it has no short comedies on it. That is why you make up a "balanced program."

You know, also, that if you only advertise the feature your public can't know that you've got a bright sparkling comedy to go along with it; that the words "and a comedy" stuck down in the corner of your newspaper ad don't mean anything as the public is justified in thinking the comedy can't amount to much or you'd tell them who made it and who's in it. You know, too, that the extra dollars come to you by making use of the very thing that has the extra pull—the comedy, and that the way to get that money is to come right out and mention brands and names.

The only pictures your public knows you've got are those you advertise. Telling only half the story may cause the loss of half the possible profits.

A circus doesn't advertise just its elephants. The big Keith-Albee Vaudeville Circuit doesn't advertise just one act but all. A department store doesn't advertise just the hosiery but everything.

The showman who gets all that's coming to him doesn't keep any part of his bill a secret. He gets the benefit of the last ounce of pull of every part of it.

The big little comedy has saved too many shows from the curse of a bad feature to be treated like a little orphan Annie.

Book Hal Roach and Mack Sennett Comedies for Laugh Month, then **ADVERTISE!**

HAL ROACH STUDIOS
by HAL ROACH, *President*

MACK SENNETT COMEDIES
by J. A. WALDRON, *Gen'l Manager*





Stars of Pathe releases, left to right: Harold Lloyd, The "Our Gang" aggregation, Allene Ray, serial star and Larry Semon whose first Pathe feature comedy will be "Stop, Look and Listen."

Pearson Asks Co-operation for "Laugh Month"

LAUGH MONTH was a great inspiration coming at a most opportune time. January comes around every year bringing unpaid bills, cold weather, Congress and the coal problem, but this year along comes Laugh Month to the great relief of a sorely tried public, says Elmer R. Pearson, vice-president and general manager of Pathe Exchange. Continuing he prophesies that: When the full length of Laugh Month has swept across the country cooperated with by people in the public eye, magazines and newspapers, it will so fasten itself upon the Nation that it will spontaneously repeat itself year after year bringing cheer and courage to multitudes yet unborn.

Every retail merchant heretofore has found it necessary to force sales at tremendous price reductions in order to do any business that month at all because during that month the public is depressed as during no other time of the year.

The influence of Laugh Month can overcome this harmful condition of the public mind and Laugh Month deserves the thorough cooperation of every business institution of the land.

Each exhibitor can bring a great boon to the business men of his locality by assuming the leadership of the Laugh Month campaign among his fellow merchants and induce each of them to carry the Laugh Month Slogan in their advertising, in their window displays, and they will do right well to have a seat in his theatre at every performance.

Since September this industry has seen the release of a great many of the wonder works of the great producers of spectacles, drama, sex and weepy mello's in reelage from eight to twelve. The public has responded as never before, but any good showman knows that there is such a thing as becoming surfeited with heavy entertainment of this character, and particularly in January must the public be offered some-

thing of a very much lighter nature. Thus again Laugh Month is, indeed, a panacea for what usually ails all business in January.

All great ideas have modest beginnings. J. Sterling Morton of Nebraska started Arbor Day. The Pilgrims started Thanksgiving Day. The Short-Subject distributors have started Laugh Month.

The industry ought to get behind Laugh Month as it never got behind any similar movement before. It is going to live forever to the great benefit of all peoples and all business every January. How much benefit the industry derives this year will depend entirely upon the extent and quick reception of its individuals to take advantage of a great opportunity.

Laugh Month is a grand idea in that everybody profits by unselfishness. Even the feature distributors have comedies. They are bound to profit. The exhibitors, merchants, distributors, producers and the public will be tremendously benefited by the celebration spirit Laugh Month inculcates.

'Aesops Fables' and 'Topics' for 'Laugh Month'

THE Court Jester with his laugh producing antics was as vital a part of the King's household as the drawbridge over the moat and the key to the postern gate in the days of old. The head

of many an unfriendly foe escaped the anger of an enraged monarch through the unexpected tapers of the lowly comedian, according to A. V. Mack, short subject sales manager of Pathe.

Harold Lloyd built his future on acceptance of the fact that "A little nonsense now and then is relished by the best of men." Motion picture producers like Hal Roach and Mack Sennett have staked their fortunes on the assumption that people the world over enjoy hearty laughter in large doses.

The designation of January as Laugh Month was a happy thought. Starting the New Year with a laugh and a smile augurs well for a year of sunshine and happiness in our business.

During the month of January and every month next year audiences in the United States will be guaranteed fifteen minutes of laughter by the gloom chasing twins "Aesop's Film Fables" and "The Topics of the Day." Both of these subjects are being shown regularly every week in the finest motion picture palaces throughout the land.

The wide distribution enjoyed by these two subjects in every civilized country of the world is ample testimony of the public's desire for merriment. The single reel comedy released through Pathe every other week by Hal Roach fills an important spot

on the programs of our leading theatres and will contribute largely to the success of Laugh Month.

Mack Sennett Comments on Comedy Situation

A GOOD comedy covers the world. There has never been a time when the public did not want comedies. In "Laugh Month" everybody will be able to enjoy a full share of laughs, is Mack Sennett's comment. We have gone through many phases of melodrama, costume, sex and problem pictures. They have their day and pass on to the next sensation. These pictures are limited to localities. The sophisticated audience of a large city demands something different from a country town. A heated love drama will appeal to youth and old age will be held by human interest. A woman will rave over a romantic hero; while her husband is bored to slumber.

The great problem of the movie-producer is to find an idea which will cover the whole territory. 'A good comedy does this as no other kind of play.' All audiences seem to laugh at the same things.

Laughs are Box Office Magnets, Says Frank

LAUGHS are box-office magnets and no one can dispute the fact because box-office reports are positive evidence that the public likes comedies, is W. B. Frank's, vice-president of the Hal Roach studios, summary. Continuing, take for instance, the experience of our organization when Harold Lloyd was under our banner and we promoted a "National Laugh Day." The idea went over the entire country like wild fire.

Following out this idea in a way, although not designating it as "Laugh Day," Max Graf of San Francisco has played all-comedy bills and billed them as Comedy Circus Day. Fine idea! Who does not react to the lure of the circus? From our kid days the circus has been our idea of a real good time. The clowns in the circus keep the audience laughing; they are the "comedies" on the bill. So when Manager Graf designated a movie comedy day as circus day he had the right idea.



Highlights of Pathes "Laugh Month" comedies, left to right, "Our Gang" comedy produced by Hal Roach, titled "Good Cheer"—"The Gosh Darn Mortgage," a Mack Sennett two-reeler—Larry Semon's first feature comedy, "Stop, Look and Listen"—the Hal Roach production starring Glenn Tryon, titled "Long Pants."

Cohen Claims News Reels Should Have Humor

EVERY news film release should contain some element of humor—not only during "Laugh Month," but all the time, is Emanuel Cohen's, editor of Pathe News, contention. Continuing, he says in part: Such humor is derived from subtle incidents caught by the news film camera. Unrestricted glimpses of popular personages have their touches of humor. Unique shots of little animals cavorting before the camera always cause ripples of laughter. Unusual sensations for the audience secured by photographing the scenes so that the onlookers experience just what the cameraman encountered when he filmed them often rock a theatre with laughter.

So important do we consider the element

of humor in Pathe News that we instruct each cameraman to catch the lighter side of life wherever and whenever possible. There are dramatic incidents galore in any news film and the humor touches are a welcome and entertaining relief.

All humanity responds to the screening of a news film because it mirrors life in its actuality with its drama and its humor. It is said that a certain percentage of theatre patrons were first attracted to theatres by the news film. And this is undoubtedly very true, for it combines humor with its drama and it is timely.

Numerous instances of humor gems caught by Pathe News cameramen come to mind.

One sure-fire way to tickle the ribs of an

audience is to have the cameraman take his scenes so that the audiences experience unusual sensations, as I remarked above. Examples of this stunt in recent reels are looking at the world while riding a hippo and an elephant and while tied to a wing of a giant windmill. A cameraman rode a hippo at the Bronx Zoo to get his scenes and another rode an elephant in a circus parade in Chicago. The riding-a-windmill scenes were a Pathe News Fifteenth Anniversary feature taken at San Francisco.

Yes, indeed, every news film release should contain some element of humor and I have instructed my staff to play up the lighter side, especially during "Laugh Month."

Storey Speaks on Short Subject Recognition

FOR years the producers of Short Subjects have made very largely thankless efforts to win for their product something like fair and just recognition from exhibitors, says J. E. Storey, assistant general manager of Pathe Exchanges, in a recent statement. Following is the text of his statement: They have devoted millions and millions in money and time to the perfection of an art that has been all but ignored by the market. They have steadily and consistently improved their product until it actually vies with the finest features. They have developed stars whose names have tremendous box-office value. They have given this product to the picture loving world only to have it used merely to round out pro-

grams that glorify feature-length subjects, and they have known all the time that however poor the feature might be and however meritorious their short subjects, the feature would get the billing.

This was not only discouraging, it was manifestly unfair and unjust. It meant that nothing less than feature-length pictures could expect recognition in advertising, exploitation and publicity. The feature alone was so honored for no reason other than that its length put it in the feature class.

This is all in the past, however. A very different state of affairs exists today. The past year has seen a marked change in the attitude of exhibitors and public. Through

constant and patient hammering home their arguments, the Pathe Sales and Exploitation departments have succeeded in bringing about a more equitable state of affairs.

Today it is no unusual thing to see the Hal Roach and Mack Sennett comedies billed in electric lights and featured in advertising. No more convincing proof could be offered in support of the contention that the short subject is coming into its own.

"Laugh Month," as the coming January has been designated, seems destined, even thus far in advance, to prove a decidedly valuable ally for Short Subject distributors and all who have at heart the best interests of this form of picture entertainment.

Bill Short Subjects as to Merits, Says Scott

SO much has been written and said concerning the box-office value of short subjects and their ever growing importance in the field of motion picture entertainment that certainly by this time the message should have registered with telling force, was Harry Scott's comment on the short subject situation. Continuing he said: Every conceivable medium has been used to get this idea before the exhibitor and to convince him of its value to him, and yet we have not perfected our work to the point where we may sit back and consider it completed.

It is true that the past year has seen a marked advance along this line. Concentrated sales and advertising effort have

served to bring home to exhibitors generally the fact that they have been overlooking vast money making possibilities by their practice of literally ignoring short subjects in the past. The year 1925 may well be looked upon as the year of a great awakening in the motion picture industry—an awakening to a realization of the vital place short subjects occupy in the world of motion picture entertainment.

It now becomes the duty of motion picture distributors dealing in short subjects to make 1926 the year for definitely establishing as a fixed policy in all picture theatres the practice of according one, two and three-reel pictures advertising, publicity and exploitation consideration in proportion to

their box-office merit rather than to their length. In this connection, distributors of short subjects should most enthusiastically support the "Laugh Month" movement that has been proposed for January, 1926.

The House of Pathe, long recognized as leader in the short subject field, has a vital contribution to make to the cause of Laugh Month. The entire two-reel comedy output of Hal Roach and Mack Sennett, the industry's foremost comedy producers; the Roach one-reel comedies, the Harold Lloyd productions, and Chaplin subject "A Dog's Life," Aesop's Film Fables, and Topics of the Day are regular releases on the Pathe program and admirable ammunition for Laugh Month.



Scenes from Pathe's contributions to 'Laugh Month.' Left to right: Hal Roach two reel comedy starring Charles Chase, titled "Charley, My Boy"—"Hot Cakes for Two" a Mack Sennett comedy, starring Alice Day—a Harry Langdon comedy made by Mack Sennett, titled "Saturday Afternoon"—and "Whispering Whiskers" also produced by Mack Sennett.

Hal Roach Inaugurates New Comedy Policy

LAUGH MONTH is dedicated in a special sense to comedy, and accordingly it furnishes an ideal occasion to announce what probably amounts to the most radical change in production policy ever launched by a comedy studio, in the opinion of Hal Roach, comedy producer for Pathe.

This policy is, briefly, to introduce into our short comedy production such names of outstanding prominence that they will exercise for the exhibitor a definite box-office draw. This policy has been shaped entirely with a desire to meet the demands of the present-day market and assist the exhibitor in increasing his attendance.

Frequently, the theatre-owner is faced with the necessity of showing a program feature in which there are no prominent box-office names that he can display. The feature itself may be an entertaining piece of work, but without the names to exploit it the exhibitor is powerless to get the people into his theatre. It is right here that our new production policy fits into the scheme of things. The exhibitor may not have the

names to bill on his feature, but he will have them in our two-reel comedies.

Assuming that he has a feature with all the advertising possibilities of well-known names, our two-reel comedies with their additional box-office names will augment the drawing powers of the feature's stellar lineup. Thus our purpose is to meet the exhibitor's need for box-office names that will get the discriminating movie-going public off the street and into his seats.

The facts leading up to this change in policy will be of interest to the trade. Some few years ago we set out to improve the quality of our short comedies by the acquisition of the best material available in the way of stories, directors, acting talent, technical craftsmen, and so on. We have improved our product consistently until today we can claim without fear of contradiction that reel for reel our comedy product is superior in entertainment value and screen technique to the average run of feature productions.

What we set out to do was to make of our two-reel comedies program features of definite box-office value—screen units that would possess a real, tangible "draw" that the exhibitor could gauge in terms of dollars and cents at his box-office. First, we had to build real substantial quality into our productions. Next we had to develop players and directors as proficient in their respective roles as any set of performers or directors on any feature lot. We have succeeded in these first two steps beyond our fondest expectations.

We have now reached the third phase of our campaign to make the two-reel comedy of definite box-office value. For the exhibitor's advertising purposes a well-known name of established prestige is of the utmost importance. We are out to secure outstanding names of proved box-office "draw"—names that any exhibitor can put in his marquee lights, in his lobby displays, in his newspaper advertisements and posters with the certainty that such names will exercise a definite, tangible "pull" for his box-office.

Waite Discusses Advantages of Laugh Month

A GREAT number of slogans have been suggested to the theatre owners with which to exhort their customers to attend their performances more regularly and more often. Practically every industry and every movement for the promotion of business in all lines had a day, a week or a season. In our own business we have had a Greater Movie Season and even the conservative members of our business have been greatly surprised with the benefits which have accrued to them from this movement. All campaigns for increased business that have been successful have enjoyed concerted and wholehearted co-operation from every member of the business to be benefited.

The showmen and exhibitors of this country can make Laugh Month just as effective in improving their business as they are willing to. It will depend entirely and absolutely on the manner in which the theatres of the country exploit the idea and follow up according to Stanley B. Waite, sales manager, two-reel comedy department of Pathe.

It is unnecessary to point out to the real showmen of America that the basis of moving picture entertainment should be comedy subjects. Within the last couple of years the theatre-going public of America have definitely established the fact that they prefer this type of picture to all others. More com-

"Shorts" Will Fill Theatres Says Van Beuren

IF exhibitors will tie-up the front of their theatres with the "National Laugh Month" campaign of the Short Subject producers, they'll find their January receipts the greatest ever, summarizes A. J. Van Beuren, president of Timely Films and Fables Pictures, Inc., in an interview part of which follows:

There is absolutely no question about the possibilities of short subjects. Give the "shorts" a chance in the "lights" and the newspaper displays and they'll bring in the millions who are thought to be staying at home with their radios. No exhibitor wants to stand still. He must progress. But he can't do it unless he lets people know what's at his theatre. That's the way to build business. Buy the best, and then advertise that you've got it.

edies have appeared on the programs of all the leading producers of motion pictures and the season of 1925-26 has rightfully been termed a "Comedy" year.

It cannot be denied that the motion picture

fans of the country want every program they attend to contain some comedy subjects. By an examination of the amusement pages of the newspapers in all the larger cities, it is apparent that the regular theatre fans have established their preference as well for comedy plays. For one dramatic play in the theatres of New York and Chicago, there are ten comedies or comedy dramas. This is an undeniable indication of the type of entertainment desired by the theatre-goers of America.

Surely no exhibitor who is in touch with his patronage has failed to notice their preference for comedy subjects and there can be no happier or more appropriate time to start a concerted campaign to reach new customers and make new fans of irregular patrons than during the first month of the new year. The moving picture theatres who get behind this move and avail themselves of the opportunities for increasing their business can definitely establish the practicability of this campaign.

If the possibilities of Laugh Month are fully appreciated and availed of, the theatres of this country will enjoy more business during the year 1926 than ever before. It will be a happier year for the moving picture industry, for the exhibitors of the country and for the theatre-going public.

Theatres Rally to Laugh Month

First Run Houses in All Sections of America Express Approval and Pledge Cooperation in National Movement

BROADWAY rallies to the National Laugh Month banner with the receipt this week of assurances of active co-operation from Herman S. Heller, Managing Director of Warner's theatre. While the theatrical capital of America was taking its place in the ranks of the "Laugh Month" sponsors, the national capital was likewise declaring itself in on the nation wide movement through word from its foremost exhibitor, H. M. Crandall, to the effect that the Crandall houses were lining up especially strong comedy programs in celebration of January as Laugh Month.

Another section prominently registering its approval of the plan this week is New England where hundreds of theatres have voted to participate in an active way in the Laugh Month campaign. At the same time reports continue to be received by the Laugh Month Committee from all parts of the country describing special activities under way by leading theatres in preparation for Laugh Month, and listing additional theatres that will take part in the Coast-to-Coast campaign.

In his letter assuring cooperation with the Laugh Month plans, Managing Director Herman S. Heller of Warner's theatre characterizes the comedy as always "essential in a Broadway program."

Mr. Crandall endorses the campaign in the following enthusiastic terms:

"May I take this means of saying that we are heartily in favor of the 'Laugh Month' plan, as outlined in the trade papers for January. We have arranged our bookings so as to have a goodly share of our entertainment for the month of January consist of comedies. We have always in the past made it a policy to advertise our comedies along with the rest of the program, and will continue to do so in the future. I am always happy to cooperate in anything that is for the general good of the industry, and I think this present plan of a 'Laugh Month' a very happy one."

The powerful Whitehurst Combined Theatrical Interests of Baltimore have joined up under the auspices of the circuit's General Manager, William M. Whitehurst, who in a letter to Jack Peggler of Pathe's field exploitation staff, writes as follows:

"Allow me this opportunity to express my full accord and support of the plan for 'Laugh Month,' as outlined in the national motion picture trade papers of recent date.

"As general manager of the Baltimore string of Whitehurst theatres I want to voice an appreciation of the worth while

efforts of the short subject producers during the past year in giving to the exhibitor, regardless of production cost, condensed comedies that have unquestionably enhanced the value of our exhibition programs.

"The advocacy of 'Laugh Month' would seem the natural deduction expected and the display of showmanship in making it a national issue is appreciated, I am sure, by the wideawake exhibitor.

"The short subject comedy has come into its own and the exhibitor who fails to recognize the fact is turning real money away from the box-office."

J. M. Johnston of the Cincinnati office of Educational Films reports that "a great many exhibitors throughout the territory have expressed a willingness to cooperate with the movement. I have personally called upon Mr. Libson, who has theatres in our three key cities in this territory. He has given me the assurance that he will make a special effort and use additional publicity for Short Subjects during this period."

There is especially encouraging evidence of the way exhibitors are taking hold in the

way of active preparations for the opening of the national campaign. Among those putting in heavy orders for Laugh Month banners, posters, and pennants during the past week were Roy Tillson of the Fuller theatre and General Manager Beatty of the Butterfield Circuit.

Among the New England theatres that have signified their intention during the past week of co-operating in an active way with the Laugh Month Campaign are the following:

In Massachusetts — Merrimac Square, Lowell; Empire, New Bedford; Olympia, Chelsea; Universal, Fitchburg; Palace, Pittsfield; Central Square, Cambridge; Harvard, North Cambridge; Allston, Allston; Strand, Dorchester; Codman Square, Dorchester; Fields Corner, Dorchester; Union Square, Somerville; Family, Worcester; Olympia, Lynn; North Shore, Gloucester; Strand & Plaza, Worcester; Fox, Springfield; Plaza, Salem; Modern, Lawrence; Allen's Charette Co., Inc., New Bedford; Allen's, New Bedford; American, New Bedford; Capitol, New Bedford; Casino, New Bedford; Colonial, New Bedford; Comique, New Bedford; Orpheum, New Bedford; Princess, New Bedford; State, New Bedford; Colonial, Brockton; Metropolitan, Boston; Modern & Beacon, Boston; Lancaster, Boston.

In Rhode Island — Strand, Pawtucket; Laurier, Woonsocket; Strand & Majestic, Providence.

In Maine — Opera House, Bangor; Music Hall & Strand, Lewiston; Colonial, Augusta; Opera House & Central, Biddeford; Opera House, Waterville; Columbia, Bath; Colonial, Belfast; Opera House, Gardiner; Temple, Houlton; Opera House, Rockland; Majestic, Rumford; Star, Westbrook; Park, Ft. Fairfield; Dreamland, Livermore Falls; Rex, Norway; Strand, So. Berwick.

In Vermont — Majestic, Burlington; Strand & Grand, Rutland; Park, Barre; Playhouse, Montpelier.

In New Hampshire — Albert & Opera House, Berlin; Star, Concord; Lyric, Dover; Colonial, Portsmouth.

The average weekly attendance at moving picture theatres is 50,000,000 persons at a conservative estimate, and if one-tenth of these can be induced, through the exploitation of Laugh Month, to go to one more show each week, it will mean five million additional admissions to the theatres of the country. Figured on an average of 20 cents per admission, this will mean \$1,000,000.



Fifth of a series of cartoons appearing in Motion Picture News in connection with Laugh Month.

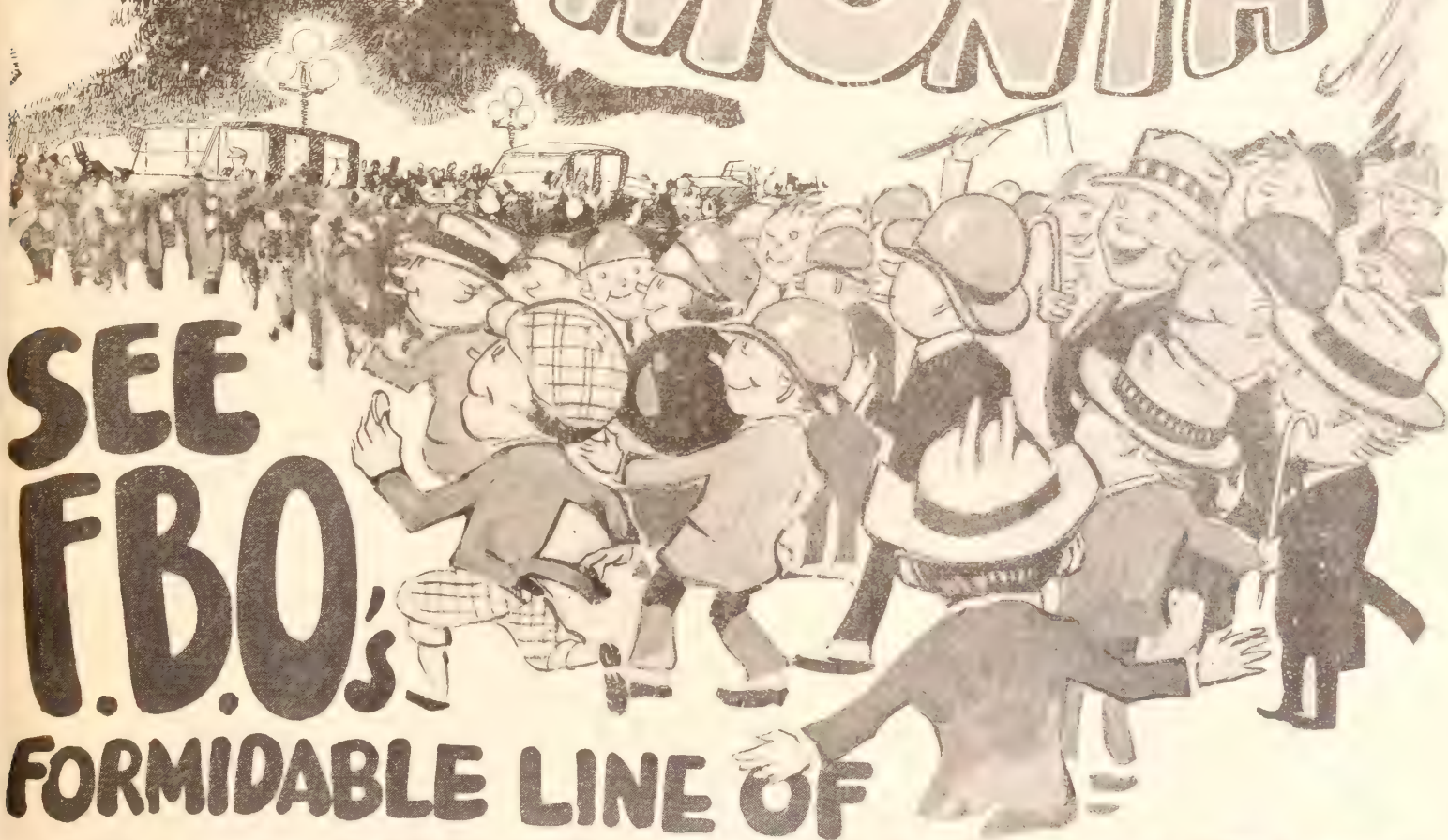
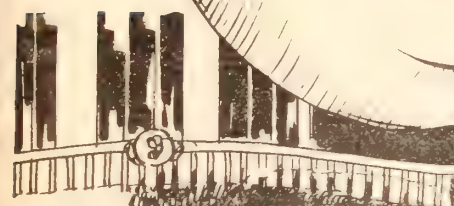


FANS AND EXHIBITORS
WILL ROAR WITH GLEE

DURING

JANUARY

LAUGH MONTH



SEE
F.B.O.'s

FORMIDABLE LINE OF

SHORT SUBJECT

BOX OFFICE GEMS
ON THE NEXT TWO PAGES

F.B.O. Short Subjects

Book 'em solid for Laugh Month

The "Cutie" with
a million friends

Alberta Vaughn
supported by

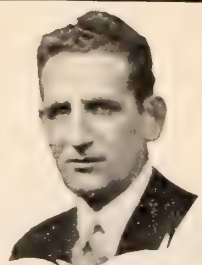
**LARRY
KENT
AL COOKE
AND
KIT GUARD**
in

**The
ADVENTURES
OF MAZIE**



Wherever "THE ADVENTURES OF MAZIE" are being shown they are a hit. 12 wonderful chapters packed with high-powered entertainment with the greatest comedy team combination in the business today and known to more people than any other comedy combination in the business. They're a gold mine for exhibitors. Are you playing them? Ask exhibitors who are. Then you'll book and boost 'em to the limit.

The entire
Country reads
his great stories
in the Saturday
Evening Post



Cash in
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THE FAMOUS
Sam Hellman
STORIES
**"FIGHTING
HEARTS"**

WITH
ALBERTA VAUGHN
AL COOKE KIT GUARD
AND A BRILLIANT-
SUPPORTING CAST



Will Make Your Show

and the other 11 months of the year



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13
STANDARD
COMEDIES
featuring
FAT KARR, KENPIE ROSS
FATTY ALEXANDER
PRODUCED BY JOE ROCK
STANDARD CINEMA
PRODUCTIONS

13
BLUE RIBBON
COMEDIES
starring
ALICE ARDELL
AND FEATURING A DIFFERENT LEADING MAN
IN EACH COMEDY
PRODUCED BY JOE ROCK
STANDARD CINEMA
PRODUCTIONS



F. B. O.
Short Subjects
Will Underwrite
Laugh Month

for you not only in January,
but for every month in the
year. Book F. B. O. Short
Subjects.

FILM BOOKING
OFFICES OF AMERICA, Inc.
(New Address)
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6 OF THE
FAMOUS
AND TREMENDOUSLY
POPULAR
BRAY
ONE REEL
COMEDY COMBINATION
CARTOONS

Short Subjects and Serials



Highlights from "My Sweetie" an Educational release

Hammons Foresees Banner Year

Predicts Tremendous Strides for Short Comedies and Features in 1926

E. W. HAMMONS, president of Educational Film Exchanges, Inc., foresees in 1926 the biggest year for short subjects in the history of the industry. He points out as the outstanding events of the past year the tremendous theatre building activity and the rapid advancement of the comedies and the short features field generally.

Hammons says:

"I do not mean to say that either of these developments is the direct cause of the other, although there can be little doubt that better showmanship as typified in the changing attitude toward Short Features is back of the big theatre progress. But it is mighty interesting to see these two big factors in motion picture progress moving side by side as the outstanding features of the greatest year in the history of the industry.

"Looking ahead in an effort to see what the year 1926 may hold affecting Short Features, the big national campaign for Laugh Month seems to be by far our best guide, and though we make every effort to look at this move conservatively, it still indicates nothing at all if not the biggest year Short Features have had.

"No other exploitation drive of this sort has ever met with such instantaneous and hearty approval and co-operation. From all sides come reports of magazines, newspapers, press syndicates, writers, artists and other persons of public influence falling in line to help along the move to make 1926 a better and brighter year by starting it with a

month of laughter. All of this is for the benefit of the exhibitor who uses his comedies and other Short Features as something more than fillers—who boosts them as well as books them. So it is little wonder that practically every big circuit of theatres in the country, as well as countless independent exhibitors had signified their intention to join the band wagon within a few days after the campaign had been announced.

"Everywhere during January comedy will be attracting the particular attention of the picture fan, to such an extent that comedies cannot fail to develop an even greater pull at the box-office than they have had before. And so 1926, it would seem, is going to be a better and brighter year for the showmen who know how to take advantage of their comedies as well as their longer features to build better business at the box-office."

Pathe Acquires "Famous Melody Series"

A new series of one-reelers produced by James Fitzpatrick, presenting musical picturizations of the songs of many lands, has been acquired by Pathe. It is titled the "Famous Melody Series" and will consist of thirteen subjects to be released at the rate of one every four weeks. The initial subject, "Songs of Ireland" will be released January 24th. Peggy Shaw, formerly of the Ziegfeld Follies plays the lead in the subjects.

Fox Arranges Laugh Month Program

AS a special feature for National Laugh Month in January, Fox Film Corporation has arranged an all-comedy program of eight reels to demonstrate the feasibility of an all-short subject show to exhibitors. It includes three two-reel comedies, a Fox Variety and the current release of Fox News.

The subjects making up the program are "Cupid a La Carte," the latest of the O. Henry releases; "His Own Lawyer," fourth of the Helen and Warren married life series; "The Flying Fool," an Imperial comedy, and "The Iron Trail Around the World," a Fox Variety.

I. V. T. A. Signs All Red Seal Product for 25-26

Edwin Miles Fadman, president of Red Seal Pictures, last week signed a contract with Manager Browitt, of the local offices of International Variety Theatrical Agency of South Africa, under which the latter will distribute in that territory the entire Red Seal program of featurettes, comprising 140 releases, for the entire season of 1925-26.



On the Storm King Road, episode No. 4 of "The Green Archer," a Pathe serial.

*A fantasy in colors — of exquisite beauty — that
will bring the "ohs" and "ahs" anywhere*

Ed. Hammond

PRESENTS

"MARIONETTES"

with

Hope Hampton

The trade press critics
are seldom as enthusi-
astic as this:

To those exhibitors who constantly search the short reel market for the unusual, the beautiful and the novel to round out their programs, "Marionettes" will prove a veritable gold mine. It is without doubt one of the most beautifully done reels available today. Featuring Hope Hampton—who has never appeared to better advantage—and directed by Henri Diamant Berger, it tells a charming little story . . .

Mention should be made of the exquisite color work used throughout this reel. The Technicolor process has been employed. This is a reel that will undoubtedly prove an attraction for any house. It should not be overlooked. . . .

—The Film Daily

This film not only is one of marvelous beauty but the little story and the manner in which it is presented are delightful. It should please both young and old and charm the lovers of the beautiful and artistic. . . . Should go over big in almost any house. . . .

—Moving Picture World

A novelty that will make a most acceptable presentation on any program.

"Marionettes" is done in natural color and is amazingly reminiscent of "The Voice of the Nightingale," the winner of the Riesenfeld short subject prize. It strikes me that had "Marionettes" been produced before the awarding of the prize, it would have been mighty difficult making the decision . . .

—Exhibitors Trade Review

This is a distinct novelty and one that should be appreciated in almost any house.

—Motion Picture News

Produced by

DIAMANT FILM
COMPANY OF AMERICA



Directed by Henri Diamant Berger
Color Photography by Technicolor Process

"Marionettes" is a Short Feature that will be the true feature of most programs on which it appears. It is a novel and beautiful picture that will pay you handsome Added Profit if you advertise it.

Member, Motion
Picture Producers
and Distributors of
America, Inc.

Will H. Hays,
President



Extra Laughs on Every Program Mean

JANUARY 1926							FEBRUARY 1926							MARCH 1926						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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HAMILTON COMEDIES							HAMILTON COMEDIES							HAMILTON COMEDIES						
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WATERBURY COMEDIES							WATERBURY COMEDIES							WATERBURY COMEDIES						
JULY 1926							AUGUST 1926							SEPTEMBER 1926						
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QUARTER COMEDIES							TUXEDO COMEDIES							JUVENILE COMEDIES						
OCTOBER 1926							NOVEMBER 1926							DECEMBER 1926						
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CAMEO COMEDIES							LUSTY H. BOWE'S BOGE-BUDGE							FILM THE CAT CARTOONS PROGRAMS NEWS REEL						

**LAUGH
MONTH**

**A Big Month
and
A Big Year
for**

**Educational
Pictures**

EDUCATIONAL
FILM EXCHANGES, Inc.

W. H. Hays
President

Member, Motion Picture Pro-
ducers and Distributors of
America, Inc.

Will H. Hays, President

Extra Profits for Every Show in 1926



No other Short Features trade-mark has ever meant so much to You as a Showman.

To your patrons the *Educational Pictures* trade-mark is a guarantee of a fine added attraction on your program. For years the pictures bearing it have been the undisputed leaders in their field.

To you it is an assurance of Added Profit when you show it in your lobby. You know that an *Educational Picture* will generally save the day when your feature is a bit weak—and that it will make your best show a little better.

And you know you can count on cooperation when you book an *Educational Picture*—the best service, a full line of accessories, complete advertising and publicity helps—all backed up by consistent national advertising.

Educational carries this ad in The Saturday Evening Post, January 9th, to help you build bigger business in Laugh Month.

Book *Educational Pictures*
**and Boost them for
Bigger Profits.**



THE whole country is being encouraged to make 1926 a better year by starting it with a month of laughter.

One of the principal reasons for America's greatness is her sense of humor—her ability to laugh.

Have a good, hearty laugh every day in January, and the rest of the year will surely take care of itself.

The moving picture theatres will help you by showing the best comedies—and plenty of them—in January.

The *Educational Pictures* trade-mark will serve as your guide to the best in comedies and other Short Features.

Watch for these funny pictures in LAUGH MONTH

HAMILTON COMEDIES
LUPINO LANE COMEDIES
BOBBY VERNON COMEDIES
WALTER HIERS COMEDIES
JIMMIE ADAMS COMEDIES
MERMAID COMEDIES
CHRISTIE COMEDIES
TUXEDO COMEDIES
JUVENILE COMEDIES
CAMEO COMEDIES
LYMAN H. HOWE'S
HODGE-PODGE
FELIX THE CAT CARTOONS



EDUCATIONAL
FILM EXCHANGES, Inc.
E. W. H. B. & Co. Prop.

370 SEVENTH AVENUE, NEW YORK



Left to right: Dr. Hugo Riesenfeld who presented the medal (pictured in center) to E. W. Hammons (right), president of Educational Film Exchanges for the production distributed by Educational titled "The Voice of the Nightingale."

Asks Short Subject Support

R. F. Woodhull Urges New York Critics to Support Short Features

THE Short Features Advertising Association was host to the critics of the New York daily newspapers one day during the week, with R. F. Woodhull, President of the M. P. T. O. A. as chief speaker. Woodhull impressed upon the newspaper men the interest there was on the part of the public in short subjects and urged them to stress this angle of the industry in their criticisms.

The President of the National association pointed out that there was frequently more interest in the shorts than in the feature picture. He gave as an example a judge of New Jersey who attended a showing in the Capitol, Broadway, last week and could not

recall the feature, but declared that the short feature, "The Suwanee River" was one of the most beautiful things he ever saw.

He also recalled an incident in his home town of Dover, where a patron had said he wasn't interested the least in the feature, but thought Al St. John in "The Iron Mule" was one of the funniest pictures he had ever seen.

Woodhull dwelt at length on the importance of Laugh Month and asked all the support possible for that event. He declared that if the exhibitor ever took the short comedy out of his bill he would soon appreciate its real value if he did not already.

Sums Up Value of Laugh Month

James R. Grainger Declares Drive Will Launch Excellent Propaganda For Picture Theatres

NATIONAL LAUGH MONTH with its emphasis on the comedy form of entertainment and the suggestion that the picture theatre serves as a haven of respite from the drab realities of life, will prove a most valuable form of propaganda for the exhibitors, asserts James R.

Grainger in a statement issued this week, in which he praises the idea behind the campaign sponsored by the Short Features Advertising Association.

"When Fox Films took for its slogan," he declares "start the New Year with a Laugh," we naturally had National Laugh

Month in mind, but we were also of the opinion that if we put sufficient punch behind the suggestion to 'start the New Year with a laugh,' it would be mighty good propaganda for the exhibitor to spread among his patrons.

"Fox Films heartily joins hands with anybody who starts out to distribute smiles and laughter. National Laugh Month is a splendid idea. It should be productive of more genuine mirth and healthy amusement than was ever created by any given agency in the history of the world, if exhibitors of motion pictures will co-operate with the creators of this unique idea. Millions of men, women and children will patronize the thousands of motion picture theatres during January and, in my opinion, if everybody will support the plan, young 1926, starting to work with a broad smile and a hearty laugh, will carry on much in the same manner throughout the year.

"Live-wire exhibitors will grasp the importance of this plan with one accord for it will be to their advantage to give their patrons the benefit of an idea that has been so generously endorsed. To 'start the New Year with a laugh,' means to start the New Year right, and show me the exhibitor who does not want to 'get off on the right foot.'"

Black Has Prominent Role in "Prince of Broadway"

G. Howe Black, negro comedian who gained prominence in "The Wizard of Oz," has a prominent role in "The Prince of Broadway," George Walsh's current Chadwick starring vehicle.



Scenes from the latest Wanda Wiley comedy "A Winning Pair," released through Universal.

Entry Blank for Laugh Month Exploitation Contest

(Use this coupon to file your entry in the prize contest for the best Laugh Month exploitation. Send entry to Laugh Month Committee, 218 West 42nd Street, New York City.)

Name of Theatre _____
 Address _____
 City or Town _____
 State _____
 Name of person responsible for campaign _____
 (This is the person to whom money will be paid if this entry wins)
 Is theatre first run, second run or subsequent run? _____
 Seating capacity _____
 Population of City or Town _____
 Was campaign for one day, two days, three days or a week? _____
 Was a particular comedy exploited? If so, give title and name of distributing company _____

(It is not necessary that a particular comedy should be exploited, it being sufficient if the campaign boosts Laugh Month. But if a particular comedy is exploited, it must be a short comedy—not more than three reels.)

Sterns Offer Prizes for "Laugh Month" Contest

THE Stern Brothers, producers of Century Comedies and the Buster Brown comedies for Universal release, have announced three prizes of \$25 each, one of \$15 and one of \$10, for exploitation stunts used on their product during "Laugh Month."

The contest is open to exhibitors, the following rules governing the awards:

For the best exploitation of a Buster Brown Production during Laugh Month, the Stern Brothers will write the exhibitor a check for \$25. The next best Buster Brown exploitation will get \$15 and the third best, \$10.

For the best exploitation stunt on a Wanda Wiley-Century Comedy, the Sterns will award \$25. A similar prize will be given for the best stunt on an Edna Marian-Century Comedy.



Scenes from the Glenn Tryon starring comedy for Pathe release titled "Flaming Flappers"

Warner Novelizations to Be Printed

Warner Brothers and the Jacobson-Hodgkinson Corporation, publishers of New York, have arranged a tieup whereby the latter will publish novelizations of a number of Warner features. These novelizations will appear in "Popular Plays and Screen Library" series, paper bound books having a wide circulation.

The first story to appear will be "Other Women's Husbands," by E. T. Lowe, Jr. The picture is now in production with Erle Kenton directing, and Monte Blue, Marie Prevost, Huntly Gordon, Phyllis Haver and Marjorie Gay in the cast.

Century's "Laugh Month" List

Eight "Buster Brown" and Ten Other Comedies Available in Addition to January Releases

IN addition to the January releases of comedies from Century, there will be eight "Buster Brown" and ten other short features available for exhibitors during "Laugh Month" from this company, Stern Brothers, producers of the pictures, have announced.

The pictures which will be available for booking under this arrangement for the National drive in January, include three of the series which ordinarily would not be released until later in the winter and spring. The producers have notified Universal exchanges, distributors of the product, to pre-release all Century Comedies now on hand in addition to the "Buster Brown" series. Comedies set for release up to April, a total of eleven two reelers, will be made available for presentation during "Laugh Month" as a result of this move in support of the Laugh Month campaign.

The Buster Brown Productions offered for pre-release are "Buster's Nose Dive," "Buster's Hunting Party" and "Buster's Sky Rocket." The regular January release,

"Buster's Bust-up," has just completed a week in the Capitol Theatre, New York City.

Including the January releases, the following Century Comedies are included in the pre-release two-reelers for Laugh Month: "Her Lucky Leap," "Flying Wheels," "Yearning For Love" and "Painless Pain," all starring Wanda Wiley; "A Honeymoon Squabble," "The Big City," "Say It With Love," all starring Edna Marian, one of the New Wampas Baby Stars; "Helpful Al," "Accidents Can Happen," and "Al's Troubles," all starring Al Alt; "Crowning the Count," and "A Flivver Vacation" starring Eddie Gordon, and "Too Many Babies," featuring Charles King and Constance Darling.

The four Buster Brown Productions which already have been released, are "Educating Buster," "Buster Be Good," "Oh Buster" and "Buster's Nightmare."

Philly Exhibitors Praise "Laugh Month"

Exhibitors in the Philadelphia territory have launched a campaign to make January "Laugh Month," a banner one for comedies and short subjects. At a meeting of theatre-men held in the Aldine Theatre on December 11th, exhibitors, branch managers and assistants of all the local exchanges were in attendance and addresses were made by various men prominent in the industry.

An effort will be made to induce exhibitors to devote an unusual amount of advertising and exploitation to comedies. The M. P. T. O. has endorsed the movement and its members will co-operate in every possible way.



Highlights from the Fox Imperial comedy "The Flying Fool."





Scenes from "Yes, Yes Babbette," an Educational comedy release.

Many Entries for Laugh Month

Exhibitors All Over Country Send in Blanks for Exploitation Competition

EXHIBITORS in all parts of the country have signified their intention of entering the prize contest for the best exploitation tying up with Laugh Month in which the National Laugh Month Committee is to award \$850 in cash prizes. A number of exhibitors have filled in the entry blanks which have been printed in the trade papers and have sent them to the National Laugh Month Committee in advance of the beginning of Laugh Month in order to "get their bids in early." As prizes are to be awarded for the best campaigns conducted each week during the month, however, it will be necessary for each exhibitor to make a separate entry with each week's

campaign which he desires to have considered for the cash prizes.

The first prize for each of the four weeks in January is to be \$100 and the other prizes will be as follows:

2nd Prize.....	\$50 00
3rd Prize.....	25 00
4th Prize.....	12 50
5th Prize.....	10 00

and three additional prizes of \$5 each.

All exhibitors or exhibitor employees responsible for exploitation work are eligible to enter the contest and they can make as many as four entries during the month—one for each week.

Many Stars for Laugh Month

F. B. O. General Sales Manager Points Out Best Talent is being Recruited

LEE MARCUS, general sales manager of F. B. O., asserts that the National Laugh Month Drive to be launched during January will give exhibitors an opportunity to concentrate not only on laugh-provoking productions, but on stars who have a particular flair for comedy.

On commenting on this particular phase of Laugh Month, Mr. Marcus said:

"Producing and distributing companies are giving as much time and thought to short subjects and short subject stars as to feature

length productions and stars who appear in them. They are recruiting the finest talent among players, authors and directors for their comedy subjects. Many of the companies have recruited their talent from the vaudeville stage, the first home of humor, and these players are proving tremendous box office attractions. The short subject today is in the same class with the feature length film, and in many instances, is superior to the feature production.

"Exhibitors realize the value of making

their audiences laugh. They want comedies with good stories, clever subtitles, and amusing players. The producing companies who concentrate on short subjects are filling this demand as quickly and ably as they can.

"F. B. O. is concentrating particularly on stars with a comedic bent. We have recently signed Alberta Vaughn to a three year starring contract, and as soon as she completes the Sam Hellman series, "Fighting Hearts" will be starred in full length feature productions. Alberta is one of the few young actresses on the screen today with a distinct flair for comedy. It would not be amiss, at this point, to suggest to exhibitors that they concentrate on Alberta during Laugh Month.

"Alice Ardell, who is being featured by Joe Rock in the series of Blue Ribbon comedies which he is producing for F. B. O. distribution is another comedic "find."

"The three fat men, 'Fat' Karr, 'Tiny' Ross and 'Fatty' Alexander, the trio whose gross weight approximates a ton, and who are being featured by Rock in the series of Standard Fat Men comedies which are also being made for F. B. O. distribution, are taking their place as funmakers of the first rank.

"Dinky Doodle, the cartoon character created by Walter Lantz, has won a place in the hearts of film fans.

"Although not stars on the F. B. O. roster, Al Cooke and Kit Guard are two of the funniest players on the screen today, and their following is enormous."

Joe Rock Starts New Blue Ribbon Comedy

"Alice Blues," a Joe Rock production got under way this week at the F. B. O. studios. It is a Blue Ribbon comedy featuring Alice Ardell, petite French star and a comedian still to be named.



Scenes from "My Stars," an Educational comedy release.



Opinions on Current Short Subjects

"My Swedie"

(Educational-Christie—Two Reels)

(Reviewed by Chester J. Smith)

THIS is a fairly good comedy of the slapstick and knockabout type with Neal Burns and Vera Steadman in the leading roles. It has a story that is above the average for a picture of the kind and the action is fast and continuous. In fact there are parts of it that could be eliminated without detracting any from the humor. It is a little overcrowded with unnecessary gag stuff. The cast is a competent one and the picture consequently, well acted.

The Cast

Jack, a Newlywed..... Neal Burns
Helen, his Wife..... Vera Steadman
Ethel Lorraine..... Anita Garvin
Her Husband..... William Irving

A Christie comedy by Sig Hersig; directed by Harold Beaudine; photography by Alex Phillips and Fred Jacquemin.

The Story—Jack's honeymoon is interrupted by a letter from a former sweetheart threatening the exposure of a number of ardent love letters unless he remits \$5,000. The letter falls into the hands of his wife and they contrive separately to recover the damaging missives. Each disguises as a Swedish servant girl and both are employed by the holder of the letters. They recover the letters after ransacking the house, and make their getaway after a number of exciting and humorous incidents.

Summary—This is a good lively comedy, well acted and with a good story and a number of humorous situations. It should go particularly well in the neighborhood houses.

"His Wooden Wedding"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

Charlie Chase is the star in this one from Hal Roach and he is ably supported by Katherine Grant. Leo McCarey directed and the story concerns a matrimonial mix-up, providing plenty of funny situations that are good for a lot of laughs.

The Cast

The Groom..... Charlie Chase
The Bride..... Katherine Grant
Gale Henry, Fred De Silva, and John Cossar.

The Story—Charlie is about to be married to Katherine when he receives an anonymous note from a rival suitor who endeavors to make the groom-to-be believe that his intended wife is the owner of a wooden leg. Charlie is shocked at this last hour happening but manages to go thru with the ceremony envisioning throughout the wedding his future family with wooden legs. After it's all over, he tackles a bottle of liquor—gets all lit up and leaves the country. Katherine is very much concerned and confused over the strange outcome but finds the note that Charlie has dropped and the situation becomes clear to her. She and her father follow on their yacht and the villain's dirty work is finally thwarted. The villain, pretending to be a friend of Charlie's has accompanied him and a lot of fun is made over his attempts to gain possession of the engagement ring. At last, the groom sees his bride in a bathing suit and everything turns out all right.

Summary—A very amusing comedy with Charlie Chase and Katherine Grant at their best. The supporting cast is fine.

"Flaming Flappers"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

Glen Tryon is the star in this two-reeler out of the Hal Roach studios and while it is not the best one that Tryon has been seen in, it provides a very fair brand of entertainment. Fred Guiol did the directing and the story concerns the present day flapper and her sheik friends. The cast contains a num-

ber of popular names and they all do excellent work.

The Cast

Glen Tryon, Sue "Bugs" O'Neill, Tyler Brooks, Jimmie Finlyson, Charlotte Mineau, Yvonne Howell and Sally Long.

The Story—Glen and his friends are attending a co-ed school and are managing to have a very enjoyable time of it—in fact so much so—that Glen becomes engaged to one of the fair co-eds. His sister precedes him to the home town and breaks the news of his engagement to the family. In the meantime Glen and his sweetie enlist the aid of a rickety old flivver to make the visit to the relatives. They have a tough time keeping the old car together and to further add to their difficulties, decide to adopt an orphan baby on the way home. Most of the comedy is furnished by Glen's efforts to keep the old car in the road and the furore that they cause at home when they drive up with the baby.

Summary—Not one of Tryon's best but very fair entertainment that will please the average fan.

"The Feud"

(Fox—Two Reels)

(Reviewed by George T. Purdy)

One of the best of the Van Bibber series, a clever burlesque of the old melodramatic Southern feud idea, in which the hero with his usual genius for getting into scrapes, finds himself the possessor of an ancient mansion which he has bought at auction without knowing that he was bidding. Van inherits the feud which goes with the house, and forthwith tumbles into a whirlpool of trouble. It's very funny stuff, the subtitles are snappy and humorous, action fast and we defy the most hard-boiled cynic to refrain from laughing over the treasure hunt and climax in which Van's foes knock out each other, and he is congratulated for having licked the whole crowd single-handed. Earle Foxe fills the Van Bibber role with his customary dash and spirit, his pantomime is excellent; Florence Gilbert, as Sylvia, Frank Beal, as the Colonel, and others in the cast give satisfactory performances.

The Cast

Van Bibber..... Earle Foxe
Sylvia..... Florence Gilbert
Colonel Paddock..... Frank Beale
Southern Mother..... Fanny Midgley
Southern Boy..... Steve Carruthers
Southern Girl..... Gladys McConnell

The Story—Van Bibber and his party motor to a Southern village where an old mansion is being sold at auction. At the sale Van is questioned by a deaf villager concerning the price of expensive autos, shouts at him in reply, the auctioneer takes his answers as bids and Van finds himself the owner of the property. That night an old-fashioned party is held in the mansion. Van accidentally touches a secret spring which reveals the hiding place of hidden treasure. The folks with whom the original owners are at feud appear and carry off the treasure box. Van gets mixed up with them. In the free-for-all scrap which follows the feudist battle among themselves till all are knocked unconscious. Van then restores the treasure to the owners and is hailed as a hero.

Summary—A bright and zippy two-reeler. Starts getting the laughs right from the beginning and keeps the comedy wheel revolving up to the finish. Slapstick stuff amusing and not over-done. Picture well directed and acted. Should please all patrons.

"Sky Hooks"

(Educational-Cameo—One Reel)

CLIFF BOWES seems to be getting better vehicles in his late pictures than he did in the past. This story is well above the average and its comedy situations are an

improvement over many of those that have gone before. Helen Foster is featured with Bowes, and in addition to being good to look at she seems to be a capable actress.

In this yarn Bowes gets a job as a laborer carrying bricks to a bricklayer on a lofty roof. He runs afoul of and wins the displeasure of a giant laborer, and the two, as well as Miss Foster do some lofty maneuvering that is calculated to bring a goodly share of laughs.—

CHESTER J. SMITH

"Fins and Feathers"

(Pathe-Sportlight—One Reel)

For those who like out-door life, fishing and hunting and the scenery that goes along with it, this single reeler will furnish splendid entertainment. Followers of Ike Walton will sit uneasy in their chairs when they see the way trout are caught up in a real trout country—and for those who get their kick out of watching good setters and pointers work with the birds, Ty Cobb will show them the way he goes about it. This is a fine little short subject along these lines.—EDW. G. JOHNSTON.

"Noah and His Trouble"

(Pathe-Aesop Fables—One Reel)

It seems as though all Paul Terry has to do is to dip his pen in some ink—and out comes a lot of laughs—and this one is no exception. This time Mr. Terry falls back on that time-honored institution—Noah's Ark—and he shows the very distressing moments and complications that befall the old commander when the stork pays a visit to the variety of beasts aboard the ship. Not a little perplexity and furore is caused when the elephant and skunk families vote an increase in their household.—EDW. G. JOHNSTON.

"Searchlights"

(Red Seal-Urban-Kineto—One Reel)

There are a lot of tricks in the first part of this one that your patrons can take home to try out. It brings out the effect that sound waves have and a demonstration is given by running a violin bow over a glass tumbler, etc.

In the second part a collection of rare white (Albino) animals are shown. Species of the deer, rattle-snake, weasel and tortoise are included. There is also a blue frog.—EDW. G. JOHNSTON.

"Marvels of Motion"

(Red Seal—One Reel)

Max Fleischer has collected a number of interesting subjects that have to do with out-door sports in this single reeler and they are again made with a special camera which shows the different champions at high speed, slow motion, in reverse and suspended in mid-air. It includes tennis, the rodeo, Ranger, the Wonder Horse, Buff Brady, the lariat twirler, "throwing the bull," "Little Joe, The Midget" and "Straying Feet."—EDW. G. JOHNSTON.

What Others Think

14

GEORGE DAVIS

Manager Stadium Theatre,
Brooklyn, writes:

"'DAISY BELL' Song Car-Tune tremendous success. Patrons applauded for five minutes.
"One of the best short subjects I have ever played."

729 7th Ave.



N. Y. City

Edwin Miles Fadman, Pres.

Resume of Current News Weeklies

FOX NEWS CONTINUITY, VOL. 7, NO. 23: Philadelphia—Juvenile designers of boy-power vehicles compete in great race for speed championship; News of the Day—John D. Rockefeller, Jr., after vacation in Europe, returns to United States; New York City—East Side, West Side, one of the busiest markets in the world is pushcart center of Orchard Street; Miami, Arizona—Giant smelter is built, a mile above sea level, to tap rich copper deposits of the great Apache Range; New York City—Alec Miller, the famous British wood sculptor, is here to lecture before leading U. S. art bodies; New York City—Foremost Industrialists of nation honor George Eastman of Rochester for services to science; St. Louis, Mo.—Dr. C. Bruce, 74, defeats H. S. Hyatt, 76, for the Perpetual Youth billiard championship of the city; Paris, France—Modists of Montmartre pose in latest costumes created by designers of French fashion salons; Oñate, Spain—An event in the Basque country is the chopping championship among the Aizeolaris, or woodmen; College Point, L. I.—Pat Neely has trained his Airdale "King" to understand and obey his every spoken word; In the Carpathians—A trip by rope railroad over top of the Austrian Alps, blanketed in snow; Washington, D. C.—Col. Wm. Mitchell is found guilty of misconduct; News of the Day—Down South in Georgia railways kill weeds with a special steam engine; Jacksonville, Fla.—An engineering marvel is the world's largest span bridge of basque type for railroad traffic; Beverly Farms, Mass.—The three Allen brothers have become experts at the building of models of the old Spanish galleons; Philadelphia—Shod with soft sandals, women put patches on one of big gas cells of dirigible Los Angeles; Waynesboro, Ga.—The Georgia Field Trials bring together some of best-known sportsmen and finest dogs in South; Tampico, Mex.—A freak of nature is this gas well spouting enough fizz every day

to supply the world with soda pop; The Spanish War in Morocco—Fox News cameraman accompanies the dictator Primo de Rivera to front.

PATHE NEWS NO. 103: Former Assistant Chief of Air Service is convicted of insubordination; Harrisburg, Pa.—Seek to break strike deadlock as coal shortage grows acute! New York City—Unveil statue to dog hero of serum race to Nome! Benares, India—Throngs of pilgrims bathe in magic waters of Granges River; Kingston, Jamaica—You have to use your head to load a ship in Jamaica! Allentown, Pa.—Sawing wood new outdoor sport for high school girls! Seattle, Wash.—Northwest oarsmen train for next season's races! In the Congressional Limelight—Sharp debates on leading problems of the nation mark early days of the 69th session; Greenwich, England—Britain's young admirals-of-tomorrow meet the first test! Rome, Italy—Inside St. Peter's Cathedral!

INTERNATIONAL NEWS NO. 104: Bangor, Maine—First great ice jam of winter threatens widespread ruin! Washington, D. C.—Court martial convicts "Fighting Billy" Mitchell; Miami, Fla.—Cowboys revive wild west 'way down South in Dixie; Boston, Mass. (Boston only)—"Mellie" plays traffic cop in busy Boston streets; Cleveland, Ohio (Cleveland only)—Highbrow steer lives in regal manner; Seattle, Wash.—The art of spaghetti eating; New York City—Opera star finds happiness mothering poor babies; New York City—International hockey match won by Canadians; Rome, Italy (An International Newsreel Exclusive)—Pope Pius blesses host of pilgrims as Rome Holy Year draws to a close.



A trio of important episodes from "The Homemaker," a Universal feature.

Biff! Bang!! Zam!!! Laugh Twelve Months!

Wake Up Your Audience with a FATTY LAYMON and CHARLIE DORETY New Idea—Comedy-Drama	12—Two Reelers
Knock 'Em a Twister with a HANK MANN	12—Two Reelers
Tickle 'Em with CHESTER CONKLIN	12—Two Reelers
Thrill 'Em with SELIGS WILD ANIMALS In New Hair-Raising Jungle Stories	12—Two Reelers
Bowl 'Em Over with the ALL-STAR COMEDIES With BILL PATTON, SHELDON LEWIS, ERIC MAYNE, STUART HOLMES and CLARA HORTON.	12—Two Reelers
Pull 'Em Out of Their Seats with EILEEN SEDGWICK And the Great POLICE DOG LIGHTNIN'	12—Two Reelers
Make 'Em Yell with a "NEW CHUCKLES"	Novelty Singles
And AH-H-H! 'Em with HONEYMOON SCENICS	Novelty Singles
And SAMOIAN ISLAND TRAVELOGUES	Novelty Singles

Tennek Film Corporation

Presented by Kenneth T. Bishop. Produced and Distributed by Tennek Film Corp. and Being Grabbed Up By Live Independent Exchanges in Every Territory.



Foreign Rights Representative: George Callaghan, 220 W. 42nd St., N. Y. C.

1540 BROADWAY, NEW YORK CITY

Entertainment First, is Christie Creed

ENTERTAINMENT first, and less striving for art, will be the keynote of picture producers during 1926, according to Al Christie, prominent comedy producer of Christie Comedies, Bobby Vernon comedies, Walter Hiers comedies and Jimmie Adams comedies released through Educational.

Christie says:

"Gradually the industry has swung back to its first principles. Those first principles of making pictures were 'entertainment' for the masses, whether it was in comedy, romance or melodrama. We are in a business of selling entertainment to the public, and when such pictures now and then achieve artistic merit in addition to their entertainment qualities, so much the better. But first of all they have to be entertainment to register successfully with the public and the exhibitor.

"Because the industry has been convinced of this important consideration in picture making, I believe 1926 will see more companies striving for 'Entertainment first' and losing less money striving for art. Incidentally, by reaching out for entertaining pictures, they will probably happen on to art more often."

Exhibitors Service Bureau



Striking a different note in exploitation for "The Iron Horse" (Fox), the Wigwam theatre at Reno, Nevada, used a stage coach for a ballyhoo, as shown in the photo above. Note display material, borrowed from the railroad, used to decorate theatre front—which featured lanterns, an engine headlight and train flags, as well as a locomotive bell and switch levers.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS						
Ancient Highway, The	—	4	6	—	58	6,034 ft.
Best People	—	5	6	—	56	5,700 ft.
Golden Princess, The	—	7	4	—	51	6,394 ft.
King on Main Street, The	—	4	7	1	63	6,229 ft.
Stage Struck	—	3	7	1	75	7 reels
FIRST NATIONAL						
Why Women Love	1	2	8	—	60	6,750 ft.
METRO-GOLDWYN						
Go West	—	3	3	5	75	6,256 ft.
UNIVERSAL						
Lights of Old Broadway	—	3	7	1	75	6,437 ft.
Where Was I?	—	1	10	—	67	6,630 ft.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Eddie Zorn, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

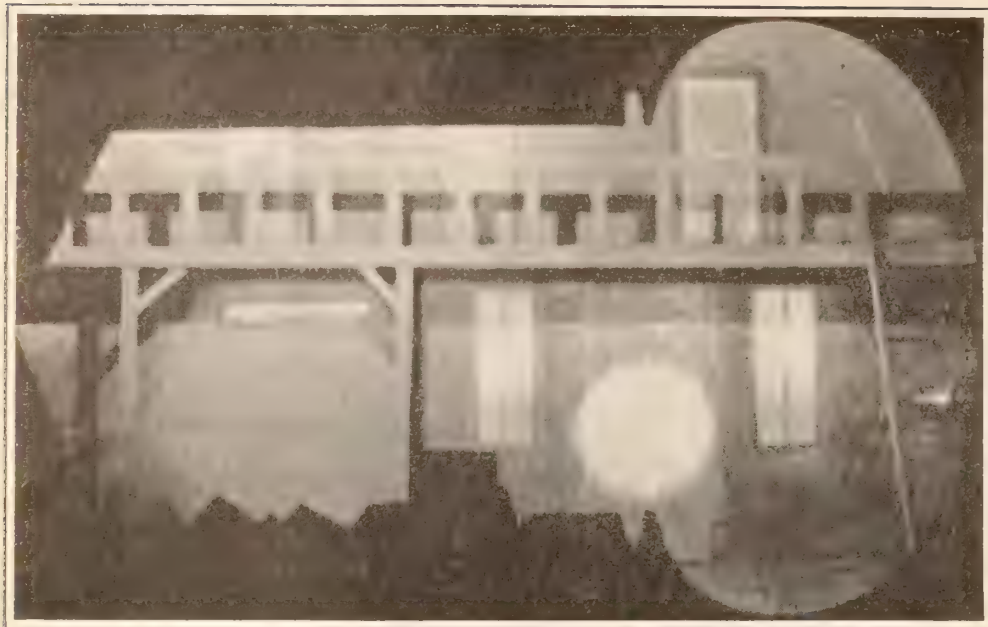
Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

H. A. Albright, Manager, T. D. & L. theatre, Glendale, Calif.

Claire Meachime, Grand theatre, Westfield, N. Y.

Ace Berry, Managing Director, Circle theatre, Indianapolis.



Shadow box shaped like a key, used as a lobby display for Paramount's "Seven Keys to Baldpate" at the Tivoli theatre, Chattanooga, Tenn.

Uses 9 Stunts on "Iron Horse"

A. N. Gonsior's Drive in Champaign Ties Up With Everything From University to Bakeries

FEW exploitation campaigns measure up to the standard of completeness achieved by A. N. Gonsior in his drive for "The Iron Horse" at Champaign, Ill. The campaign was executed in the interests of the Virginia Theatre, which is operated by Mr. Gonsior. In this drive, which enlisted the cooperation of every worthwhile institution or organization in the town, Gonsior was assisted by a Fox exploitation man.

The campaign was launched with one of the most remarkable tie-ups credited to enterprising showmanship. This was the assistance gained from the engineering department of the University of Illinois, which is located at Champaign and which boasts a wonderful collection of railroad photographs—a complete pictorial record of every type of engine used in the history of railroading in this country. This valuable collection was moved to the lobby of the Virginia Theatre through the courtesy of the University heads, and there formed one of the finest lobby displays possible for a picture like "The Iron Horse."

The drive did not stop at this, however effective and flattering it was to the men exploiting "The Iron Horse" in Champaign. Some word of mouth advertising was executed in the following manner. The ushers of the Virginia—who happen to be students of the University, working their way through college—announced to each patron as they ushered him or her to their seat, "The Iron Horse" will play here next week."

For a street ballyhoo, a reproduction of "The Iron Horse" was constructed, but by way of altering the regulation article, the Champaign campaigners had two students carry the imitation locomotive on their shoulders.

A pretentious prologue was staged in which songs incidental to the period of the picture were rendered by a quartet in correct atmospheric costumes.

A special screening was arranged for the preceptors of History from the University,

together with Presidents of the various college fraternities.

Other local personages whose splendid cooperation was instrumental in promoting the success of the engagement were the Board of Education officials of Champaign, and the neighboring town of Urbana, railroad officials of the Illinois Central and the Big Four roads, Scout Masters and officers of Boy Scouts, American Legion officials, head of Veterans of Foreign Wars, commanders of Civil War Veterans, principals and teachers of high schools, civic officials and newspaper editors.

On the day the print of the picture arrived in Champaign, the Boy Scouts turned out in a body, marched to the railway station, and escorted the film to the theatre.

So favorably did the picture impress local school heads, that all of Champaign's public schools were dismissed on Monday and Tuesday afternoons to enable the pupils to see the picture.

Special tickets were made up and distributed to the employees of the Illinois Central and the Big Four roads in both Champaign and Urbana. These tickets called for a ten-cent reduction of the usual admission price.

A tie-up was secured with the two largest bakeries in the city, by which advertising circulars on the engagement were wrapped with every loaf of bread.

Girl Solicits Ads In Lobby In "Classified" Tie Up

In connection with a week's run of "Classified" at the Leland theatre in Albany, this week, one of the local papers placed a young lady in front of the theatre to receive classified ads from patrons, while another of the local papers gave a theatre party one night to employees of its classified ad department.

Interests Schools In "The Fighting Ranger" Serial

The particular appeal of serial plays to children is being capitalized and turned to good account at the box office in several towns and cities, especially good work along these lines being done by exhibitors in connection with "The Fighting Ranger." A notable instance of intelligent work in the formation of "Adventure Clubs," an exploitation movement projected by the Universal exploitation department, is the campaign which was executed in Delphos, Ohio, in the interests of the Capital Theatre.

Letters were sent to all the schools. The letters outlined the educational policy of the serial "The Fighting Ranger," and announced a special matinee on Monday afternoon immediately after school. The drive was handled by A. J. Sharick, Universal exploiter.

The formation of an Adventure Club was also carried out. The theatre put on a special school matinee before the serial was scheduled to start which packed the theatre with children. Sharick talked to the kids, explaining the Adventure Club plan, and then had them sign slips with their names, addresses and ages. These were left at the box office, and each boy as he handed in his slip was presented with one of the "Fighting Ranger" booklets put out by Universal. This gave the theatre an excellent mailing list. A slide about the club and an ad in the paper with a place for the boys to sign was also used.

Want Ads for Parrots Tie Up with "Unholy Three"

Curiosity was aroused in Alton, Ill., recently, by the appearance of a prominent display ad in the local paper reading as follows: "Wanted: Parrots! Parrots! Parrots! For use in connection with showing of 'The Unholy Three' at Princess Theatre, starting Sunday. Anyone owning a parrot please communicate at once with J. J. Reilly, Manager Princess Theatre." The Parrots obtained were placed on stands in the lobby with stills showing the pet shop in the film.



Ballyhooing Harold Lloyd in "The Freshman" (Pathe) at Suffern, N. Y., where the picture played at the Lafayette theatre.

Strand-Pathe News Stunt Stirs Memphis

A cooperative Pathe News and Strand Theatre drive in Memphis, Tenn., succeeded in creating a great amount of interest and valuable exploitation for both the topical reel and the theatre, since it served as a demonstration of the remarkable speed with which news events are rushed to the screen.

As an initial stunt, Manager Walter League, of the Strand, took advantage of scenes in an issue of the news, which pointed out Memphis as the "Cotton center of the world." A private screening was held for the chamber of commerce and the press.

On Thanksgiving Day, the annual local football classic, the University of Tennessee-Loyola game was "shot" by a Pathe News photographer. While the camera was grinding, two men carried a banner around the field which advised rooters of both teams to "See Today's Game in Pathe News at the Strand Theatre, Tonight, Friday and Saturday." And they lived up to their promise! The film arrived at — and was shown on the Strand screen that evening at seven.

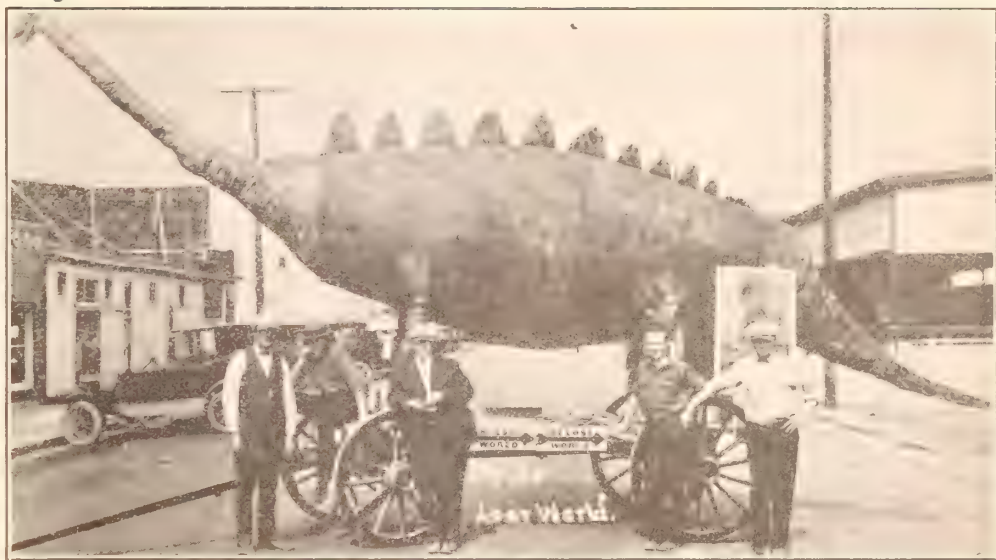
In addition to this, League hired an airplane and flew over the park himself while the game was in progress. A lower wing of the plane was covered with huge letters which spelled out "Strand-Pathe." A football, decorated with the Tennessee colors was dropped on the field. The total cost of this extra exploitation amounted to twenty-one dollars and eighteen cents.

Teaser Angle For Window Display On "Graustark"

Use of the teaser idea in a window display was made by Manager C. H. Amos of the Carolina Theatre, Greenville, in connection with a jewelry store tie up for "Graustark." The window featured a display of diamonds and pearls with a notice reading "These are the crown jewels of Graustark." Later the card was changed to read "These are the Crown jewels of Graustark as worn by Norma Talmadge in 'Graustark' at the Carolina Theatre."



Atmosphere, live and lively both, for Pathe's "Kivalina of the Ice Lands" during its showing at the Cameo theatre, San Francisco, where an effective campaign was staged by Manager C. L. Theurerkauf.



A prehistoric monster built at a cost of \$25,500. Used as ballyhoo for First National's "The Lost World," the float shown above proved a business-getter for the Rialto at Sterling, Colo. It was designed and executed under the direction of Chet Miller, manager, and Archie Post, exploitation man of the theatre.

Ideas Used for 'The Freshman'

Stunts Culled From Campaigns On Lloyd
Comedy Fill Grab-Bag of Showman's Tricks

WHILE the timely angle, the football rage, was the focal point of the major portion of the campaign which leading showmen used in exploiting "The Freshman," Harold Lloyd's popularity and personality, both of which lend themselves very readily to exploitation, naturally called for a very fair share of advertising which was individual to the star and picture and without these "seasonal" appeals.

As a result of this, a few of the more recent exploitation drives for "The Freshman" provide a number of ideas which, while not basically new or novel, have nevertheless interest for the exploitation man because of the clever applications which were made of them.

The leading item in "Freshman" exploitation continues to be centered about local football teams, appeals to the general public being made through stunts and advertising which tied up the picture with the high school or college team numbering many followers among the potential patrons of the particular theatre. Football teams of universities and high schools were guests of the theatres, in several instances. Some of the theatres recently using this stunt are the Jackson Theatre, York, Pa., where Manager F. E. Barry entertained the squad of fifty-two York High school football players. Next among the seasonal ideas comes the football schedules, printed by the theatre. These give the dates, place and opponents of the local team. Some of them included on the schedule the entry, "Harold Lloyd vs. Blues," following this with the date of run and name of the theatre.

The essay contest conducted by Manager McGee of the Criterion proved highly profitable. A week before picture opened, the Oklahoma City Times printed notices to the effect that starting with opening day of "The Freshman," the Times would publish daily the three best contributions of seventy-five words each on the subject, "The Most Amusing Incident in My Freshman Year." Three winners were picked each day, each one receiving a pass for one for a period of

one month at the Criterion Theatre. Each one of the fifteen winners for the week, and one friend, were the guests of the Times-Criterion at a box party on the closing night of the attraction.

The Roosevelt Theatre, Chicago, obtained many columns of publicity for "The Freshman" in the Chicago American through the donation of 100 valuable prizes of sporting goods, radio outfits and books in a football thrill contest, for the most interesting letters regarding "the greatest thrill you received in football while watching a contest."

Dreamland Theatre, New Albany, Miss., distributed a big circus herald on "The Freshman," with material taken from the Pathe pressbook.

A tie-up by the Million Dollar Theatre, Los Angeles, with the Owl Drug Stores in that city, forty in number, resulted in the popularizing of a new drink called the "Freshman Freeze."

Paper Launches a "Thank You" Party in Marion

In conjunction with the Marion Star, the Grand Theatre at Marion, Ohio, staged a "Thank You" party during the engagement of the picture of that title.

The newspaper announcements told that the Marion Star would hold a "Thank You" party Saturday morning at the Grand, where "Thank You" was showing, for any Marion children under fifteen years of age, who would walk up to the Grand doorman and say "Thank You."

So great was the outpouring of small kiddies that it became necessary to hold two performances. The second showing was decided upon promptly when the children of the Marion County Children's Home headed by the superintendent of the institution, arrived too late for the first performance. Eighteen hundred children in all were entertained at the two shows.

Charity Potato Matinee Held in Jersey City

One of the most successful exploitation stunts attempted in Jersey City took place Saturday morning, December 19, when the First Annual Potato Matinee for local charity was held at the Fulton Theatre. The matinee, at which admissions were paid for in potatoes resulted in a store of eighteen barrels of potatoes, which are to be distributed to the poor through the services of the Salvation Army Home for Girls, the Hebrew Orphans' Home and the Society of St. Vincent de Paul, of St. Paul's R. C. Church.

The matinee, which enlisted the assistance of newspapers and local charity organizations, was developed and executed by Fred H. Mertens, managing director of the Fulton Theatre Company, and Arnold S. Rittenberg, publicity director of the theatre.

In attending the matinee, children of the city paid their admissions with potatoes with the understanding that their gifts were for the poor. While only two potatoes were required as admission, it is interesting to note that the average for the matinee was five potatoes per child attending. The largest single contributor was Dominick Barbera, who brought a full sack of potatoes as his contribution.

As a result of the widespread favorable comment directed toward this first annual Potato Matinee, a report is current that all Jersey City theatres will subscribe to the idea next year.

Envelopes With Kerchiefs Herald "My Son"

When he booked Nazimova in "My Son," Manager Ray Wolf, of the Locust Theatre, Philadelphia, at once recalled that Nazimova is an emotional actress. With this idea in mind he set out among the handkerchief shops and secured 1,000 handkerchiefs at a very small cost. These he put in small envelopes, which were handed to the women patrons of the Locust. The envelope bore the following inscription: Ladies. You will need the enclosed handkerchief when you see Nazimova in 'My Son' at the Locust Theatre."



The "pointing finger" carries the billing in the novel ballyhoo used by the Regent theatre in Pittsburgh, for Paramount's "He's a Prince."

A Make-Up Demonstration In "Romola" Campaign

A "Stage and Screen Make-up Demonstration" arranged in a tie-up between the Capitol Theatre, Cincinnati, and a large department store of that city, and advertised in the Sunday papers in connection with the showing of "Romola," drew such crowds to the reception room of the store that the doors had to be closed and hundreds turned away.

H. S. Ansley, Metro-Goldwyn exploiteer who conducted the stunt, followed it up with a shoe-fitting contest, awarding a small pair of slippers to the first lady who could put them on. The competition attracted vast interest and proved successful in exploiting the showing.

Stills from the picture and announcements of the run were exhibited in the Public Library with copies of the George Eliot novel on which the picture is based. Other windows featuring copies of the book were contributed by six drug and book stores.

Hyman Gives Free Xmas Parties For Kiddies

The Brooklyn Mark Strand Theatre arranged three special holiday morning performances free of any charge to the children of New York and Brooklyn. Managing Director Edward L. Hyman presented these shows in conjunction with three newspapers, two of them in Brooklyn being the Daily Eagle and The Daily Times, and the remaining one in New York being the Evening World (Sophie Irene Loeb).

The first of the free performances was given on the morning of Thursday, December 24, in cooperation with the Daily Times of Brooklyn. The newspaper handled the distribution of the tickets and supplied presents and candy for the children.

The second of the free shows took place on the morning of December 25, in conjunction with the Brooklyn Daily Eagle. As with the Times, the newspaper handled the bulk of the details.

The free show in conjunction with Sophie Irene Loeb of the New York Evening World will be given on the morning of New Year's day. A different program from the other two will be given.

Theatres Cooperate on Ads For "The Freshman"

While cooperative advertising among exhibitors has probably not as yet been as general as cooperation among dealers in other lines, nevertheless there is now and then a striking instance of where showmen band together in their newspaper advertising.

Recently the Indianapolis Star carried a quarter-page advertisement on the Pathe-Lloyd comedy "The Freshman," in which 18 theatres appeared jointly.

The copy was headed "Harold Lloyd in 'The Freshman.' See It at Your Neighborhood Picture House."

Then followed a list of the various theatres under North, East, South and West, referring to various sections of the city, after which appears an illustrated advertisement dealing specifically with the story.



Exploitation for Metro-Goldwyn-Mayer's "The Midshipman" in two Coast cities. At the left, the patients of the naval hospital in San Diego assembled in front of the Superba theatre where they were the guests of Manager Dwight Hill at a special matinee performance. Right, the float used in Los Angeles by Loew's State theatre. The float, by the way, joins the fleet of trans-continental ballyhoos, for it is to be drawn to New York.

Exhibitor's Idea Exchange

According to
G. M. Pedley

Manager of the
Empress theatre,
Owensboro, Ky., the
following campaign

which he used in connection with "The Lost World," proved a good business getter and a profitable investment of time and money.

A masked front, consisting of side panels of three sheets and a center piece of an easel with framed sheet 22 x 28 inches. The top of the mask was a painting of a prehistoric monster done in green and brown, with dark blue background. The mask was put in place Saturday night preceding the opening of the picture the following Wednesday. The overhead marquee billboard carried a banner.

A reproduction of the monster was painted on beaver board and put on an easel, with date of showing, standing eighteen feet high and six feet wide, in front of the theatre on the curbstone the day before and during the showing. The monster was done in colors from pink to brown.

A truck rigged as a float with 24-sheets for the sides, and a banner with the date for the back, was put on the streets two days before and during the showing. This also visited the schools and residence districts as well as the business districts.

All paintings were the art of a local artist. A newspaper campaign was launched two weeks in advance, with teasers and readers. Two sets of teaser postcards were sent out to the house mailing list, and heralds were distributed in the theatre several days before the showing.

According to
Hugh J. Smart

Manager of the
Noble, Anniston, Ga.,
it paid him to in-
crease his exploita-

tion efforts for the showing of "The Freshman," on which he used twice the usual newspaper space and increased his billing considerably above the average, starting with various size posters ten days in advance of play date.

At this period of the campaign, Harold Lloyd novelties were distributed to school children and newsboys about town.

As guests of the theatre management, members of the local high school football team attended a showing of the photoplay, the stunt resulting in strong word-of-mouth advertising for the attraction. This was followed up by tie-up score-cards distributed to fans attending the local football game on opening day of picture.

During three day's run a man dressed to impersonate Lloyd in football attire, paraded the streets carrying a sign on his

What's Your Idea

About a good newspaper ad, street ballyhoo, lobby display, merchant tie up or other device of exploitation for a motion picture show?

Exhibitor's Idea Exchange would like to know about it in order that the tried and tested stunts of showmanship may be passed on to other exhibitors. The way to express in deeds your real feelings regarding co-operation is for you to send in your ideas to this department, the sole aim and purpose of which is to bring about a point of contact between exhibitors—a meeting place wherein they may swap experiences in the great and interesting business of furnishing the American people with real good entertainment and getting them to come to your theatre and take their share of it with regularity.

back advertising "The Freshman" at the Noble.

The above was augmented by several excellent window displays, the same being exhibited.

According to
C. R. McGowan

Of the Belmont the-
atre, Nashville, Ten-
nessee, the following
plans were effectively

utilized in putting over his presentation of "Quo Vadis." A film trailer was used in advance of the opening as well as an advertising slide. The outside lobby of the theatre was neatly arranged with three-sheets, also occupying a conspicuous place in the wall frames. The smaller frames were attractively arranged with various sizes of photographs, also some stills from the production.

Some three thousand heralds were distributed. As an added attraction in connection with the picture screening, Manager McGowan presented Charles Hawkins, a boy "jazz" singer.

According to
Charles G. Branham

Manager of the
Howard, Atlanta,
unusually heavy ad-
vance newspaper ad-

vertising made the way easy for his big campaign on "The Pony Express." The newspaper displays in advance were immediately followed up by a strong billing campaign, which included the posting of 300 one-sheets, 103 three-sheets, 143 six-sheets, 32 twenty-fours, 200 window cards, 5,000 heralds, insert cards and photos. A huge painted banner also was used in the announcement campaign.

Cooperative tie-ups were arranged, at no

cost to theatre. One, with the Black & White Cab Company, resulted in every one of their cabs carrying special advertising copy on the attraction in the spare tire on rear of cabs. Another with the Southeastern Express Company, included a special truck, its sides and back carrying huge cut-outs picturing thrilling scenes from the photoplay. Further cooperation was obtained from the Rogers chain of stores, who distributed heralds on the attraction.

A highlight of the campaign was a band of real Indians in full regalia, who in addition to riding about town on horseback, were featured in a typical western prologue at the Howard.

According to
Ray Deusern

Manager of the
Fox Terminal The-
atre, Newark, N. J.,
the cooperation of

the public libraries and schools greatly aided his campaign for "The Iron Horse" and proved to him that these institutions provide one of the finest mediums for reaching the public with regard to picture attractions having the qualities necessary for tie-ups of the kind.

The Newark schools cooperated with him to the extent of allowing the teachers to read on certain days a portion of "The Iron Horse" novelization in connection with history courses. The Library distributed thousands of "The Iron Horse" bookmarks.

Other features of his campaign included the posting of paper on ten stands in the business section—the Terminal does not ordinarily use stands. Twice the usual amount of newspaper space was used and there was a street ballyhoo of an old-time locomotive mounted on a motor truck. The music accompanying the picture was broadcast one evening through Radio station W.O.R.

A friend o' mine
Offered me a ticket
To the best
Movie entertainment
In town.
And when I said



And asked him when
To use the ticket,
He said
Today, Tomorrow
Or Saturday
At the Fulton Theatre.

**GOVERNOR-ELECT
A. HARRY MOORE
SAYS**
To the Young Folks of Jersey City



**THE MANAGEMENT
OF THE FULTON
SAYS**
For the Young Folks of Jersey City

"YOU'RE WELCOME!"

A neat example of building ads around a title. Two of the two-column displays designed for "Thank You" (Fox) by A. S. Rittenberg of the Fulton theatre, Jersey City, N. J.

San Francisco Hails The "Trackless Train"

The "Trackless Train," Metro-Goldwyn-Mayer's trans-continental ballyhoo de luxe, put into San Francisco recently and the sensational reception accorded it in Los Angeles was duplicated if not surpassed. The demonstration of greeting to the Train, which is credited with having accomplished astonishing exploitation stunts for theatres with which it was tied up in every city and town visited on the trip from the Atlantic to the Pacific coast, was city-wide in scope and marked by an enthusiasm far out of the ordinary for events of this kind.

At the City Hall a large crowd headed by the High School Boys' Band greeted the train, and Mayor Rolph and a number of city officials welcomed it. Motion pictures and stills were taken of the Mayor receiving letters despatched to him in care of the train by Mayor Hylan of New York.

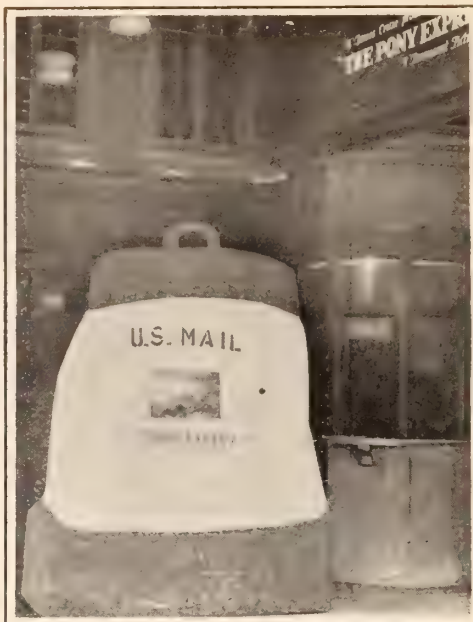
From the City Hall the special was escorted to the Market Street Ferry, whence it proceeded to tour the length of Market Street and other principal streets. It is estimated that 200,000 people viewed the Train in 'Frisco.

The trip from Los Angeles to San Francisco was a repeated series. Towns visited by the Train include Pasadena, Glendale, Burbank, San Fernando, Fillmore, Santa Paula, Oxnard, Ventura, Santa Barbara, Santa Maria, San Luis Obispo, Paso Robles, King City, Soledad, Salinas, San Jose, Pal Alto, Redwood City, San Mateo and Burlingame.

Bobbed Gray Heads Guests At "Bobbed Hair" Show

Instead of the usual "Flapper Party" that would ordinarily be staged in connection with the showing of such a film as "Bobbed Hair," Vic Gauntlett, advertising and publicity manager of John Hamrick's Blue Mouse Theatre recently staged a stunt in Seattle on this film that was hailed as decidedly original.

In conjunction with the Seattle Star, Mr. Gauntlett put across a "Gray Haired Bob" party, at which every woman in Seattle with gray bobbed hair was a guest of Manager



Huge mail bag used as shadow-box display for Paramount's "The Pony Express" at the Strand, Birmingham. Through the aperture in the centre a western scene with a small horse and rider in motion was visible.

Hamrick at a special showing of the film one matinee. The only requirement was that the guest send in beforehand her name, address and age—all of which was kept strictly confidential.

The big feature of the performance was the donation of a season pass to the oldest bobbed head in the audience—in this instance a woman over 85 years of age. All told, the matinee numbered some 600 guests, including a majority over 50 years old. Needless to say, the stunt was good for much space in the Star, including two front page stories with two-column photographs of the eldest guests, the line of patrons, etc.

Mr. Gauntlett is a firm believer in putting over publicity stunts that will attract persons who ordinarily will not attend a certain picture, or type of film, and his staging of this "Gray Haired Bob" party was definite evidence of the correctness of his theory when properly applied.

Ties Up "Don Q" with New Junior Dept. of Paper

The enterprise of the Majestic theatre in Portland, Ore., in tying in with the starting of a new junior department of the Oregon Journal for special publicity on Douglas Fairbanks in "Don Q" illustrates once more the possibilities which exist for the theatre management which is alive to special opportunities cropping up now and then in most every locality. The Majestic stunt comprised co-operation with the newspaper in the starting of the youngsters' page of the Journal by having Douglas Fairbanks made the honorary president of the society—a move which afforded the paper excellent material for "selling" the department.

The initial announcement stated that Douglas Fairbanks would be honorary president of the Journal Juniors, membership in which was open to all boys and girls between the ages of eight and fourteen. The newspaper devoted a column a week to matters of interest to boys and girls, including athletics, games, books and so forth. The newspaper issued invitations to the Journal Juniors to attend a free morning matinee of "Don Q" and also launched a movement for an athletic meet. This reached a climax when it was announced that Fairbanks had donated a white horse as the chief prize for the athletic competitions and that Mary Pickford had given a wrist watch as a special prize for the girls. The meet was worked up with ballyhoo centered about the horse and the selection of judges, etc. It netted the Majestic 31 days of steady "flash" publicity in the Journal, and it might be used as a model for other theatres in cities.

Messiter Prints Programs On Stock Heralds

H. M. Messiter, manager of the Parkway Theatre, Baltimore, has adopted the plan of using the small heralds issued by film companies for special productions, in the place of his usual programs, by having the various numbers printed on the back, when they can be obtained with special feature pictures. They were used when "The Pony Express" played there during the week beginning Monday, October 26.



Frontal display for "The White Monkey," First National's attraction, at the Capitol theatre, Seattle, Wash. Liberal use of cut-outs and some stills resulted in an elaborate arrangement which produced a pretentious effect.

Pre-release Reviews of Features

The Midnight Limited

(Rayart Pictures—5855 Feet)

(Reviewed by Edw. G. Johnston)

HERE is one of the best railroad melodramas that this reviewer has witnessed in a long time and it looks like sure box office material for most theatres. There is an absence of exaggeration that some of the producers generally weave into stories of this type and it is therefore a safe picture to play up to railroad men. Some of the shots obtained of the fast moving express trains are extremely fine and the suspense in the latter part where a line of brakeless freight cars start their dizzy ride down a long incline, is very well handled. To Gaston Glass goes the credit for the biggest part, though he is ably supported by Wanda Hawley and Richard Holt. Sam Allen registers well as the crippled old station agent and the rest of the cast is excellent.

THEME. Railroad melodrama. Crook attempts to rob station, falls in love with girl and reforms. Foils bandit friends and wins out by preventing a wreck.

PRODUCTION HIGHLIGHTS. Fine shots of the fast trains. The runaway freight, the wreck of the bridge and ture railroad atmosphere. Good direction.

EXPLOITATION ANGLES. Go after railroad patronage for this one will please them. Play up the names of Gaston Glass, Wanda Hawley and Richard Holt.

DRAWING POWER. Suitable for all middle class, neighborhood and smaller theatres. May do well in some of the large houses.

SUMMARY. A fast moving railroad melodrama, finely photographed and directed. Plenty of thrills and the suspense is well carried out. The cast is excellent.

THE CAST

Alan Morse.....	Gaston Glass
Mary Foster.....	Wanda Hawley
Sam Foster.....	Sam Allen
John Reynolds.....	William Humphrey
Mrs. Reynolds.....	Mathilda Brundage
Hal Reynolds.....	Richard Holt
John O'Connor.....	L. J. O'Connor
Doctor Harrington.....	Eric Mayne
Doctor Jones.....	Fred Holmes

Author, John Francis Natteford, Directed by Oscar Apfel. Produced by Gerson Pictures Corp. and presented by B. Berger.

SYNOPSIS—Alan Morse, a hungry crook is beating his way on the trains. Stops off at a junction point and attempts to rob the station safe. He is caught in the act by the agent who suffers a paralytic stroke thru the shock. Alan meets the agent's granddaughter, falls in love and decides to reform. His past experiences permits him to hold down the sick agent's position. He foils his bandit friends, prevents a serious wreck and his efforts are rewarded.



Gaston Glass, appearing in "The Midnight Limited," a Rayart release.

The Midnight Limited (Rayart)

PRESS NOTICE

THIS thrilling melodrama is billed at the — Theatre on —. The story deals with the reformation of a one time crook thru the love of a charming little girl, throws down his former comrades and resolves to tread the straight and narrow path. His efforts in this direction prevent the wrecking of the Fast Express. He wins the praise of the officials and is finally set right in the eyes of all. The picture is crammed with exciting incidents and breathless suspense. Gaston Glass, Wanda Hawley and Richard Holt have the important roles and the supporting cast is a strong one.

CATCH LINES

He came to rob but fell in love. Stop look and listen and be sure to see this thrilling drama of railroad life.

The Golden Strain

(Fox—5989 Feet)

(Reviewed by George T. Pardy)

A GOOD Westerner, harking back to days when Indians were giving the U. S. troops plenty of trouble; putting over a big barrage of thrills, offering a wealth of beautiful photography, and plot with original touches and sentimental lure. The outdoor views are exceedingly attractive, both long shots and close-ups being filmed with dazzlingly fine effect and director Victor Schertzinger's handling of the Indian skirmish scenes deserves unlimited praise. It's a hard matter to build up sympathy for a hero who shows the white feather when danger threatens, as does Lieutenant Mulford on his first active service mission. Fortunately there are other persons that do win sympathy, consequently the interest holds, even in the story's early stages. Of course, Mulford redeems himself in the long run, so a satisfactory climax is attained. Kenneth Harlan's performance in the leading male role is artistic, but he looks years too old for the part; Madge Bellamy and Hobart Bosworth are excellent; support adequate.

THEME. Western melodrama. Hero, U. S. lieutenant, shows fear in first skirmish with Indians, later redeems himself, helps repulse attack, wins girl he loves.

PRODUCTION HIGHLIGHTS. Good direction and acting. Colorful atmosphere. Indian fights. Attractive outdoor views. Romantic charm.

EXPLOITATION ANGLES. Bill as forceful melo of Indian days. Feature Harlan, Bosworth, Miss Bellamy.

DRAWING POWER. Good card for any house where thrilling melodrama is in favor.

SUMMARY. A pleasing feature. Has lots of melodramatic pep, attractive color, sentimental appeal. Well directed and acted.

THE CAST

Major Mulford.....	Hobart Bosworth
Milt Mulford.....	Kenneth Harlan
Dixie Denniston.....	Madge Bellamy
Major Gaynes.....	Lawford Davidson
Lucy Sutler.....	Ann Pennington
Major Denniston.....	Frank Beal
Jeb.....	Frank McGlynn

Author, Peter B. Kyne. Director, Victor Schertzinger.

SYNOPSIS. Lieutenant Milt Mulford on being commissioned, joins army post in Arizona, near his father's ranch. He falls in love with Dixie, Major Denniston's daughter. Because Gaynes, government agent, is cheating the Indians out of supplies, the Apaches go on the warpath. Milt heads a squadron sent after them. Fear seizes him as a skirmish opens and he fails to lead his men. He is temporarily disgraced. Later he redeems himself, is restored to command and wins Dixie.

The Golden Strain (Fox)

PRESS NOTICE

"THE GOLDEN STRAIN," a rattling melodrama of hostile Indian days in the West, comes to the screen of the — Theatre on —. The picture is the last word in realism and vivid coloring, the Indian battles being depicted with extraordinary skill. There's a strong sentimental angle to the story which deals with the failure of a young lieutenant to make good in his first engagement, his remorse and temporary separation from the girl he loves. How he redeems himself furnishes the big punch of the film, in which Hobart Bosworth, Kenneth Harlan, Madge Bellamy and Ann Pennington play important roles.

Others in the cast are Lawford Davidson, Frank Beal, Frank McGlynn, Robert Frazer.

CATCH LINES

He was afraid of Fear, therefore Fear gripped him just when his nerve was worst needed. Followed disgrace, the loss of the girl he loved. But his manhood awoke in new perils; and he won out!



Kenneth Harlan, appearing in "The Golden Strain," a Fox production.

Three Faces East

(Producers Distributing Corp.—7419 Feet)

(Reviewed by George T. Pardy)

A VERY entertaining mystery melodrama of Secret Service, with war backgrounds, well acted and directed. Should prove a winning box office card for any theatre. There are abundant thrills, unceasing suspense and some extremely spectacular shots, such as the Zeppelin attack on London, dropping flaming bombs and being attacked in turn by the anti-aircraft guns, but best of all—the story is of absorbing interest, cleverly constructed, hard to anticipate, and in spite of its divers complications in the spying line, preserving smooth, unbroken continuity. Jetta Goudal plays a dual role, giving what is probably the best of her screen performances up-to-date, Robert Ames scores decisively in the hero part of gallant Lieutenant Bennett. When the latter comes home wounded he is greeted by his father, and here ensues a bit of emotional pantomime in which Henry Walthall, impersonating Bennett senior, without indulging in extravagant gestures, registers a wonderfully pathetic touch. Clive Brook is a knockout as the German spy, in fact the acting of the entire cast is way above average.

THEME. Melodrama, war and secret service backgrounds. Plot hinges on activities of British girl in Government employ, who loves German spy, but remains loyal.

PRODUCTION HIGHLIGHTS. Good direction, splendid atmosphere, thrills, suspense, romantic appeal. Zeppelin attack. Scenes behind lines. Fight in cellar. Climax.

EXPLOITATION ANGLES. You can safely praise this as a great Secret Service melodrama, not a battle picture, but fine war backgrounds. Feature principals.

DRAWING POWER. Has universal audience lure, good for any theatre.

SUMMARY. A thoroughly artistic and tremendously realistic picture, strong in romance, thrills and spectacular punches. Should hit box office target hard.

THE CAST

Fraulein Marks.....	Jetta Goudal
Helen Hawtree.....	Jetta Goudal
Frank Bennett.....	Robert Ames
Valdar (Boelke).....	Clive Brook
Mrs. Bennett.....	Edythe Chapman
John Ames.....	Clarence Burton
George Bennett.....	Henry Walthall

Adapted from Anthony Paul Kelly's Stage Play. Director, Rupert Julian.

SYNOPSIS. While a German prisoner British aviator Frank Bennett is nursed by Fraulein Marks, who is really Helen Hawtree of the British Intelligence Service. She reaches England and is sent to Bennett home to watch Boelke, German spy, who turns up as servant Valdar. Helen falls in love with him, but remains true to her country. They visit a cellar equipped with wireless, Frank arrives, Boelke is fatally shot. After the war Frank looks forward to a happy future with Helen.



Jetta Goudal, featured in "Three Faces East," a Producers Distributing Corporation release.

Three Faces East (Producers Distributing Corp.) PRESS NOTICE

A MYSTERY melodrama of the British and German Secret Services during the world war, "Three Faces East" stands out as a picture of gripping romantic interest, alive with thrills, suspense and vivid incident. This notable film comes to the Theatre on _____, with Jetta Goudal playing the feminine, and Robert Ames the male lead. Miss Goudal plays a dual role, first as a German nurse, then a member of the British Intelligence department, who falls in love with a German spy, but remains true to her country. Mr. Ames gives a stirring performance as the young aviator hero.

CATCH LINES

A mighty drama of destiny, a game of hearts and nations engaged in a tremendous struggle for supremacy, a vital story of affections and fidelity to principles and country! Patriotism versus love, duty versus honor!

Mannequin

(Paramount—Seven Reels)

(Reviewed by Frank Elliott)

HERE'S the story that won for Fannie Hurst \$50,000 in the contest conducted by Liberty magazine, in co-operation with Paramount. The picture comes to exhibitors following an avalanche of publicity which should aid greatly in bringing business to the box office. The magazine also is publishing the serial. James Cruze was given the screen version job and he has made good. He has turned out a decidedly worth while picture, which tells an interesting romance of a beautiful mannequin whom destiny leads through a maelstrom of adventures before she finds peace and happiness with the man she loves and the parents whom she lost when a baby. Dolores Costello steals the acting honors. There is also a new face in the person of Walter Pidgeon, who is excellent in the role of Martin Innesbrook, Alice Joyce, Warner Baxter and Zasu Pitts contribute much to the entertaining qualities of the offering. Exhibitors should grab this one which already has been sold to the public. Its action is swift, its acting good.

THEME. Society drama. Spans years developing cloak model's life history.

PRODUCTION HIGHLIGHTS. The 1907 sequence and the abduction of Baby Joan. The scenes in the style shop. Killing of Allen. Trial and climax.

EXPLOITATION ANGLES. Play up the \$50,000 Fannie Hurst-Liberty magazine story. Tie up with stores and stands handling Liberty magazine. Try fashion show prologue. Arrange style display with local department stores.

DRAWING POWER. O. K. for the largest houses in the land and all others. Should do business if exploited a bit and will satisfy them after they're in.

SUMMARY. Exhibitors will make no mistake in booking this one which comes self advertised to your patrons. It is the net result of good work on the part of Fannie Hurst, James Cruze and a great cast.

THE CAST

Selene Herrick.....	Alice Joyce
John Herrick.....	Warner Baxter
Joan Herrick.....	Dolores Costello
Annie Pogani.....	Zasu Pitts
Martin Innesbrook.....	Walter Pidgeon
Terry Allen.....	Freeman Wood
Toto.....	Charlot Bird

Author, Fannie Hurst. Director, James Cruze. Photographed by Karl Brown.

SYNOPSIS. Selene Herrick's weakness for "things" she obtains at auctions, brings on a quarrel with her husband, John. He has hired a nurse, an Annie Pogani, who runs away with the Herrick baby, Joan. John is under the impression the baby had been taken away by Selene. The wife eventually returns and the loss disclosed. Then follows the life history of Joan from the death of Annie, until she eventually is found again by her parents.



Alice Joyce, appearing in "Mannequin," a Paramount production.

Mannequin (Paramount) PRESS NOTICE

"MANNEQUIN," the James Cruze production of Fannie Hurst's \$50,000 Liberty magazine prize story, comes to the Theatre, commencing _____. "Mannequin," is a human interest story with real folk as its characters and with an original idea for its plot as well as several new faces in its dramatic personnel.

Dolores Costello, a new beauty; Alice Joyce, Warner Baxter, Zasu Pitts, and others of equal popularity and a new leading man, Walter Pidgeon, who gives promise of a quick rise to favor, interpret the various roles. The picture is lavishly mounted and much attention to detail is in evidence throughout.

CATCH LINES

James Cruze scores again with this Fannie Hurst \$50,000 Liberty magazine prize story. A beautiful girl's fight for love, after being snared in the pitfalls of a great city.

Free to Love

(B. P. Schulberg—4825 Feet)

(Reviewed by George T. Pardy)

BASED on the good old reformed-crook-heroine theme, this picture lists as a fair enough program attraction. It shoots over a pungent thrill here and there, collects quite a little suspense and moves quickly. The plot isn't likely to carry conviction or make much appeal to critical audiences, but there's a large class of movie-goers that will respond favorably to its emotional stress and hectic situations without pausing to question its probability. Clara Bow is extremely pleasing to look at in the role of Marie, reformatory graduate who executes a Cinderella-like twist from poverty to riches, gets a wealthy guardian and niece young minister for fiance, determines to go straight in future—as she might well resolve under the conditions—but has a tough time breaking the strangle-hold her snaky past acquires. Earth's best actress couldn't make Marie a convincing character, but Miss Bow makes her an entertaining one, is well seconded by Donald Keith, and smoothly supported.

THEME. Crook melo. Heroine a reformatory product, is given chance to make good, gets engaged to minister, is hounded by former associates, but triumphs in end.

PRODUCTION HIGHLIGHTS. Lively action. Development of love affair between heroine and Crawford. Scene where Marie is accused of murder. Tony's confession.

EXPLOITATION ANGLES. Feature Clara Bow, Donald Keith. Bill as crook melo, stress regeneration idea and heroine's self-sacrifice.

DRAWING POWER. Suitable for some neighborhood and all smaller houses.

SUMMARY. Average program attraction. Should please audiences not too particular regarding plot logic. Clara Bow acts well. Offers considerable thrills.

THE CAST

Marie Anthony.....	Clara Bow
James Crawford.....	Donald Keith
Tony.....	Raymond McKee
Jack Garner.....	Hallam Cooley
Otis Crawford.....	Charles Mailes
Judge Ore.....	Winter Hall

Author, Adele Buffington. Director, Frank O'Connor.

SYNOPSIS. Marie Anthony, escaped from a reformatory, is adopted by Judge Ore and becomes fiance of minister Jim Crawford. Garner, gang-leader, who knows her past, succeeds in temporarily parting the lovers. Tony, hunchback Marie has befriended, warns her that Crawford's father is a confederate of criminals. Trying to shield the latter, Marie is arrested, and accused of murder when Tony kills Garner, but freed on Tony's confession. Crawford senior commits suicide. Marie and her lover are reunited.

Free to Love
(B. P. Schulberg)
PRESS NOTICE

ONE of the most appealing romances ever filmed, aflame with melodramatic action and breathless suspense is offered by "Free to Love," which is listed as the big screen attraction at the _____ Theatre, on _____. The story, in which Clara Bow and Donald Keith are starred, deals with the self-sacrifice of a young girl whose past rises up to haunt her, threatening the ruin of prospective happiness with the man she loves. An intensely gripping narrative shrouded in mysterious underworld shadows, beautifully photographed, of absorbing interest.

Donald Keith and Miss Bow have never shown to better advantage than as hero and heroine of this picture. Raymond McKee and Winter Hall appear in important roles.

CATCH LINES

She stepped from prison to wealth. See what happened when the season's favorite debutante turned out to be a crook with a jail record! A modern Cinderella story showing the climb from rags to riches!



Clara Bow, who appears in "Free to Love," a B. P. Schulberg production.

His Secretary

(Metro-Goldwyn—6433 Feet)

(Reviewed by George T. Pardy)

CRISP, bright comedy shot through with winged arrows of satire directed at the "tired business man" target that hit the mark squarely, offering a farcical plot brimful of comic absurdities; this picture classes as decidedly good light entertainment and seems destined to run up healthy box office scores. It possesses laughing appeal for all species of movie-goers, but its cosmetics and "gladrags" theme, emphasizing the beauty parlor's efficiency, whereby it appears most any young person of the feminine persuasion can be turned into a modern Venus, carries especial interest for the women folks. So you can list "His Secretary" as a likely audience feature in the full sense of that much ill-used phrase. The sub titles are gems of wit, the action is zippy and Hobart Henley's direction all to the good. Miss Shearer shines brilliantly as the stenographic heroine, creating quite a sensation among the on-lookers when she switches her drap personality to that of a devastating beauty, Lew Cody and Louis Willard get a lot of fun out of their respective roles, and the support is O. K.

THEME. Comedy. Stenographer who dresses plainly and doesn't use makeup, achieves triumph by transforming herself at beauty parlor and winning employer.

PRODUCTION HIGHLIGHTS. Snappy, brisk action. Principals' good work. Office scenes. Heroine's transformation after she visits beauty specialist. Love climax.

EXPLOITATION ANGLES. Tieup with beauty shops is in order. Play up the "thousand dollars for one kiss" idea from story. Feature principals. Boost comedy values.

DRAWING POWER. Can't miss fire as laugh-getter. Good for any house anywhere.

SUMMARY. Very entertaining comedy, well directed and acted. Has beauty shop angle that will please feminine patrons and laughing appeal for all.

THE CAST

Ruth Lawrence.....	Norma Shearer
David Colman.....	Lew Cody
John Sloden.....	Willard Louis
Janitor.....	Karl Dane
Clara Bayne.....	Gwen Lee
Mrs. Sloden.....	Mabel Van Buren
Minnie.....	Ernest Clark

Author, Carey Wilson. Director, Hobart Henley. Photographed by Ben Reynolds.

SYNOPSIS. Ruth Lawrence, stenographer for David Colman and John Sloden, doesn't use makeup and has heard Colman say that he wouldn't kiss her for a thousand dollars. During a business trip to Washington with Sloden, Ruth undergoes transformation at a beauty shop. Colman calls on her. Ruth has the janitor enter and claim her as his wife as Colman kisses her. She confesses her ruse to Colman, who wins a confession of love.



Norma Shearer, who appears in "His Secretary," a Metro-Goldwyn-Mayer production.

His Secretary (Metro-Goldwyn) PRESS NOTICE

ONE of the biggest comedy hits of the screen has been scored by "His Secretary," starring Norma Shearer, which comes to the _____ Theatre on _____. Miss Shearer is seen as a stenographer who doesn't use makeup, wears plain clothes and is neglected by the men in consequence. Overhearing Colman, one of her employers make a derogatory remark concerning her looks, she enlists the aid of a beauty specialist, transforms herself and brings him to his knees. A merry story in which Miss Shearer scores a great hit, and which is a succession of laughs from start to finish.

Lew Cody, Willard Louis, Karl Dane, Gwen Lee are included in the supporting cast.

CATCH LINES

Would you pay a thousand dollars to kiss Norma Shearer? Lew Cody thought it cheap in "His Secretary." She was his stenographer but he paid her no attention until she was transformed by a beauty specialist!

The Red Kimona

(Davis Distributing—Vital—Seven Reels)

(Reviewed by William Campbell)

MRS. WALLACE REID comes to the front once more with a picture dealing with one of civilization's most vital problems. It asks the question: "What chance of redemption has the woman who discards the red kimona?" and then proceeds to show that the chance is a very small one. Treating a daring subject in a delicate manner, Mrs. Reid has produced a filmpay that is rich in exploitation possibilities. It is a production of the type of "Human Wreckage," and "Broken Laws," and looks like a sure fire box office success. Priscilla Bonner is seen in the principal role and deserves much credit for the appealing characterization she has painted. The supporting cast has been carefully selected. There is nothing objectionable in any of the sequences, so deftly directed that not even the most prudish could object. The offering is rich in dramatic situations, has a goodly quota of thrills and a climax that will send everyone away feeling better for having seen this unusual production.

THEME. A modern society drama dealing with a girl who redeemed herself after having been cast away by her lover.

PRODUCTION HIGHLIGHTS. Priscilla Bonner's character portrait. The trial sequence. The reception. The girl's search for aid after being turned out. Her return to old life in New Orleans. Her injury as she seeks to evade a bestial drunkard.

EXPLOITATION ANGLES. Play up Mrs. Wallace Reid. Get the co-operation of local women's clubs, city officials, ministers, Y. W. C. A., and social workers.

DRAWING POWER. With exploitation, should do business in most any house.

SUMMARY. Another Mrs. Wallace Reid offering which gives you opportunity to get the aid and win the friendship of the women of your town. A well acted production which is artistically mounted and which will not offend anyone.

THE CAST

Gabrielle	Priscilla Bonner
Clara	Nellie Bly Baker
Howard Blaine	Carl Miller
The Matron	Mary Carr
Mrs. Fontaine	Virginia Pearson
Gabrielle's Father	Tyrone Power
District Attorney	Sheldon Lewis
Freddy, the Chauffeur	Theodore von Eltz

Author, Adela Rogers St. Johns. Director, Walter Lang. Photographed by James Diamond.

SYNOPSIS. With promise of marriage, Gabrielle Darcy is lured to New Orleans. After five years in underworld, she learns man responsible for ruin has gone to Los Angeles to wed another. Gabrielle follows and kills him. Acquitted, she is taken into Mrs. Fontaine's home, but later cast out. She returns to the old life. Fleeing from Mack, underworld boss, she is injured by auto. She recovers and promises to wait for Freddy, the chauffeur, who will wed her when he comes back from war.

The Red Kimona (Davis Dist. —Vital.)

PRESS NOTICE

MRS. WALLACE REID has come to the front with another sensational photoplay. It is "The Red Kimona," at the — Theatre, commencing —. The story is based upon a true life adventure revolving around the segregated district of New Orleans and the society mansions of Los Angeles.

Priscilla Bonner is seen in the leading role to which she brings one of the most appealing characterizations of any year. She is supported by a real all-star cast, including Mary Carr, Theodore von Eltz, Virginia Pearson, Tyrone Power, Sheldon Lewis, George Seigmann and others. Every mother should take her daughter to see it.

CATCH LINES

What chance of redemption has the woman who discards the red kimona? A daring and vital subject delicately handled by Mrs. Wallace Reid. A thrilling picture which every mother and daughter should see.



Mrs. Wallace Reid, producer of "The Red Kimona," a Davis Dist.-Vital release.

The Prince of Pep

(F. B. O.—4911 Feet)

(Reviewed by George T. Pardy)

THEY'VE given Dick Talmadge a fantastic yarn here, which, in defiance of all the laws of probability, still manages to be entertaining and registers as a good attraction of its kind. It furnishes just the sort of stuff needed to exploit the athletic prowess of the agile star, gets a good measure of laughs, explodes the melodramatic dynamite with staggering force, and whirls into a smashing and, of course, happy finish. The story has more substance to it than usually figures in Richard Talmadge pictures, and while its main appeal lies in the comedy jolts and physical thrills, succeeds in generating quite a bit of sympathetic interest. The slum atmosphere is capital and Talmadge, as usual, performs all kinds of elastic acrobatic stunts with devil-may-care ease. He also does some effective acting, especially in the scene where he first meets Marion on the waterfront, after his escape from drowning. Nola Luxford is a pleasing heroine. Brinsley Shaw scores as the villainous Powell.

THEME. Melodrama. Young physician loses memory through head injury, turns crook, robs rich to help poor, is shocked back into own identity and wins pretty wife.

PRODUCTION HIGHLIGHTS. Talmadge's stunts. Comedy situations. Near-drowning scene. Slum atmosphere. Heroine's abduction. Free-for-all fight at close.

EXPLOITATION ANGLES. Play up Talmadge's astounding stunts. Tell patrons he's funnier and more of a dare-devil than ever. Bill as fast action, romantic melo.

DRAWING POWER. Good wherever Talmadge is favorite or thrill stuff holds 'em.

SUMMARY. Another red-hot action Talmadge melodrama, with good comedy relief and romance that awakens sympathy. Star's stunt work scores big hit. They'll eat this up wherever thrill melo is in demand.

THE CAST

Dr. Jim Leland	Richard Talmadge
Marion Nord	Nola Luxford
Eleanor Wheeler	Marcella Daly
Hugh Powell	Brinsley Shaw
Buck Saunders	Vic Dillingham
Ed	Arthur Conrad

Scenario by James Bell Smith. Director, Jack Nelson.

SYNOPSIS. Wealthy Dr. Jim Leland, assaulted by his secretary Powell, thrown in the river while unconscious, escapes, but loses his memory. On the East Side he meets philanthropic Marion Nord and helps her in aiding poor children. In his new personality Leland becomes known as Black Flash, who robs wealthy gamblers. Powell hires thugs to abduct Marion. Leland comes to her rescue, is knocked senseless in fight which follows, but police arrive and capture Powell and his men. The shock restores Leland's memory, he reassumes his right identity and weds Marion.



Richard Talmadge, star of "The Prince of Pep," an F. B. O. production.

The Prince of Pep (F. B. O.)

PRESS NOTICE

RICHARD TALMADGE, king of stunt actors, outdoes all his previous sensational performances in his latest picture entitled "The Prince of Pep," which is slated to be shown at the — Theatre on —. The agile Richard plays the role of a young doctor who loses his memory through a brutal assault, reappears on the East Side as a philanthropic crook who robs wealthy gamblers and bestows the proceeds of his raids on the poor, finally recovering, assuming his real identity and winning a beautiful girl for his wife. Thrills galore, breezy comedy, Talmadge's astounding acrobatic stunts, a film to laugh, and enthuse over.

CATCH LINES

Richard Talmadge in his greatest role, that of the young doctor who lost his memory, turned philanthropic crook, robbed the rich and helped the poor! A melodramatic stunt and comedy thriller with tremendous romantic appeal!

The Prince of Broadway

(Chadwick Pictures Corp.—5800 Feet)

(Reviewed by George T. Pardy)

ARIPPING prize fight melodrama that should please the average fan and make an especial appeal to the members of the sporting contingent. There's a better and less stereotyped plot to this one than is usually offered by pictures dealing with doings in the modern arena; they've managed to inject quite a bit of human interest into the story, which also points the obvious moral that the bright lights of Broadway do not provide a wholesome atmosphere for a champion pug to bask in. Director John Gorman has kept the action moving at top speed throughout and handled the scrapping and training episodes admirably. Besides the celebrated ex-world's champion, Jim Jeffries, a whole host of former titleholders in fistiana are introduced in the final reel, whose more or less battered countenances the old-timers will be glad to peek at. George Walsh boxes well, plays the hero with commendable energy, and is well supported. Alyce Mills is a very charming heroine.

THEME. Middleweight champion boxer, down and out through careless living, is aided by actress, his former sweetheart, redeems himself, wins title and girl.

PRODUCTION HIGHLIGHTS. Snappy action, well staged fight scenes, thrills when hero dodges would-be kidnappers, romantic appeal. Principals' good acting.

EXPLOITATION ANGLES. Feature Walsh and Alyce Mills. Bill as exciting prize fight melo, with heart interest and thrills. Make a play for the sporting fans.

DRAWING POWER. Good in any community where the boxing lure, plus romantic angle, holds patrons.

SUMMARY. Hits up a fast pace, delivers the thrills and suspense. A good melodrama of prizing, with love story that has sentimental appeal.

THE CAST

George Burke.....	George Walsh
Nancy Lee.....	Alyce Mills
Wade Turner.....	Freeman Wood
Buck Marshall.....	Frank Campeau
Juanita.....	Alma Bennett
James J. Jeffries.....	Himself
The Champion.....	Captain Bob Roper

Author and director, John Gorman.

SYNOPSIS. George Burke, middleweight champion, leads convivial life and is knocked out. Nancy Lee, actress, his former boyhood sweetheart, persuades her wealthy lover, Wade Turner, to send George to his California ranch. Turner does so, but notifies his foreman to hinder George from getting into condition. George, however, rounds into shape under care of Jim Jeffries. Turner and Nancy arrive, the former having told her George is not making good. But George defeats the champion and wins Nancy.

The Prince of Broadway (Chadwick Pictures) PRESS NOTICE

A BIG thrill melodrama of the prizing, with a strong romantic angle, "The Prince of Broadway," is scheduled as the main screen attraction at the — Theatre on —. George Walsh and Alyce Mills are featured, the former portraying a champion who loses his title through careless living, is helped by his former sweetheart to redeem himself, and does so by knocking out his conqueror and also winning back the girl he loves.

A red-hot action film in which the star and leading lady give wonderful performances. Additional interest centers in the appearance during the final reel of a number of celebrated ex-champions. A brilliant supporting cast is in evidence.

CATCH LINES

The Prince is dead, long live the Prince! "The Prince of Broadway" makes a sensational return to his palace, the arena. See George Walsh as the champion who loses his throne but regains it.



George Walsh, star of "The Count of Luxembourg," a Chadwick production.

The Unchastened Woman

(Chadwick Picture Corp.—6800 Feet)

(Reviewed by George T. Pardy)

THEDA BARA comes back to the screen with physical charm undiminished, despite the swift passage of the years, and displaying much of the emotional power and dramatic ability that distinguished her in the past. Her former admirers will O. K. this statement, and it would be pleasing if one could truthfully brand "The Unchastened Woman" as a notable production. But justice compels the verdict that it is unworthy the talents of the star. Whatever may have been the merits of Louis K. Anspacher's drama as a stage attraction, it doesn't register audience appeal on the screen. Nothing damns a picture so effectually from the box office standpoint as failure to excite sympathetic response from the spectators. And none of the characters either deserve or receive a shred of sympathy. The husband is a cad, his mistress a gold-digging little rat, and not even Miss Bara's really splendid acting wins pity or approval for the deceived wife. Also, the direction is poor and continuity a flabby mess.

THEME. Domestic drama, society atmosphere. Wife finding husband unfaithful, goes abroad, keeps birth of baby boy secret, returns, humiliates her rival, arouses husband's jealousy, wins him back, forgives him.

PRODUCTION HIGHLIGHTS. Miss Bara's excellent acting. Side-plays of sarcastic humor. Scene where she is searched at customs. Venetian views. Climax.

EXPLOITATION ANGLES. Star best advertising asset. Feature as former queen of screen vamps, play up return to films. Go light on story praise.

DRAWING POWER. May pass as program attraction; won't suit critical audiences.

SUMMARY. Except for personal magnetism and all-around good work of star, this lists as an ordinary feature. A society, domestic drama lacking sympathetic lure.

THE CAST

Caroline Knollys.....	Theda Bara
Hubert Knollys.....	Wyndham Standing
Emily Madden.....	Eileen Percy
Susan Ambie.....	Mayme Kelso
Hildegard Sanbury.....	Dale Fuller
Lawrence Sanbury.....	John Miljan
Michael Krellin.....	Harry Northrup

Adapted from Louis K. Anspacher's Stage Play. Director, James Young. Photographed by William O'Connell.

SYNOPSIS. Caroline Knolly's detects an intrigue between her husband, Hubert, and his secretary, Emily Madden. Caroline goes abroad, her child is born and she becomes a reigning belle. Eventually she returns home, but keeps her husband in ignorance of baby-boy's birth, retiring to a country estate. Hubert repents, but Caroline is obdurate. Later Hubert pays an unexpected visit to her hoping to discover divorce evidence. Instead he is presented to his boy. They are reconciled.

The Unchastened Woman (Chadwick Pictures) PRESS NOTICE

THEDA BARA, formerly vamp-queen of filmdom returns to the screen in "The Unchastened Woman," an adaptation of the well known and successful stage play; which will be given its local premier at the — Theatre on —.

Miss Bara gives a splendidly sensational performance as Caroline, a young wife deceived by her husband, who adopts an unique system of revenge, conceals the birth of a baby boy, flirts outrageously, is much admired and arouses the mad jealousy of her legal partner. She forgives him in the long run, but not until he bitterly repents the past.

Supporting Miss Bara are such sterling screen favorites as Wyndham Standing, Dale Fuller, John Miljan, Harry Northrup and Eileen Percy.

CATCH LINES

Must a wife be a vampire to win back an unfaithful husband? You will find the answer in that absorbing drama, "The Unchastened Woman," in which Theda Bara makes triumphant return to the screen.



Theda Bara, star of "The Unchastened Woman," a Chadwick production.

Regional News from Correspondents

COL. JOHN A. COOPER of Toronto, president of the Moving Picture Distributors and Exhibitors of Canada, has been elected honorary president of the Canadian Buffs Association, Toronto. Nine years ago, Col. Cooper organized the regiment known as the Buffs and was in command of the unit on active service. His present film organization is affiliated with the Will Hays headquarters in New York City.

Canada

Harold Dodds, formerly with the Universal exchange at Winnipeg, Manitoba, has been appointed assistant to Paul Kohner, supervisor of the casting department for Universal with headquarters at Universal City, Calif.

W. R. Mitchell, salesman at the Toronto office of Film Booking Offices of Canada, Limited, is receiving the congratulations of friends for his recent marriage to Miss Flossie Glass.

At the Ottawa, Ontario, municipal elections on December 7, P. J. Nolan, owner of the Rex theatre, Ottawa, was again defeated for the local Board of Control by a narrow margin. Mr. Nolan has served as an alderman of Ottawa for several years and decided to try for the higher office both last year and for 1926, making a good showing but not sufficient to secure election.

Atlanta

THE party from the South attending the district managers' convention of the Publix Theatres Corporation in New York, to be held on December 21st and 22d, will be: J. J. Franklin of Atlanta, whose supervision covers Georgia and Alabama; Frank Dowler, Jr., of Chattanooga, for the Tennessee district; Arthur Amm of Jacksonville, with district supervision over Florida, and Montgomery S. Hill of Charlotte, district manager for North and South Carolina.

The mother of Charles Brannham, manager of the Howard Theatre, passed away at her home in Minneapolis, Minn., this week, after a long and serious illness.

T. N. Clements has bought the Crystal Theatre at Dublin, Ga., from B. L. Hall. This is the house that was formerly owned and operated by R. H. Hightower for many years.

Dan Roberts, representative in this territory for the Ad-Vance Trailer Service Corporation, returned to Atlanta this week from a very successful selling trip to various points in this section.

Dave Prince, district manager in this territory for Famous Players-Lasky Corporation, returned to Atlanta Friday morning after having spent several days this week in Nashville, Tenn.

George F. Lenehan, Producers' district manager for the Southeast, with headquarters in Washington, D. C., arrived in Atlanta early in the week.

C. R. Beachman, popular manager of First National's Atlanta exchange, returned Friday morning after a two-day's trip, which included visits to Valdosta, Quitman and Thomasville.

Walter F. Freudenberger, supervising director of the Ad-Vance Trailer Service Corporation, with

Southern headquarters in Atlanta, will leave during the week-end to motor through the country to Charleston, W. Va.,—his old home,—where he will remain for the Christmas holidays.

Ernest Neiman, special representative for Producers Distributing Corporation, is making one of his regular visits to the Atlanta exchange this week.

W. E. Callaway, district manager for First National in this territory, arrived in Atlanta Thursday morning for a flying visit to the local exchange.

George Allison, manager for Fox in Atlanta, leaves today for a short business trip to New York.

J. J. Franklin, district manager of Famous Players-Lasky Corporation's theatres in Georgia and Alabama, left his headquarters here in Atlanta yesterday for New York, where he will attend a two-

day session of the newly formed Publix Theatres Corporation, a subsidiary of Famous Players.

Equipment representatives from out-of-town who were present at the convention held in Atlanta this week by Southern Theatre Equipment Company include C. D. Peck, manager of the New Orleans branch; A. G. Smith, manager from Oklahoma City; and J. I. Roberts, who heads the Dallas branch of the company; J. H. Sapp, salesman traveling Alabama and Mississippi; and S. M. Berry, who travels Florida.

Joe Shear, southern representative of the Lee Lash Studios; Herbert Griffin, sales manager of the Nicholas Power Company; and Jack Collins of the National Carbon Company, were important guests and speakers at the meetings of Southern Theatre Equipment Company, held at the Ansley Hotel this week.

Cincinnati

F. J. FERGUSON, of the F. Avondale Theatre, Columbus, O., spent several days in the city last week visiting the various film exchanges.

John Gregory, of the Liberty and Colonial Theatres, Springfield, O., booked several pictures while here for a few days.

The Standard Film exchange employees gave a Christmas party last week to which the friends of the staff members and their families were invited. A collection for the crippled children at the General Hospital was taken up.

Fred Tynes of the Columbia Theatre, Portsmouth, O., was another yuletide guest to the city during the holidays.

A most appropriate holiday program was arranged by the ever hustling L. B. Wilson of the Liberty Theatre, Covington, Ky.

Louis Chekeras of the Majestic Theatre, Springfield, O., was in the city last week wishing all he met a happy holiday season.

Howard Frankel, managing numerous theatres throughout the state, was a visitor to film row last week end.

The Famous Players' Christmas party held in the exchange offices the day before Christmas was a huge success from every point of

view.

Harry Ross, division manager for Famous Players out of Chicago, visited the local exchange.

H. L. Gold, formerly of the sales force of the United Artists exchange at Cleveland, has been appointed manager for the Cincinnati branch, succeeding W. A. Shalit who has been transferred to the Cleveland office as manager.

Billy Bein, of the poster fame, reports that business is very good and improving daily. Which goes to prove that exhibitors are advertising these days.

Mark Horwitz, local manager for Vital Film Exchanges, Inc., is

in New York attending a sales convention of the firm.

The Universal Joy Club's first party since it has possessed a piano took place on Saturday evening, December 19th.

Ed. Keene, of the Oxford Theatre, Oxford, O., bought several pictures last week while making the rounds of the exchanges.

G. Banker, of the Bi-Jo Theatre, Germantown, O., spent a few days with the exchange managers last week booking numerous pictures.

W. E. Truogh, assistant division manager for Universal, visited the local exchange last week.

Maine

The Graphic Theatre in Bangor has been reopened following repairs made necessary by a recent fire in the building.

The Cascade Theatre in Oakland, one of the oldest theatres in that town has reopened after being

closed about a month, the first time in years. E. J. Nadeau is running the house and has changed its name to the Toy Theatre. The house was closed owing to poor business.

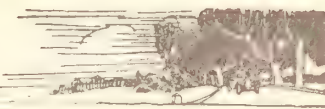
THE Wentworth Block in Kittery was destroyed by fire Friday night, December 18, and damage to the moving picture theatre which was located in the block is unestimated. Forty thousand dollars was the damage to the

entire building.

The Opera House at Biddeford is undergoing alterations. M. A. Winters of Unity who runs the Strand Theatre in that town and also in Brooks is conducting the Opera House.



Cleveland



MISS ETHEL COOPER has entered the amusement field as proprietress and managress of the Strand theatre, St. Paris, O. Miss Cooper recently purchased the house from Messrs. Gallagher and Webster.

Milton Mott is the new owner of the Castle theatre, Cleveland. He bought the theatre last week from C. B. Strunk.

George Wilson, former short subject salesman out of the Cleveland Pathe exchange, is back with us once more. Wilson separated himself from the motion picture industry about three months ago, to get into the real estate business in Florida. He didn't like it. So he's back in Cleveland. And soon he'll be back again in the picture selling business.

John Pekras, who operates all the theatres there are in Elyria, has branched out and has bought himself a theatre in Columbus, called the Dreamland.

The Marvin theatre, Findlay, is closed. George Dupuis, former manager, did not renew his lease on the house, which had expired. It is said that the owner of the property will run it after the first of the year.

John Kessler, of the Alhambra theatre, Canton, is reported to be recovering from the serious attack of illness with which he was seized while attending the Ohio state exhibitor convention in Columbus. Kessler has been moved to his home in Canton and is said to be showing decided signs of improvement with promises of complete recovery.

William N. Skirboll, distributor of Gold Seal productions, spent last week in New York.

Security Pictures is getting all dressed for the holidays with a new coat of paint and a thorough house-cleaning. Lee Chapman, Fred Schram and George Spencer are the big chiefs of the Security Pictures exchange, independent Ohio distributors.

Al Atkinson is now receiving his mail in Indianapolis, where he has been installed as manager of the Indianapolis Associated Exhibitors' exchange. Atkinson was previously connected with the Cleveland Universal sales force.

Lew Thompson, division manager for Associated Exhibitors, held a division meeting in Cleveland last Sunday for the purpose of discussing sales policies. Those present included Tom Colby, Cleveland manager; Roy Dickson, St. Louis; O. M. Horwitz, Cincinnati; Jack Withers, Pittsburgh, and Walter Liebman, Detroit.

Maurice Safier, for the past four years northern Ohio division, has been promoted to midwest division manager, covering the Cleveland, Chicago, Cincinnati, Indianapolis and Detroit exchanges. Safier has been in charge of the Cleveland office until now. Hereafter William A. Shalit, who was Cincinnati manager, will be manager of the Cleveland exchange. Harry Gold has been manager of



Viola Carleston, New York school girl picked by Stern Brothers, now on way to the Coast to play in Century Comedies.

the Cincinnati exchange succeeding Shalit. William Rosenthal, who was assistant to Safier in the Cleveland exchange, has been appointed special representative in the entire division. These changes became effective last week. For the time being, Safier will maintain his headquarters in Cleveland. It

is possible that he will later make Chicago his headquarters.

The Film Exchange Bldg. register was well patronized last week. Among those listed as the week's out-of-town exhibitor guests were: C. H. Foster, Marion theatre, Marion; John Damm, Strand, Wadsworth; A. J. Masters, Columbus, Louisville; J. Stein, Utopia, Painesville; Mrs. S. E. Chuba, Empire, Amherst; A. J. Buck, Colonial, Fostoria; Lemotto Smith, of the Smith Amusement Company of Alliance and Warren; Frank Kelly, Lincoln, Massillon; J. W. Trunk, Mahoning and Victory, Youngstown; C. Wowra, Gem, Barberton.

H. W. Starrett, former First National salesman, has entered the exhibiting end of the industry via the Rex theatre in Ottawa, and the Crown, in North Baltimore. Starrett recently purchased these two houses, and is also associated with A. B. Kraft in the Star theatre at Forest. Starrett is doing the booking for these three houses. Kraft is personally looking after his picture houses in Findlay.

Early in January there will be a frolic staged by the members of the Cleveland Motion Picture Exhibitors' Association. The association voted, at its last monthly meeting to have an exhibitor dinner-dance right after the holidays. Ben Levine, Paul Gusdanovic, Charles A. Burton, Harry Greenberger were chosen to work with Secretary William Banks as an entertainment committee to arrange the details of the party.



Central Penn



ONE hundred children from the orphanages of York were the guests of honor at the Jackson theatre in that city, during a recent presentation. Frank E. Barry, manager of the Jackson, was host to the youngsters.

The members of the Coal Township High School football team and the school cheer leaders were the guests of the management of the Majestic Theatre, Shamokin.

The beautifully renovated Arcade theatre, Shenandoah, was recently reopened as the Capitol Theatre, under the management of

the Capitol Amusement Company, composed of a group of prominent Shamokin business men. The new equipment of the theatre includes a \$15,000 Marr & Colton organ, on which a recital was given on the opening night by John C. Downing, who will be the theatre's permanent organist.

New seats have been installed in the theatre and the equipment also includes Simplex projectors.

February 1 is the date selected for the formal opening of the new home of the Phillipsburg Lodge of Elks, located in South Main Street,

near Union Square. The main feature of the new building is an auditorium, equipped for motion picture shows and theatrical entertainments. The auditorium will be the largest in the town.

Announcement is made that Michael Thomas has been selected to represent the Associated Exhibitors in the territory of Harrisburg and vicinity, working out of the Philadelphia office.

The handsome residence in Shamokin, of Boyd Chamberlain, of the Chamberlain Amusement Company, which operates a lot of

motion picture theatres throughout the hard coal mining regions of Pennsylvania, was seriously damaged by fire recently. The flames were attributed to a workman's carelessness in dropping a lighted cigarette while making alterations to the house.

The members of the Reading Lions Club and their wives were entertained at the State Theatre, in that city, by their fellow club member, Joel A. Levy, of the executive staff of the Capitol and State theatres.



Philadelphia

THE series of five Sunday concerts being given by the Stanley Musical Club in the Stanley Theatre is meeting with some opposition from certain church organizations in this city, which have taken the stand that the concerts are simply an opening wedge for legalized Sunday amusements. A sufficient number of applications were received by the Club to have filled the theatre several times but subscriptions were limited to 3,000,

the seating capacity of the Stanley Theatre. As the tickets for the series sell for \$5.00, the receipts will be only \$15,000 while it is estimated that the expenses will be \$20,000. President Jules E. Mastbaum will make up the deficit of \$5,000.

William Humphries, manager of the local office of P. D. C., is still holding second place in the contest which is being conducted for managers ranking highest in

sales and collections.

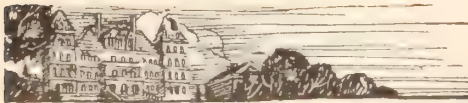
A contract for a new theatre to be erected for the Ogontz & Church Lane Realty Co. at Ogontz Ave. & Church Lane has been awarded to the Geo. Kessler Construction Co. The contract also includes the construction of a number of stores and apartments adjoining the theatre.

A ten-year lease has been taken on the Littleton Theatre, 40th St. & Lancaster Ave. by Herbert Ef-

finger. The Littleton is a 500-seat house.

Improvements involving an expenditure of \$50,000 have been made in the Colonial Theatre, Harrisburg, Pa., which has been closed for renovations since December 12th and which will re-open on Christmas Day.

Joe Forte, in charge of bookings for Nixon-Nirdlinger houses, is being congratulated on the birth of a fine baby boy.



Albany

L EON HERMAN and R. S. Smith, salesmen at the Universal exchange in this city, have something to be thankful for this Christmas in view of the fact that they were not seriously injured in an automobile accident of a few days ago when Mr. Smith's car skidded from the pavement as the two were returning from a business trip to Schenectady. The car was a new one which Mr. Smith had purchased to cover his territory. It was badly wrecked.

At many of the exchanges along Film Row impromptu Christmas parties were held during the week. At the Universal exchange a grab bag was one of the features late Thursday afternoon.

The Barcli theatre in Schenectady will change its policy on January 1, and instead of being a first-run house with split weeks, the theatre will become a second-run house with four changes to the week.

James Roach, manager of the Farash theatres in Schenectady, decided last week to discontinue the orchestra at the Strand theatre, and to rely solely upon the organ. The larger orchestra at the State theatre will be continued.

Moses Cohen, of Old Forge, and Max Lichtman, of Utica, have purchased a site for a theatre in Utica, and will immediately erect a 950-seat house.

Work has progressed on Proctor's new theatre in Schenectady, to the extent that the roof is now in place and the workmen will be able to continue throughout the winter.

The Strand interests which are erecting a new theatre in Albany, are finding themselves in luck these days with the weather, and it now looks as though the theatre

would be enclosed by the fore part of January.

Harold Filkins, a well known salesman employed in the F. B. O. exchange here, has been confined at a local hospital through illness.

Abe VanDusen, shipping clerk at the F. B. O. exchange, covered a considerable amount of territory last Sunday in order that two theatres dealing with the exchange might receive their pictures on time even though there had been some rather close booking on the part of the exchange.

The fact that Clarence Gardner, of the Pine Hills theatre in Albany, was finding it a hard matter to secure a good violinist that would be available six nights a week, resulted in his installing a new organ on which he is now depending for his musical program.

Manager Saperstein, of Harmanus Bleecker Hall, declares that there has been no falling off in business at his house and states that his amateur nights and his dance contests are filling the theatre.

Among those along Film Row during the week were Mr. and Mrs. Charles Sequin of the Liberty theatre in Rouses Point; W. F. Kennedy of the Lyceum in Champlain, and Fred Herbs, of the Strand in Philmont.

There is a new organist at the Clinton Square theatre in Albany, Edward D. Fitzgerald having succeeded Mrs. Agnes Dundon.

The Rialto theatre in Glens Falls, which opened only a few weeks ago with a combination program of pictures and vaudeville, announced last week a very material reduction in admission prices, thirty cents to prevail for orchestra seats in the evening with the balcony at twenty cents. It is rumored that the house will run pictures solely for a time.

J. N. Klein, former manager of Warners Brothers exchange here, and who resigned recently to go with Associated Exhibitors, was in town during the week.

Employees of the Clinton Square and Leland theatres in Albany, received five dollar gold pieces from C. H. Buckley, owner of the theatres, on Christmas Eve.

A. A. Elliott, a well known exhibitor in Hudson, is happy this Christmas in the recovery of his wife from a serious illness. Mrs. Elliott has been ill for several weeks and for seven weeks Mr. Elliott remained at her bedside a good portion of each night.

All the larger theatres were resplendent Christmas week in their decorations of holly and evergreens.

T. G. Myers, special feature representative for Pathe, was in town during the week.

Lew Fischer has just completed the redecoration of his theatre in Hoosick Falls. Mr. Fischer was along Film Row during the week.

Cards were received in Albany during the last week from Jamestown announcing the arrival of a son at the home of Mr. and Mrs. Fred M. Garfield. Before her marriage Mrs. Garfield was Miss Marie Wheeler, manager of the Merit exchange in Albany, and with a wide acquaintance with exhibitors over the state.

L. M. Sanschagrin of Saranac Lake, owner of the hotel in that village, will open a 400-seat motion picture theatre there on January 15. The new exhibitor was in town during the week, booking pictures at several of the exchanges. He will charge a twenty-five cent admission and his house will operate six nights a week.

Claude Fish, owner of the American theatre in Schenectady,

ranks as one of the best bowlers in that city and generally takes a night or two off each week in order to keep in shape on the alleys.

Frank S. Learnan, of Albany, has been named as assistant to James Roach, manager of the Farash theatres in Schenectady.

Local exhibitors will be interested in a recent announcement to the effect that E. M. Hart, who has been connected with Proctor houses in Troy, Albany and Schenectady, has been named as resident-manager of Proctor's theatre in Mount Vernon. H. R. Emde, who has been handling the Mount Vernon house, and who was at one time connected with the two Proctor houses in Troy, has been promoted and is now resident-manager of the Palace theatre in Newark, N. J.

Mr. and Mrs. A. E. Milligan, of Schuylerville, received the whole hearted thanks of many of the villagers through the success of a minstrel show and picture program given at their theatre for the benefit of one of the churches of the village. The Milligans also gave the use of their theatre to one of the aid societies of another church, which held its annual Christmas sale in the theatre.

The Pastime theatre in Granville, which will be taken over on January first by William Benton, of Saratoga Springs, adds another house to the rather rapidly growing chain of which Mr. Benton is the head. Mr. Kohn, who has been running the Pastime for eight or nine years, will go to Florida, where he will engage in the real estate business.

Peggy Steers, cashier at the Albany theatre in Schenectady, was recently wedded to Samuel Baker, and is now back from a honeymoon spent in Boston and other places in the east.



Southeast

J. M. O'DOWD, of the O'Dowd Theatre, Florence, S. C., had his left hand severely burned in attempting to extinguish a fire.

Claude Ezelle, district manager of Associated Exhibitors, was a Charlotte visitor the past week.

It is reported that the deal whereby L. T. Lester, Jr., of Columbia, S. C., was to take over Warner Brothers theatre, has fallen through and Warner will continue to operate this theatre as one of their southern chain.

R. A. Burns, who is managing the Princess Theatre, at Fayetteville, N. C., for D. M. Townsend, was a Charlotte visitor the past week arranging bookings for his theatre which has just opened.

The Charlotte Film Board of Trade will not hold their usual meetings on December 21st and 28th, as they have declared a holiday period and their meeting on December 14th was the last until January 4th. Miss Codell, the

secretary, has been granted a Christmas week vacation.

W. S. Scales, colored, who owned the Rex and La Fayette at Winston-Salem, was in Charlotte yesterday and stated that since he had taken over the Lincoln Colored theatre, from Warner Brothers, he would close his other houses. This will leave no opposition in the colored theatre line in Winston-Salem.

The North State theatre, at Goldsboro, will open its doors the coming week. This house is owned by the S. S. Stevenson circuit.

George Lenehan, district manager and Ernest Neiman, who is Sales Promotion manager, for Producers and Distributors, were Charlotte visitors the past week, having a conference with the local manager, W. Lenehan.

Mrs. Pollock, wife of Fred Pollock, manager of Metro-Goldwyn has just returned from an extended visit in Florida.

J. R. Houser, Manager of the Pastime Theatre, Kings Mountain, N. C., was along film row the past week getting his bookings set and buying new product.

T. G. Leitch, of National Amusement Company, of Greenerboro, N. C., is spending the holidays in Florida. Mr. Leitch is president and general manager of this company's chain of theatres.

George W. Parr, owner of the Imperial Theatre, Lancaster, S. C., who underwent an operation at the Mercy Hospital, in Charlotte, recently, has returned to his home convalescing from a severe illness.

H. P. Howell, who has a chain of theatres in the eastern part of the state was a Charlotte visitor several days the past week arranging for contracts for the new theatre he is opening at Benson, N. C.

Earle Griggs, exploiteer for Universal, spent the past week in the Charlotte office and has just returned to his home in Atlanta.

It is reported that L. H. Andrews, former salesman for Warner Brothers has accepted a position with First National in Atlanta.

James Estridge, of the Gastonian Theatre, Gastonia, N. C., was along film row the past week dating in pictures for the new year. Mr. Estridge states that business is improving but it had been off considerably.

Plans have been drawn and contract it to be let for a new theatre at Statesville, N. C. This theatre will be financed and built by Stearns Motor Company. It is reported that the Carolina Theatres, Inc., of Asheville, have already arranged to lease this theatre.

E. D. Turner, is president and general manager of the Carolina Theatres, Inc., who at the present time have theatres in Asheville, Hickory, Newton and Lincolnton.



Milwaukee

MILWAUKEE Film Board of Trade gave a banquet in honor of Harold Fitzgerald, formerly manager of First National and now the new general manager of the Saxe Enterprises, and Charles Lundgren, who was manager of the Milwaukee branch of Producers Distributing Corporation recently promoted to assistant of Cecil Maberry. Fitzgerald was presented with a beautiful desk lamp from the hosts at the banquet, while Lundgren received a handsome traveling bag. The banquet was held in the Gold Room of the Wisconsin Hotel in Milwaukee. A number of local managers attended the party including: J. G. Frackman, manager of Progress Pictures; G. A. Smith, manager of Famous Players; Sam Abrams, F. B. O. manager; Ed Vallendorf, manager First National; E. Weissner, sales manager of First National; Jack Lorentz, Fox manager; Sam Sherman, manager Metro-Goldwyn; Raymond Nolan, Pathe manager; Frank DeLorenza, Producers Distributing; George Levine, Universal manager; John Ludwig, manager of the Ludwig Film Exchange; R. T. Smith, Vitagraph;

Ben Koenig, secretary of the Milwaukee Film Board of Trade.

Al. Rowbarger of the Cosmo Theatre at Merrill, Wis., gave Milwaukee's film row the once over during the past week.

J. G. Frackman, manager of the Milwaukee branch of Progress Pictures Company spent a few days of the past week conferring with Frank Zambreno, the big chief of the Progress organization, in Chicago.

Manager Peterson of the Grand Theatre at Racine, Wis., of which he was a part owner, has disposed of his interests in that house, and is now owner of the Strand Theatre at Kenosha.

The local office of F. B. O. at Milwaukee is in high spirits right now, celebrating the excellent standing attained by the sales force in the drive conducted throughout the Northwestern Division under the personal supervision of M. J. Weisfeldt, divisional manager.

Preliminary plans are being laid for a manager and salesmen banquet to be held jointly by the various local exchanges in January. While no definite arrangements have as yet been completed,



Lee Shumway, who appears in "The Checkered Flag," a Henry Ginsberg release.

it is planned that the affair shall be one of the outstanding good-fellowship events of the season.

E. J. Bregger, manager the Gem Theatre at Crystal Falls, Mich., was among those present at the

Milwaukee exchanges during the past week.

W. P. Hudson, who operates the Hudson Theatre at Muscoda, Wis., was another visitor at Milwaukee during the week.

Hollis Holland, staff artist of the Alhambra Theatre, Milwaukee, whose clever lobby displays have been the source of much favorable comment, has resigned to leave for West Palm Beach, Florida, where he will join the sparks Circuit of theatres.

Howard Waugh, who will soon start his new duties with the Saxe Amusement Enterprises, has returned with his family from a short vacation spent at West Baden, Ind.

Frank Cook, manager of Bijou Theatre at Appleton, Wis., called on his Milwaukee friends during the past week.

The date of the formal opening of the new Retlaw Theatre, to be operated by the Saxe Amusement Enterprises at Fond du Lac, Wis., has been definitely set for December 26. Elaborate preparations for one of the biggest openings in the history of the state are under way.

Kansas City

THE Empire theatre, Maryville, Mo., which was damaged by fire the other day, will be reconstructed and redecorated for an opening in the near future, according to reports reaching Kansas City's movie row this week.

The new Baltis theatre, Thirty-fifth street and Indiana avenue, Kansas City, was opened this week by S. L. Potter. The house, a suburban theatre, will seat about 800.

This week saw the largest number of out-of-town exhibitors along Kansas City's movie row in many months. Among them were: F. W. Meade, Meade theatre, Kingman, Kas.; Walter Wallace, Orpheum and Lyceum Leavenworth, Kas.; Charles Goodell,

Pastime, Ottawa, Kas.; T. D. Peal, Grain Valley, Mo.; John Hostettler and William Rencke, Hostettler interests, Omaha, Neb.; M. W. Hubble, Hubble theatre, Trenton, Mo.; W. P. Cuff, Strand, Chillicothe, Mo.; Mrs. H. Winkler, Mainstreet, Lexington, Mo.; R. B. Christian, Byers and Casino, Excelsior Springs, Mo.; Barney Dubinsky, Tootle, St. Joseph, Mo.; Edward Peskay, Penn and Rivoli, St. Joseph, Mo.; J. R. Burford, New Burford, Arkansas City, Kas.; H. Rogers, Columbia, Wamego, Kas.; S. B. Hyter, Kansas theatre, Kiowa, Kas.; L. Brenningen, Cozy, Crystal, Best and Gem, Topeka, Kas.

The Globe theatre is the next Kansas City house to fall in line in

staging Charleston dancing contests.

Coat collars were turned up along Kansas City's movie row last week, but business was not halted one whit. George Matthews, new representative for the Warner Bros., branch, started out on his first trip into the territory, while the resignation of R. R. Thompson, former Warner representative, was announced.

Several changes in the personnel of the First National branch were announced. Ralph Heft, former booker, succeeded Ed Lowery as salesman in Southwest Kansas, while E. P. Behrhorst, former shipping clerk, was promoted to head booker. Five-dollar gold pieces are becoming common

around the First National branch, as a result of that company's policy in thus rewarding salesmen who obtain the signature of exhibitors not heretofore numbered among the First National fold.

Louis Marx, assistant to Fred McConnell, in charge of Universal's complete service plan, was a busy visitor.

C. L. Durham, former Metro-Goldwyn representative of St. Louis, has been added to the sales force of that company in Kansas City, succeeding Fred Horn.

Charles Bessenbacher, manager of the Independent Film Corp., made a hurried trip through the territory and returned saying: "There is a Santa Claus."

Denver

EUGENE GERBASE, who for the past eight years, has been the local manager for Universal Film Exchange, has resigned. His successor is G. E. Rosenwald.

Denver Theatre Owners are doing their share in providing for a real Christmas for the poor families of Denver. Frank (Rube) Milton, owner of the Rivoli Theatre, is donating a generous proceeds of his box office receipts as his contribution to the Good Fellow Club. A. G. Talbot of the Colorado Theatre is giving a free entertainment Christmas morning which will be open to all the kids of Denver who wish to come.

L. B. Metzger, Sales Director, and L. J. Schlaffer, Division Manager, for Universal, arrived in Denver last Monday and stayed here for three days, during which time a sales convention was held with all sales employees of the local Universal office.

Charles Beale, well known salesman for Metro-Goldwyn, has resigned and left for Hollywood, California, to join his family. His successor has not yet been announced by R. J. Garland, manager of the local Metro office.

M. S. Wilson, local Fox manager, left last Monday on a sales trip to all points in Western Ne-

braska. J. H. Ashby, First National manager, is making a sales trip to Casper, Wyoming, and intervening points. Charles R. Gilmore, Warner Bros. manager, is also out in the territory on a sales trip. Before returning, he expects to visit Alliance, Nebraska, and William Ostenberg Jr. of the Orpheum Theatre, Scottsbluff, Nebraska.

Hal Horne, Managing Director of the State Theatre, Denver, has arrived to be present during the change of managers at the State. He expects to leave for Los Angeles next Saturday.

Sam. Y. West has bought the

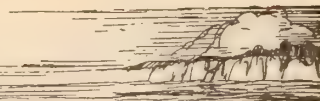
Bluebird Theatre, Littleton, Colorado, from Williams and Wilson. Mr. West took active charge last Monday. Scott C. Wood and two other partners, one of whom is a newspaper editor, have bought the Victory Theatre at Craig, Colorado. This theatre was formerly owned by Messrs. Chapman and Evans.

"Tillie" Withers has accepted a position as salesman for the local office of Associated Exhibitors.

A. V. E. Wessels, owner and manager of the Orpheum Theatre, Steamboat Springs, Colorado, was a visitor in the Film Exchange Building this week.



Buffalo



THE Majestic theatre, Pearl and Genesee streets, has been purchased, together with the site, by A. Victor & Co., furniture dealers. The purchase price is said to be about \$500,000. The land was purchased directly from the McNaughton Realty Company, the owners. The work of razing the Majestic will not begin however for more than a year, as the lease has some time to run as yet. The Victor Company plans to erect a modern business building on the site. Dr. Peter C. Cornell, manager of the Majestic, says that no plans are ready for announcement as yet, although it is understood that a site has been selected for a new house.

Announcement is made by D. H. Coplon, who with his brother, Joseph, is financing the new \$1,000,000 theatre that will be erected at 608-616 Main street, of the awarding of the general contract to George W. Butler & Co. The contractors said they expected to finish the work about August, 1926. The work of tearing down the old buildings on the site is progressing rapidly. The theatre has been leased to the Fox Film Company.

Arthur L. Skinner, manager of the Victoria theatre, one of Buffalo's largest community houses, says that the Victoria bowling team is ready to challenge any other neighborhood theatre bunch in the city. The boys at the "Vic" are practicing several nights each week after the show at the Grant alleys. The members of the team are Arthur L. Skinner, manager; Frank Smith, electrician; John Raszeja, organist; Anthony Raszeja, cello; George Weil, operator; James Edstrom, doorman, and Al

Cook, violinist. The ushers have also organized a team.

Manager Ray S. Averill is receiving many letters of congratulation from Buffalo radio fans for his arrangement with station WMAK to broadcast the Olympic theatre music programs every Monday evening.

Williamsville, N. Y., now has a motion picture theatre again. James Cardina has re-opened his redecorated and remodeled Glen theatre. The house has been improved 100 per cent. and residents of the town have been promised the biggest features obtainable during the coming months. The Glen is one of the coziest town theatres in this neck of the woods.

Joseph A. Schuchert, Jr., had a tough time of it during the holiday season what with trying to book the Colonial and Columbia and getting in all the society dances in town.

Dewey Michaels, general manager of Michaels Theatrical Enterprises, Inc., with headquarters in the Bramson building, announces that the houses in his chain are all enjoying unusual prosperity and that an even greater year is looked forward to. James Swafford is managing the Cameo theatre at 1582 Genesee street; Frank Hohm is in charge at the Avon, 1225 Lovejoy; the famous Billy West is knocking 'em dead at the New Ariel on High street, and Mr. Michaels himself, in person, is guiding the rein at the Plaza on William street.

At the solicitation of a committee from the Parent-Teachers' Association in Batavia, the new Family theatre has arranged to show moving pictures especially suitable for children, Saturday

mornings. Manager John R. Osborne expects to begin the experiment shortly after New Year's.

Johnny Maxwell, who used to manage the Ellen Terry for the Border Amusement Company in Buffalo, has been appointed manager of the Schine theatres in the vicinity of Little Falls, N. Y. He succeeds Lawrence J. Carkey who now is in charge of the Rialto in Lockport, a Schine house.

The Buffalo city council has granted a permit for the construction of the new \$500,000 Shea theatre in the Bickford building at Kensington and Bailey avenues. A small delegation opposed the permit.

Hager, Askey-Forrest, Inc., are having plans drawn for their community theatre at Main street and West Northrup place, which a sign placed at the entrance to the lobby announces will be ready for the North Buffalo public on August 1, 1926.

Jake Rappaport is putting in a lot of new equipment in the Lovejoy theatre booth which will give his patrons the best projection obtainable. Al Becker is installing new low intensity arc lamps. Jake is also having his screen treated with a special process.

The deal has finally been closed between Publix Theatres, Inc., and J. J. Lanigan, whereby the former company takes over the Hi-Art theatre in Lockport, beginning January 3. Paramount also leases the new Palace in the Lock City. Negotiations have been under way for the Hi-Aart for many weeks.

Everything is set for the big Movie Ball to be given on the evening of January 4 in the ballroom of the Hotel Statler by the Film Board of Trade of Buffalo.

Hundreds of tickets have been sold in Buffalo and surrounding towns, and the largest crowd in the history of these events is expected.

George Biehler expects to open his new theatre in Hamburg, N. Y., about the middle of January. The house is one of the most attractive as well as completely equipped theatres of its size in any town in western New York.

Manager Vincent R. McFaul of Shea's Hippodrome packed the Christmas atmosphere into the big Buffalo theatre the past week. There was a large illuminated and decorated tree in the lobby, as well as wreaths and holly strands, and a beautiful Tree on the stage. Garlands were also strung about the marquee.

A hunting lodge in Canada. How's that for a Christmas present? Well, that is what Fred M. Zimmerman, manager of the Producers Distributing corporation received from Mrs. Zimmerman. The big game better watch out now.

Charlie Johnston has resigned from the sales staff of Vital Exchanges, Inc., to become city feature salesman for Universal. George Schaefer has been engaged as vity short subject salesman at Universal, succeeding George Moeser, who has gone to Albany with First National. Harry Levvy, formerly Associated Exhibitors representative in Buffalo, is now representing "U" in Rochester.

Max Roth of the Fox home office is in town, making his headquarters at the local exchange. Bill Rowell has just recovered from illness which confined him to his home.



Omaha



THE Omaha Film Board of Trade has chosen a new executive committee, composed of H. F. Lefholtz of Universal; C. T. Lynch of Metro-Goldwyn, and Mayer Monsky of Liberty Films.

Another move by the Film Board of Trade is the establishment of a credit committee, which acts for the board just as a credit man acts for a mercantile house. The committee is expected to bring about greater harmony between exhibitors and exchanges. It plans to be of help to new exhibitors. New theatre owners are invited to meet with the committee in launching his business.

Louis Marx, special representative for Carl Laemmle, spent last week traveling through Nebraska with B. R. Greenblatt.

Joe F. Bredin, proprietor of the Boulevard theatre on Leavenworth street, was robbed of his day's receipts by two negro hold-up men who laid in wait for him at night at his garage. They fled with

\$200. One of them struck Mr. Bredin over the head with the butt of his revolver. The exhibitor struggled to his feet and was struck again. This time he simulated unconsciousness. The bandits drove away in Mr. Bredin's Buick coupe, but abandoned it when Bredin arose and started to call for help.

Miss Ruth Lefholtz, daughter of the manager of the Universal exchange, underwent an operation for appendicitis recently. She is getting along nicely.

Victor Peterson of the Victor theatre, Bertrand, Nebr., spent the week in Omaha among film exchanges.

A romance which grew out of an evening last May when Miss Virginia Riegel of this city sang at the Rialto theatre, culminated in a wedding ceremony on the stage of that house December 17. The bridegroom was Calvin Burjo, banjo and cello player in the Rialto orchestra.

H. L. Craig, Universal salesman, met with an accident this week while driving between North Bend and Schuyler, Nebr. His car was badly wrecked and had to be towed into Schuyler, but fortunately Mr. Craig was not seriously injured.

Omaha film men are much interested in the fact that Charles Reed Osborn, former president of the Omaha Film Board of Trade, has been chosen secretary-treasurer of the Film Board of Trade in Montreal, Quebec, where he is Warner Brothers' manager.

A safety first show at the Rialto theatre was witnessed by Mayor James Dahlman, members of the city council, board of education and 900 members of the Omaha safety council December 22. Manager Harry Watts put on the show.

A \$1,500,000 motion picture house is to be erected here by an eastern syndicate, according to a newspaper story. If the plans are

carried out, a six-story building will be erected on a site 146 by 198 feet on Dodge and Twentieth streets.

Ernest A. Harms is planning a fifth neighborhood theatre in Omaha, his latest structure to be at Forty-fifth and Military avenue. The building will cost \$75,000. He already owns the Apollo, Lyric, Rolf and Mueller.

The Omaha office of Metro-Goldwyn has won the second consecutive month in fire prevention honors.

A. R. Hansen made elaborate preparations for the opening of his theatre, the Dundee, Saturday evening, December 19. The new suburban-house can well be called a model in its class.

Tal R. Richards, new manager for the Enterprise Distributing Corporation, has moved his family to Omaha. He already has made several trips through his Nebraska and Iowa territory, and is well established in his position.



Seattle

L. O. Lukan, former manager of the Universal Film Exchange in this city, and newly-appointed assistant to Sales Director Fred Marin of the Western district of First National, left last week for his new headquarters in San Francisco. In company with L. J. Schlaiger, Universal's Western division manager, Mr. Lukan spent the last several days before his departure instructing Jim Reilly, new Universal manager here, in the intricacies of exchange management in the Pacific Northwest.

A. C. Barclay, owner and manager of the Grand Theatre in Leavenworth, Wash., for the last eleven years, last week announced his plans to spend at least \$5,000 in the renovating and remodeling of his house.

Dave Barnholtz, formerly connected with William J. Drummond's Producers' Distributing exchange in a sales capacity, left last week for Salt Lake City, where he will replace Glenn Allen as assistant manager under the direction of Manager C. F. Parr. Mr. Allen will continue his association with Producers in San Francisco.

E. H. Haubbrook, former owner and manager of the Rainbow Theatre at 85th and Greenwood streets in this city, last week sold his house to E. M. Miller. Mr. Miller is well known among local exhibitors for his activities in con-

nection with the Country Store programs offered by neighborhood and suburban houses for the last several seasons.

Ben Shearer, president of the B. F. Shearer Theatre Equipment Company of Seattle and Portland, returned recently from an extended trip into the East, including in his visit the editorial offices of MOTION PICTURE NEWS.

Edwin J. Rivers, well-known in this territory as former publicity and advertising manager of the Heilig Theatre, and more recently manager of American Theatre in Spokane for John Danz of this city, a short time ago announced that he had purchased the Arcade Theatre in Walla Walla from G. E. Terhune. Mr. Rivers has already taken charge of the house, and operates it under a first turn motion picture policy.

Rex Thompson, formerly connected with Manager A. H. Huot's Film Booking Offices exchange, left recently to join the sales staff of Manager William Heineman's Universal exchange in Butte.

John Hamrick, owner and general manager of the Blue Mouse circuit of theatres in Seattle, Tacoma and Portland, is back at his desk in this city after a tour of the Middle West and East that kept him away for a period of several weeks. During his ten-day stay in New York City, Mr. Hamrick established the enviable record of having witnessed an

average of one and one half legitimate stage performances per day.

Friends of W. K. Beckwith, former assistant manager of the local Warner Brothers Exchange, and now manager for that same organization in Portland, were glad to learn recently that his exchange in the Oregon city now ranks in first place in sales records, according to a recent report from the Warner home office.

Jack Allender of the Ritz Theatre, Spokane, and Ray Grombacher, owner and manager of the Liberty and other theatres operated by the Spokane Theatre Company, spent several days on Film Row in this city recently.

H. M. Glanfield, recently associated with Manager Charles W. Hardin's United Artists exchange in a sales capacity, resigned early this month and has joined Manager W. H. Drummond's Producers' Distributing Corporation office. Visitors at this office during recent weeks have included L. W. Weir, district manager, and Donald Smith, his assistant, who arrived after a few days in the Portland territory.

Louis Rosenberg, representative of All Rosenberg's DeLuxe Feature Film Exchange in the Oregon territory, arrived here last week with Mrs. Rosenberg on a business visit.

Reports received here recently indicates that Ivan Mushlet has taken over the lease on the Happy

Canyon Theatre in Troy, Idaho. The house was formerly operated by J. F. Hickenbottom, whose ill health necessitates his return to his former home in Milton, Oregon.

Extensive remodeling of the Warner Brothers exchange was completed in this city recently, and Manager Carl Stearn now presides over the destinies in that office with an unobstructed view of Film Row.

The Madrona Gardens Theatre, built in this city recently by George F. Bessinger, was purchased last week by the Pacific Theatres Company, owners and operators of the Winter Garden, Grey Goose, Mission and other houses in Seattle. Frank Edwards, George Herpick and H. W. Bruen are the directors and active members of the company. No change in active management of the Madrona Gardens has as yet been announced.

Motion pictures on ferry boat-plying on Puget Sound was reported to be a forthcoming reality recently, when the Puget Sound Navigation Company of this city announced that they would operate, next season, a ferry boat with a motion picture theatre having a seating capacity of 1,000. Actual plan of operation of the steamer has not yet been announced, but it is expected that the ship will ply between Seattle and Tacoma, a trip requiring approximately an hour and a half.



Des Moines

A. H. BLANK is offering a fifty dollar prize to the one who turns in the best exploitation stunt during this next month. There is also the exploitation contest in which all the managers may contest for the prize offered by First National. The contest sponsored by Mr. Blank is open to all the employees of his office and managers of the theatres.

They are all going home for Christmas at the Universal office. L. J. Allison and Charles Stephens, respectively booker and head shipper, go to Kansas City for the holidays; Vera Furmah, booker's stenographer, will go to Fort Dodge, and Dorothy Gotterman, who answers the telephone, will be with her folks. The family will visit M. Lee, assistant cashier, this year.

Gladys MacDowell who used to be head inspector for First National, is now with Universal.

Sam Blair, exploitation man from the home office, is in Des Moines and will assist Mr. Kahn, Pathe branch manager, in the exploitation of pictures over the territory.

Manager Swarz of the Premier office is welcoming his family home. Two daughters who are at Grinnell College have returned for the holidays.

Ned Marin, west coast division manager for First National, was

in Des Moines and a wonderful sales meeting was held with the men all in off the road.

Fred Young, who for the past three years has been manager of the F. B. O. branch in Des Moines, is leaving his position here to take up real estate in Florida. N. C. Rice, head salesman of the F. B. O. staff, who has also been an exhibitor at Algona, Iowa, and manager of one of the most progressive of the smaller theatres, succeeds Mr. Young as manager. Mr. Rice is the head of the association of motion picture theatre men in Iowa.

Fred Horn is the new branch manager for Associated Exhibitors. Mr. Horn used to be with Metro-Goldwyn in Kansas City.

The Christmas season celebrations will begin with a party at the Pathe Exchange office by the Kahn Krowing Klub. The Kahn is in tribute to A. W. Kahn, manager of the Pathe exchange and the "Krowing" does honor to Pathe pictures. Everybody at the

Pathe office is a member and thirty-five or forty will be in the festivities. There will be music and eats and a big time.

The Legion Theatre at Plainsfield, which was operated by the American Legion Post there, has closed, owing to lack of business.

Cupid is again on the wing. E. G. Anderson who was wed on Sunday a week ago sprung quite a surprise on his friends. Mr. Anderson is head of the Sign Shop of the A. H. Blank Enterprises. This department was recently enlarged and the staff added to and Mr. Anderson placed in charge. The Sign Shop has charge of making all the signs for the theatres owned by Mr. Blank in Des Moines.

Harry N. Mitchnick, manager of the Lincoln Theatre and the Strand Theatre at Chariton, has just moved his family there. Mr. Mitchnick, who was manager of the Rialto Theatre at Des Moines for Mr. Blank, recently took the Chariton houses.

Leo Kindig, organist of the Rialto Theatre, Des Moines, has recovered from illness incurred after a hunting trip. He was in bed for five days.

The Universal Club entertained at a dinner dance. It was held at Mrs. Lemly's tearoom and it is reported that it took two orchestras to last out the dancers. Miss Vera Furmah, stenographer for the booking department and vice-president of the Universal Club, is largely responsible for the success of the party.

They are going to have a Christmas grab bag at the Metro-Goldwyn office. And candy for everyone.

Exhibitors who were in from out of town were F. R. Bandy of the Princess Theatre at Britt, Wes Booth of the Strand at Belle Plain, Mr. and Mrs. Byron Watson of the Grand Theatre at Knoxville, W. H. Edd of the Empress at Indianola, Ross King of the Opera House at Barnes City, and John Anderson of the theatre at Boone.

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Butte



W. J. HIENEMAN, Manager of Universal, closed the Kwality Pictures office, which was the Montana and Southern Idaho distributor for Warner Brothers pictures, on July 6th, making transfer to the Seattle office.

Mr. Hieneman handled the Warner Brothers pictures on a percentage basis, in conjunction with L. K. Brin the franchise holder of the Northwest, and while he was in Seattle went to work for Universal under Schlaifer, Division Manager, as a short subject sales manager. San Francisco office being transferred on September first to the management of the Butte office. Butte office within thirty days was made a permanent and separate office, severing all connection with the Salt Lake office, which for the past two years had jurisdiction over Butte and all Montana territory.

Harry Milstein, who was transferred here from the Denver Branch is now working Western Montana, and is doing high class work for the company piling up bookings.

Rex Thompson, the new sales-



Harriet Hammond, who is appearing opposite Harry Carey in "Driftin' Through," his first Pathe "western," produced by Charles Rogers.

man, begins his work on December 14th and will cover the eastern territory.

Pete Stewart, salesman for Associated First National, out of the Salt Lake office has been making the Montana territory the past week.

L. McGinley formerly head-salesman for the Montana section of the Famous Players-Lasky Corporation, was named Manager of the Salt Lake office at the convention held at Salt Lake about two weeks ago.

Frank Murphy, Booker-manager of the Butte Branch, as a consequence has had to cover the Montana field. In his absence Ted Hackley, who has been the shipper in the Butte office for the past four years is in charge of the office.

Frank Harris, Division Manager for Pathe has been sojourning in Butte this week examining the Pathe office of this city. While here he made a number of changes in the personnel of the office. William Hughardt was made Manager in place of W. A. Calkins. Mr. Hughardt resigned from the managership of the Associated Exhibitors to accept this position. J. T. Warren was made manager of the Associated Exhibitors.

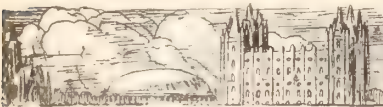
G. R. Warren arrived in Butte to confer with Mr. Harris on new policies of Pathe and to install the new officials. After a speedy dis-

patch of business he left on the Northern Pacific for the East.

Tom Walsh, recently appointed Booker for Pathe has been appointed to fill the the vacancy left by the transfer of the former Booker Weightman to San Francisco Pathe Branch.

W. K. Millar, who came here from Denver, to take charge of Greater Features is not only Manager of the office but chief salesman as well. At present he is covering the Montana territory for his company.

The Joshers club with headquarters in Butte and members in various parts of the state and honorary members as far away as New York and California are interested in the annual distribution of Christmas dinners to the needy of the city. The annual show under the direction of Merle Davis, Manager and lessee of the Ansonia Amusement chain of theatres, announces a special show for Dec. 11th to be given at the Broadway. Mr. Davis not only gives the Broadway, but is the active hustling manager of the staged show.



Salt Lake City



THE new Victory Theatre at Kemmer, Wyoming, has been opened by Williams and Davis of that city, who previously owned the Kemmer Theatre there. It is reported that the Kemmer Theatre is to be closed.

Dave Bershon, Western Division Manager for Metro-Goldwyn, will be in this city within a few days and will leave with Seth Perkins for Denver. Perkins, Special Representative for Metro-Goldwyn, has been here for a short stay.

W. H. Rankin, local branch manager for Warner Brothers is still in the Boise section. Jack Connors who covers the Idaho territory out of this office, is on an extended trip in that section, while George Jensen is in Montana.

Frank Harris, Western Division

Manager for Pathe, is in this city for a short stay, and after leaving here will go direct to Spokane, where he intends spending the Christmas holidays with his sister.

C. J. Hamal, who covers the Idaho territory out of this exchange, will be in the office the later part of this week.

R. D. Boomer, local manager for Associated Exhibitors, has returned from a swing over the territory.

Ned Marin, General Sales Manager for Associated First National, has left here for Denver after visiting the local office for a few hours.

W. K. Bloom and Joe K. Solomon will both arrive in the F. B. O. exchange here December 21 for a sales conference, and to spend the holidays.

Gordon Thornberg, who owned the Blue Bird Theatre at Garfield, Utah, has recently purchased a new theatre at Milford, Utah, and it is reported that he expects to open this new house about the 1st of the year. Thornberg was in signing up for some of the new product this week.

George Mayne, owner of the Preferred Pictures exchange here, has returned from the Idaho branch.

H. Bradley Fish, manager of the local Fox exchange, is leaving for Boise, Caldwell and Nampa, Idaho.

Walter S. Rand, who has charge of the United Artists exchange here, has left for Butte, Montana, and is intending making a hurried trip to several of the important key cities.

L. W. Hyde is returning this

week to the Greater Features exchange from a swing over the Southern Utah territory.

R. L. Ruggles, new salesman for Greater Features, from the Portland and Seattle territory, is making an extended trip from Portland through the state of Idaho, en route to Salt Lake, where he will journey on through Wyoming.

The Orpheus Theatre at Evans-ton, Wyoming, has changed hands. This house was formerly owned by Clarence P. Anderson, and is now being operated by the H. C. & W. Picture Enterprise Company.

Other exhibitor visitors this week include: John Stahle of the Opera House at Bountiful, Utah; J. E. Tiejn, owner of the Jewel Theatre, Santaquin, Utah, and Joe Goss of the Orpheum Theatre at Ogden, Utah.



New England



M. N. WOLF, Boston manager of Metro-Goldwyn, is introducing to the New England exhibitors an addition to his staff in H. O. Worden who has assumed his duties as office manager of the Boston office.

Philip Markell has taken over the Liberty Theatre in the Dorchester district of Boston which was formerly operated by Louis Boas.

Seymour Stone, formerly with the Metro-Goldwyn forces in Boston has been transferred to the Pittsburgh area.

Elmer H. Baker, formerly with the Orpheum Theatre in Malden, Mass., has opened Associate Hall in the Linden section of Malden as a moving picture theatre. The new playhouse will be operated every evening and will have matinees Wednesday and Saturdays, with change of program twice weekly.

Green & Eilenberg, who operate the Mystic, and Fellsway Theatres in Malden as well as several other theatres in Suburban Boston, and who are interested with the Ramsdell Brothers in the erection of the Middlesex Theatre

now under construction in Malden, are planning the construction of another new playhouse in the Maplewood section of the same city. They have purchased a lot in the rear of Powers Hall and will probably start construction of a theatre there in the Spring, with entrance from Maplewood square.

Joseph Cahill, manager of the Brockton, Rialto and Strand Theatres of Brockton, Mass, who spent six weeks vacation at Miami, Fla., has returned to his duties in Brockton. Frank Hookailo, manager of the Washington Street

Olympia Theatre in Boston, who managed the three Brock houses during Mr. Cahill's vacation, is now back devoting his whole time to the Olympia.

Extensive alterations are to be made to the Sterling Theatre in Derby, Conn. Plans for the changes are being drawn by Smith, Kinne & Palmer and the work will cost about \$25,000. The entire proscenium wall will be fire-proofed, a new asbestos curtain will be installed and a sprinkler system put in.

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THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION



A Successful Showman Gives His Rules For Lobby Displays

Uses Lobby To Sell Show To The Shopping Public

A correspondence interview
With A. G. Stolte

(Editor's Note—In the effort to learn the opinion of a leading showman as to proportionately what importance the lobby displays play in the advertising scheme of a theatre, THEATRE MANAGEMENT interviewed by mail A. G. Stolte, manager of the Capitol at Des Moines and widely recognized as one of the foremost showmen of the country. Mr. Stolte's answers to our questions developed many highly informative points with regard to lobby displays and they should prove valuable to his fellow exhibitors.)

IN answer to the question "have you ever had any tangible examples of the effectiveness of lobby displays in aiding the box office?" Mr. Stolte emphatically replied in the affirmative, declaring that the selling power of good displays has been very evident at the box office many times. And describing what he considers an effective lobby, Mr. Stolte cited a display for "Sally of the Sawdust" which was used at the Capitol.

"For this lobby," he says, "we used across the front of the theatre a canvas covering like a circus tent, also carrying this down across the entrance to the theatre. At the same time, we tied the circus idea, or rather the tent idea, up in our newspaper ads. To be perfectly frank, our lobby means considerable in the present days of showmanship, and every wide awake exhibitor is trying to sell his product through lobby displays more than ever before. We find that the majority of the public are shopping. Sell your goods today—tomorrow never comes."

We asked Mr. Stolte if he found that the press books of the distributors furnished useable suggestions for lobby displays. "As a rule," he says, "the press book does provide a good source for lobby suggestions, but many times the press book exaggerates and sets forth theories and ideas which it is

impossible for certain theatres to adopt. Of course, it depends considerably on the class of house for which the display is designed. As a rule, however, I would say the press book material on lobby displays—those press books which do offer suggestions that is—has definite value for the theatre manager."

"Newspaper and lobby displays," Mr. Stolte holds, "should coincide in every incident. It is good advertising theory and

has a strong selling point, this means of hitting the public twice instead of once."

"We have no fixed rule with regard to the desired points of appeal to feature in lobby displays other than trying to keep them in a high class atmosphere—using many times electric cut-out effects, but in every case using more of the newspaper stills than the one-sheets sent out by the exchange."

"I would say that the average one-sheet that the film companies put out has no more resemblance to the star or scenes in the picture than day resembles night. Stills seem to attract the public much more than the regular one-sheet."

In common with a great many exhibitors, Mr. Stolte feels that the lack of true likenesses of stars and players in the poster material imposes a severe handicap on the theatre man when it comes to making lobby displays. The vivid colors sought as an essential element of good posters, appears to be one of the main obstacles confronting the lithographer in reproducing portraits. The fact that in the picture business, posters must serve a double purpose—that of attracting attention at distances when used as outdoor billing, and decorative selling displays in lobbies—presents a difficulty which distributors are trying to solve. But it appears that the real solution of the problem lies in the manufacture of "bigger and better" stills, both in black and white, sepia tones and special color processes.

One of the vital elements of lobby displays, Stolte insists, is the direct tie up between the atmosphere or character of the display and the newspaper and other advertising. In this respect, the lobby is, like the poster, merely "reminder copy," which causes a direct association in the minds of the public between the object before them and the sales argument which has been driven home to them in the newspaper copy.

THEATRES FOR 1926

FROM a reliable source (The Architectural Forum) comes the forecast that 1926 will be another record year for building construction,—and that theatres are to receive their share. Approximately \$175,000,000 will be spent for 1645 new houses, and this figure does not include the cost of sites and equipment.

As this industry is accustomed to representing the cost of theatres in terms of total investment, this figure for the 1926 program should be increased by many millions.

How much longer this tremendous scale of building in this industry will continue is a subject receiving much discussion. When the rapid changes in character of shows and taste of modern audiences are considered, it would appear that this building and renovating campaign would continue until the theatre field is practically rebuilt. To do this is placing the termination of heavy construction in the remote future.

Far reaching is the effect of modern motion picture theatres on this industry, both as to its high standing and volume of business. The remarkable strides that have been accomplished in the building, appointing and equipping of the better theatres has placed this phase of the industry far in the lead. What further will be accomplished along these same lines in the future, time alone will disclose. It seems, judging from the developments of the past, that no limits can be placed for the theatre of tomorrow.

Therefore giving due weight to the various considerations, it appears safe to predict even greater building activities in this field during the coming years. And unless 1927 brings with it business depression, a new building record exceeding that of 1925 and the forecast for 1926 should be made.



A NEW TYPE OF PRESENTATION

Finale of the "Parisian Gaieties" number staged with Universal's "The Phantom of the Opera" at the B. S. Moss Colony Theatre, New York. The number is a complete miniature musical comedy using a cast of 75 artists and with libretto and score especially written for it.

Musical Reviews With Pictures Introduced By Colony, N. Y.

B. S. Moss Announces Elaborate Acts Will Be Continued; Lavish "Parisian Gaieties" Second Of Series

WITH the presentation of "The Phantom of the Opera" at the B. S. Moss Colony Theatre in New York, the second of a series of elaborate combination programmes was offered Broadway theatregoers. The stage number which accompanies "The Phantom of the Opera" is called "Parisian Gaieties," a musical review, tying in with the picture only in the regard that it too has Paris as a locale for the dancing and songs, and providing a complete entertainment of the revue type.

"Parisian Gaieties" has a cast of 75, a specially designed full stage setting and presents libretto and score especially written for it. Thus it is in every regard, a complete stage production.

Speaking of the new policy, B. S. Moss said:

"Prologues consisting of Ballet dances, vocal or instrumental solos, and the like are soon to be things of the past. The public wants something vastly different. To that end we have presented productions that were not merely vaudeville acts tossed hap-hazardly together for review, but miniature musical comedy productions with lyrics and music specialty written; cos-

Is the prologue, as an embellishment to presentations of photoplays in first class picture theatres, passing out of existence B. S. Moss, owner of several theatres devoted to pictures and pictures and vaudeville in New York, says the prologue consisting of ballet dances, vocal or instrumental solos, etc., are to be things of the past within a very short time.

Commenting on the new type of combination program—miniature musical comedy and photoplay offerings—now instituted as a set policy of the Colony Theatre, New York, Mr. Moss says the public wants something vastly different from the prologue once accepted as entirely sufficient in combination with a feature photoplay.

As an earnest of his belief that more elaborate stage productions are required at theatres of the type of the Colony, Mr. Moss is presenting there "Parisian Gaieties," a musical number using a cast of 75 artists and having a libretto and score especially written for it, in conjunction with "The Phantom of the Opera." The current bill is now in its sixth week and a substantial run is still before it. The production was staged at a cost of about \$5,000. The number is more pretentious than the "Campus Frolics" which was presented with "The Freshman" and which ran for ten weeks. Moreover, Mr. Moss states the number which will succeed "Parisian Gaieties" will be done on an even more elaborate scale. He is convinced he says that this form of entertainment is the sort that the public now demands.

times specially designed and executed; scenery specially devised; in short, the same care and direction were given these productions as are usually devoted to a three hour musical comedy."

The success of this double offering as evidenced by the business being done and the public approval met with, has confirmed his judgment that the kind of motion picture theatre entertainment he started with Harold Lloyd in the "Fresh-

man" and the stage presentation "Campus Capers" with 35 artists, is the type of entertainment motion picture theatregoers are willing to support. This program ran for ten weeks at the Colony, and now with the present double program of "The Phantom of the Opera" starring Lon Chaney and "Parisian Gaieties" with 75 in the cast, both in their fifth week with the prospect of several weeks more to run, there is still more evidence of such a program's popularity.

The Colony Theatre has the distinction of being the first theatre to present offerings of this type in New York City. That this is the coming policy for motion picture theatres, is shown by the plans that other Broadway Movie Houses are making for elaborate stage presentations in conjunction with their photoplays.

Produced under the personal supervision of Mr. Moss and offered in conjunction with "The Phantom," the current bill at the Colony is one of the most pretentious entertainments attempted by a first class motion picture house in the east.

The show was staged by Harry Shaw and Jerry De Rosa with musical direction
(Continued on page 100)



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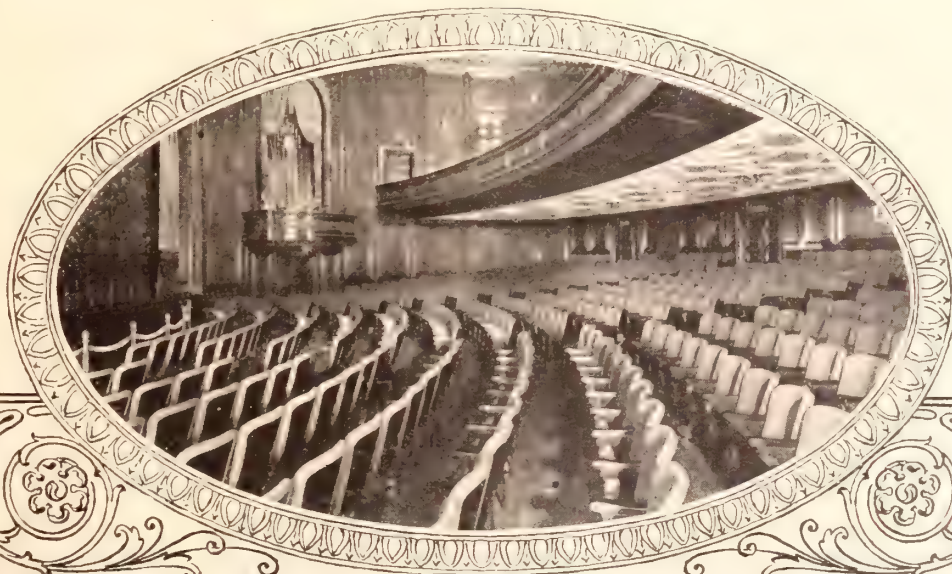
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Says Stage Settings Will be More Elaborate

IN every large city by next spring, motion picture theatres with settings superior to any now in the country, will be a reality, asserts Frank L. Newman, managing director of Paramount West Coast theatres, who was in Kansas City, his former home, for a visit last week.

"Individual theatres now use stage settings which cost about \$250 to construct each week," Mr. Newman said. "Along with a move already under way by Paramount, it will not be uncommon to see theatres spending \$10,000 and \$15,000 on a single set."

Mr. Newman was in Kansas City on his way to Los Angeles from New York, where he was in conference with Paramount officials.

Presents "Hamlet" Scene in Modern Dress

One of the greatest of recent stunts in a moving picture house of Canada was the tie-up which was arranged by John Arthur, director of presentations for Famous Players Canadian Corp., in staging an act from "Hamlet" in modern dress and settings during the week of December 14, in conjunction with the presentation on the screen of "We Moderns," starring Colleen Moore. The idea of the modernized version of the Shakespeare drama was directly associated with the title of the photoplay "We Moderns" in advertising details. The "Hamlet" act was given twice daily by the De la Salle Dramatic Society of Toronto. This was the first time in the Dominion that a Shakespeare play had been presented with modern atmosphere, following out the idea introduced in New York City of staging Shakespeare with 1925 arrangements. The stunt caused a sensation all around Toronto.

Musical Revues With Films Introduced by Colony

(Continued from page 98)

by Andre Dore, the specially written libretto and score, by George Bennett and Jack Glogau, costumes by Charles Le Maire, and the scenery was designed by Irving Eastman.

The story in brief of "Parisian Gaities" is as follows:

Once a year the Parisian boulevards are closed in order that the students of the Sorbonne and other universities along with artists of the Latin Quarter, may make merry in their annual carnival. Wandering minstrels, clowns, jugglers, acrobats, musicians, singers, and gypsies, come from all parts of France to participate and profit thereby. A replica of this carnival has been put upon the Colony Theatre stage with all the color and vividness seen at the Parisian Mardi-Gras.

Incidentally the Colony Theatre has mechanical provision sufficient to handle any intricate stage production which might be interpolated into future programs. Every modern facility was provided so that a stage presentation of any size and proportion could be advantageously staged without the necessity of closing and reconstructing the theatre.



One of the four poster stands obtained by C. L. McVey of the Eagles theatre, by donating waste paper cans to the town, bearing a one-sheet for "Lightn'" (Fox). Photo shows Mr. McVey, left, and on the right C. E. Cook, business manager of the Kansas-Missouri M. P. T. O.

Four Permanent De Luxe Poster Stands At A Cost of \$80

Feat of C. L. McVey, Kansas Showman

By Frank C. True

C.L. McVey, manager of the Dreamland and Eagle's theatres, Herrington, Kas., is an exhibitor who has only one way of doing things—the right way. And he gets the most out of everything at the least expense.



C. L. McVey

There is not an exhibitor in the Kansas City territory who would deny that Mr. McVey is one of the most energetic showman in his state. Not long ago he went to the city council of his town and offered to provide the city with large waste paper receptacles on the streets, providing he would be permitted to use three sides of the cans for advertising purposes. The council passed an ordinance authorizing Mr. McVey to place the cans on the street. The cans, which cost \$20 each, were made to be an exact fit for a one-sheet. Four of them were purchased by Mr. McVey—a total advertising expense of \$80—and placed in front of the post office, the principal bank and choice vantage points. On the lids of the cans were painted: "Keep the City Clean." So tightly did Mr. McVey "sew up" the town by winning the good will of the public and city officials in the community of 4,000 people that four managers of the Eagle's theatre "came and went" within ten months, then the theatre, as a last stand, was leased to Mr. McVey.

But obtaining a "corner" on advertising by waste paper cans is not the only effective means this live wire showman has of packing patrons into his theatre. Each month a monthly calendar of the two theatres is printed, showing all features, comedies and other details of the program for the month and mailed to a circulation, which takes in

nine surrounding towns and all of the rural territory.

On top of the Dreamland theatre is a roof garden, used during the summer only. If it should rain, convenient arrangements are made whereby the patrons descend into the theatre for the remainder of the show. Both theatres are equipped with powerful Hope-Jones pipe organs and no comfort is denied patrons. A large stage for novelties, a ladies' rest room that would rival a theatre in a town ten times the size of Herrington and a windmill fan cooling system on the roof garden are among the features of the Dreamland.

Admission prices range from 10, 25, 30 at the Eagle's to 10, 25, 35 at the Dreamland. In Mrs. McVey Mr. McVey contends he has an assistant manager who is more adept at handling the business than he is. Although more than 4,000 copies of the calendar are distributed over an eighteen-mile radius each month, Mr. McVey also uses newspaper space in two local weeklies.

In short, this showman is a man who has become such an important cog in his town that, figuratively, all he has to do is to wave his wand and the sun glistens forth its acknowledgment.

Orpheum at K. C. Reverts to One-Week Programs

The Orpheum theatre, Kansas City vaudeville and motion picture house, which tried out a two-week policy this season, will revert back to its former policy of one week, Lawrence Lehman, manager, announced this week. Two weeks of one program has not proved popular with patrons, it was said.

Irving Green Manager of The Fellsway, Medford

Irving Green, son of Fred Green, head of the Green circuit, has been appointed manager of the Fellsway Theatre at Medford.

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THE success of a house often depends upon a thing comparatively insignificant in cost—a good projection system. For only with a fine lens and scientifically related parts can you have good pictures.

The Bausch & Lomb Cinephor Optical System gives strong illumination, evenly distributed over the whole screen. It defines the images with strong contrasts of black and white. It makes pictures convincingly real and helps to bring crowds back again. Ask your projection man.

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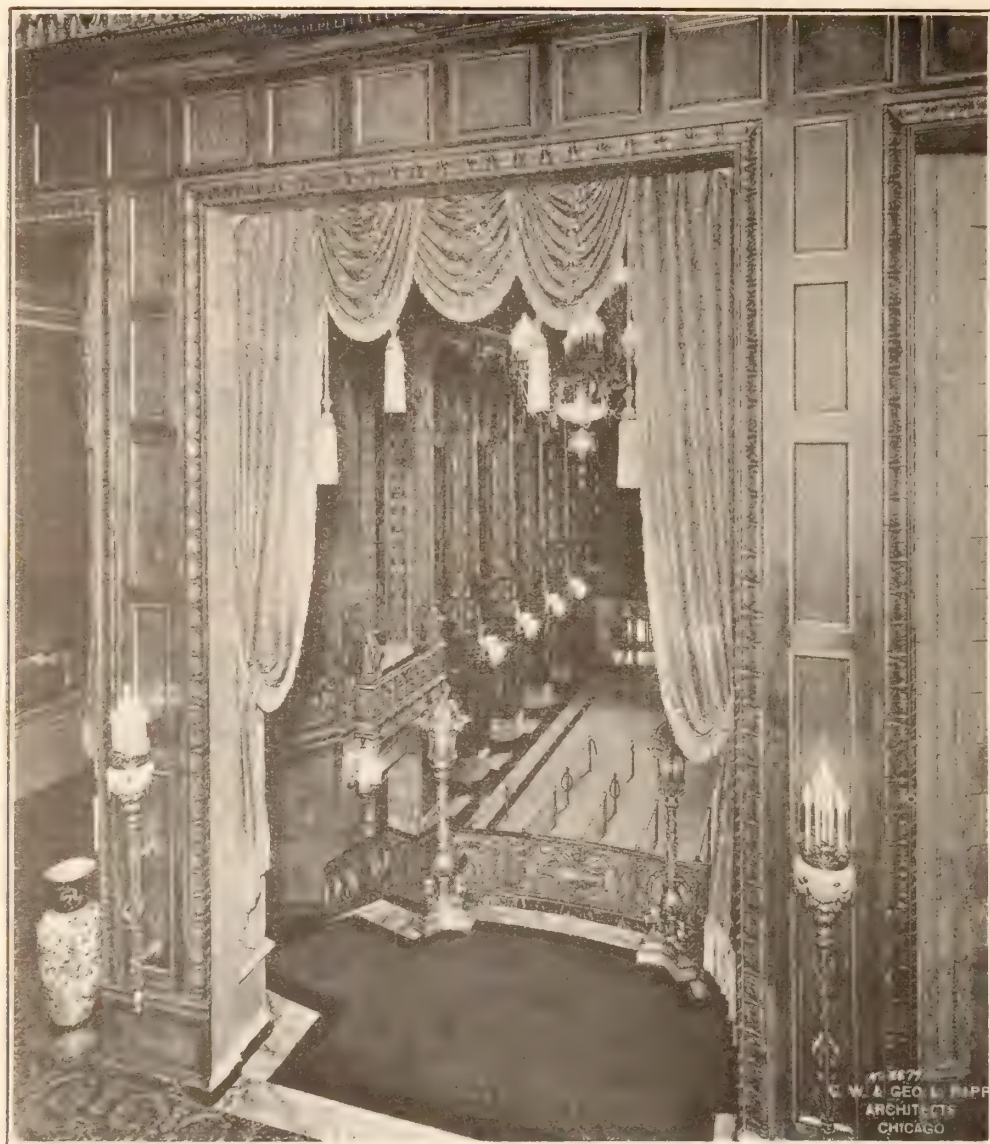
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Beautiful Vista of Balaban & Katz Uptown Theatre is afforded Patrons on Mezzanine Floor.

St. James, Boston's Newest Theatre, Opens Other Zone Activities

THE newest of Boston's motion picture theatres opened Monday, Dec. 21, when the St. James Theatre on Huntington Avenue, in the Back Bay section, opened under the Keith-Albee management. Unlike many of the new playhouses, and particularly those of the Keith-Albee circuit, this latest playhouse is not one noticeable for its great size, but instead for its hominess, the matter of size being deliberately sacrificed to that of coziness.

Originally a stock playhouse, the St. James Theatre was purchased by the Keith-Albee interests early last summer and the extensive alteration work was started at that time and has just been completed. The playhouse becomes one of the group of first run houses in the Back Bay district, where the Fenway and Loew's State theatres are already located. It is the first Keith-Albee house to be located outside the shopping district.

The New England Theatre Operating Co. has opened the new Regent Theatre at Norfolk Downs, with a seating capacity of nearly 2,000. The theatre is one of the most modern and best equipped of any in the

suburbs. The company operating it already operates the Modern and Beacon theatres in Boston, both first run houses; the Dudley and Criterion in Roxbury, the Rialto in Roslindale, the Jamaica in Jamaica Plain, the Shawmut on Blue Hill Avenue, and the Morton on Morton Street, all in suburban Boston.

P. Vartigian is to build a new theatre in Somerville from plans prepared by James Tuck, 439 Park Square Building, Boston. The new theatre will be located at 303 Broadway, with auditorium and one balcony and a mezzanine floor. It will be of brick and limestone construction and will have a seating capacity of about 1,600.

John C. Kiley and Edward F. Cassell, Boston realtors, are planning the erection of a motion picture theatre at Char'lon, Green and Pitts streets in that section of Boston which has recently undergone extensive changes through the widening of the streets, resulting in a practically new business section. If plans go through, it is understood that the new theatre will be one of the largest in Boston.

One Company Schedules \$30,000,000 for Theatres

R. LEVINE & CO., INC., E. P. Ruppert, Architect, and Samuel Klein, Consulting Engineer, Chicago, announce \$30,000,000 worth of theatre work for 1926, consisting of twenty-seven theatres. Six of these theatres to be erected in St. Louis, Mo., of which two are now under construction and the other four will be started within 90 days. The total cost of these theatres being \$4,500,000. The seating capacities of these theatres to range from 2,000 to 3,500.

There will be nine theatres erected in Chicago at a total cost of \$12,000,000 with seating capacities ranging from 2,200 to 4,000. In Toledo, Ohio, a 16-story office building and a 3,300 seat theatre in conjunction with same, at a total cost of \$4,500,000, work to start March 15th, 1926.

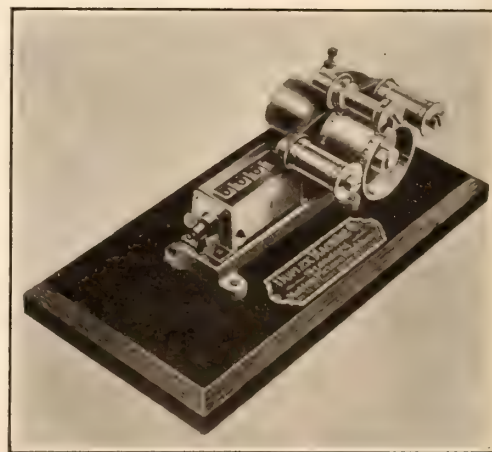
It is planned to build at 89th Street and 1st Avenue, New York City, for Mr. Charles O'Reilly a 2,500 seat theatre and 10-story apartment building at a cost of \$2,000,000, the work to start January 20th, 1926.

R. Levine & Co., have reorganized, increasing their force and now have in their organization W. P. Whitney, Architect, E. P. Ruppert, Architect, in full charge of plans and specifications; Louis Harris, Travelling Superintendent, J. T. Gohman in charge of letting all contracts, General Superintendent and Rubin Levine, general promoting and financing.

Two More New Theatres For San Francisco

One of the oldest sections of the Mission district is the site of San Francisco's newest theatre, to be erected immediately by Alex E. Levin and associates on 24th street, between Hampshire and York. The theatre will seat 1500 and will cost with equipment about \$250,000. Architecturally the theatre will conform to a style suggested by the Spanish history of the State. A ratio will supplant the usual entrance lobby forming a right angle or "L" with the auditorium. The marquee and arch at the street line will mark the entrance.

Another theatre building will be built at the corner of Taraval and 29th Ave., San Francisco, at a cost of approximately \$250,000, for the Blumenfeld Theatre Circuit.



A machine made by the Duplex Motion Picture Industries, Inc., for the measurement of film.

Hoffman Plans New Theatre For Derby, Conn.

Construction of a thoroughly modern motion picture house with a seating capacity of 1,200 will be started on Elizabeth street, Derby, Conn., as soon as climatic conditions permit, with a view of having it ready for opening by early fall, according to announcement of Israel J. Hoffman, proprietor of the Capitol theatre in the neighboring city of Ansonia and prominently identified with other like interests throughout southern New England. Plans for the new house will be completed and contracts let during the winter so work may be inaugurated during the early spring. Whether the building will be devoted exclusively to housing of the theatre or be a combination playhouse-business block has not been announced. While the theatre will be intended as an exclusively motion picture house, it will be so arranged that it may be converted into one of the combination vaudeville or legitimate type, temporarily or for permanent use, at any time, should indications be that the city would support it. The Capitol theatre is operated as a combination motion picture-vaudeville house.

With completion of the proposed Hoffman playhouse, it is indicated John R. Shields, Derby representative and for approximately a decade manager of the Sterling theatre in Derby city hall, will take over the managership. The Sterling, for several years, has been rented from month to month by Hoffman for a motion picture house. Agitation, headed by Mayor Frank J. Conway, is now under way to have the Sterling theatre space extensively renovated, converted into a high class motion picture house and municipal auditorium and leased to some theatrical interests annually or for a term of years. William J. Smith, Derby architect, is now engaged in making plans for the changes needed, specifications of which will be submitted to the aldermen of that city and board of apportionment. It is considered likely a bond issue will be requested to finance the necessary changes. It is indicated the Hoffman announcement to build will have no effect upon present municipal plans.

Loew's Grand, Atlanta, Ga. Entirely Overhauled

Loew's Grand Theatre formally made its bow to the public last week in rejuvenated splendor, the result of months of work by decorators, painters, art directors and buyers. The theatre was in daily operation during the course of refinishing, all work being done at nights and before the daily performances; but until it was completely finished this week the great change and improvement in the interior of the house was not made fully apparent.

Entering the lobby, the first change is noted in the bright and fresh-looking lobby displays; inside the foyer the new note of

beauty everywhere is manifested. The carpeting of specially woven Bundar is soft under foot; heavy velour hangings of blue accentuate the gleaming-white woodwork, and the pale, gold gauze draperies on the doors are softened by amber colored baby spots. Several handsome pieces of antique and art furniture give dignity to the whole, and in the Spanish costumes of the ushers and attendants the color scheme of blue and gold is attractively combined. The ladies' lounge is thoroughly pleasing with walls covered entirely in cream silk draperies. A King Tut sofa lends an air of elegance and richness to the room.

A particularly attractive antique, which now graces the foyer, is the grandfather's clock, an importation from France made in 1720. It is considered by experts one of the finest examples of its type. The piece was found in a quaint antique shop in New Orleans.

The interior decoration of Loew's Grand was designed by Miss Anna H. Dornin of New York, and executed under her direction. Miss Dornin, who is one of the foremost authorities in this country on theatre decoration, is associated with Thomas W. Lamb of New York.

High Speed De Brie Camera Has Special Features

Several new features are to be found on the latest model De Brie high-speed motion picture camera just received from France.

One is a direct focusing tube with which the operator may look through the lens and see his image right side up, magnified nine times, enabling him to get correct focus and to see that it is taking in his view.

Another feature of the new De Brie is a dial which shows the operator how many pictures per second he is making, and the number of times normal at which the pictures are registering. The speed ranges from 3 to 15 times normal, and the number of pictures from 48 to 240 per second.

The light weight of this camera ((22 lbs.) makes it especially attractive for field work.

A supply of these new De Bries has been received by the American distributors, the Motion Picture Apparatus Co., New York City.

Cardina Draws Plans For New Buffalo Theatres

James Cardina, owner of the Varsity and Kensington theatres in Buffalo and the Glen in Williamsville, is having plans drawn for his new 2500-seat house on Bailey avenue near Delavan. Oakley & Chamot of Buffalo are the architects. Jim says the stage will be 30 feet deep, 100 feet wide and 70 feet to the top of the fly loft. The proscenium opening will be 50 by 30. The house will be one of the largest community theatres in western New York. Mr. Cardina expects to have his remodeled Glen theatre ready for Williamsville folk on Christmas Day. Jim's brother, Thomas, will manage the Glen.

Nat Saland Organizes Own Laboratory Plant

Nat Saland, who for a number of years has been associated with some of the largest laboratories in the country, has just organized his own plant.

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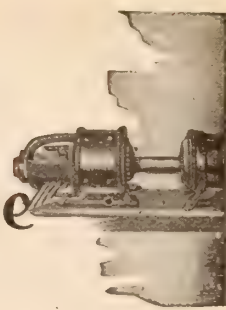
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Projection

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Inquiries and Comments

Standardized Screen Brightness Part VI

FEW persons are aware of the tremendous loss of light which is incurred by the average motion picture screen as far as the directing of picture light to the viewing area is concerned.

It is true that in terms of "over-all efficiency"—percentage of incident light reflected over all angles—practically all of the available screens run fairly high, 70-80 per cent being common figures. Of the total light reflected by a screen, only a comparatively small amount is useful, the remainder being wasted under any given conditions.

Only that solid angle subtended by the viewing area (not counting the gaps presented by the space between balconies and main floor level) from the center of the screen represents useful light. This solid angle is quite small compared with the total solid angle over which the screen reflects its incident light. Especially so since the planes of the viewing areas (main floor and balconies) make extremely acute angles with the horizontal center-line of the screen.

The inefficiency of screens acts as a powerful deterrent to prevent the standardization of screen brightness in the various theatres of the country.

Ideal Screen

From a purely theoretical standpoint, which holds forth but little promise of its ever being realized, motion picture screens should be so designed and constructed that for any given viewing conditions (size of viewing area, location, angle of its plane to center-line of screen, etc.) all of the light reflected from the screen should be confined within the solid angle subtended by the viewing area and, furthermore, this light should be reflected in approximate accordance with Lambert's Cosine Law. This law was described in detail in an earlier article on Optics.

Were these conditions to be met, every person in that particular theatre (seated within the prescribed viewing area) would then see a picture of exactly the same brightness regardless of distance or angle. Also, the picture would be of maximum brightness for the particular conditions involved.

Present day motion picture screens fall so wide of hitting this mark that it seems almost silly to make the comparison. The only extent to which control over the light distribution is obtained from their surfaces is to make the character of the reflection fall in one of these three broad groups: Diffusing, spread, and reflecting.

Gradations from one type to another are also to be had but aside from such elementary control, little effort seems to have been made to secure that control which would make a large part of the reflected light fall within the seating area angle.

The Right Direction

One attempt to secure ideal screen performance met with a certain amount of success and some rather surprising results in the way of screen brightness were obtained. The surface of the screen was comprised of many small reflecting beads, the contours of which were computed for each condition of viewing. Excellent results were obtained at long distances but at short range the screen fell short of expectations so that it became essentially, an outdoor advertising screen. Of recent, little has been heard of it.

Apparently, other efforts, along various lines, have met with little success since no screen of such type has appeared on the market for any length of time. It is unfortunate that this is so since a screen of this type would form a very useful adjunct to the motion picture system, and what is more pertinent, would bring this matter of standardized screen brightness one step nearer realization.

Energy Requirements of Screens

Motion picture screens are called upon to meet a variety of conditions ranging from very narrow houses to those of extreme width. The difference between screens is essentially one of light distribution in which the horizontal plane is favored. The various distributions of light necessary are obtained by using diffusing screens in wide houses, spread reflecting screens in medium width houses and highly reflecting screens in narrow houses.

Now it should be obvious that in a narrow theatre using a highly reflecting type of screen, a much brighter picture over the viewing area, can be obtained for a given amount of electrical energy than is possible with any other type of screen. Or, to put it the other way about, for a given average brightness of screen, less energy will be required in a narrow theatre using

a reflecting screen than for any other screen. From this, it immediately follows that where theatres are extremely wide, thus necessitating the use of a highly diffusing type of screen, for any given brightness, a maximum of energy as compared with other screens, will be required to illuminate it.

It was shown last week that electrical energy used for projection purposes can be translated into terms of radiated energy passing through the aperture so that for any given screen brightness, or intensity, the diffusing type of screen, supplying a wide viewing area unit light will render necessary a much greater illumination of the film at the aperture, with consequent increase in heat energy, than will be required by a spread reflecting screen supplying a medium width house or a reflecting screen in a narrow house.

Changes Necessary

So once again we see that the thing which is desired is not, after all, a standard screen intensity as far as projection is concerned, but rather a *constant film illumination*.

It would be a simple enough matter to obtain a fairly constant screen intensity under all ordinary conditions of projection as now encountered since this is but a matter of choosing the proper light sources and optic elements and then adjusting them to secure desired results.

Such a procedure, it is true, would result in certain improvements if applied over the country since some theatres would then have their screen intensities lowered while many would have them increased.

Probably the principal advantage would be in the fact that the theatre patrons would at least see pictures within a narrow range of brightness instead of being forced to view the extremes at present encountered.

As far as the matter of constant illumination of the film at the aperture is concerned, however, narrower limits on film density, projection distance and width of theatres will have to be brought into play before any appreciable good can result from establishing a standard of some kind.

With the present wide variations in the two last named items and which by the way, are increasing more each year, there seems but little hope that a true standardization in any sense of the word can be effected.

For the present, it would seem that a constant film density and narrow limits of screen illumination intensity should be concentrated upon in order to limit, if possible, "over-shooting" in the larger theatres and "under-shooting" (if such terms can be used) in the smaller houses.

A New Marr and Colton Organ for Illinois

The Marr & Colton Company have installed a large three-manual organ in the New Hinsdale Theatre, Hinsdale, Illinois.

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WANTED.—To buy or lease theatre; one with stage preferred; in city of not less than 5,000. Address, Box 520, Motion Picture News, New York City.

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THEATRE MANAGER AVAILABLE.—35 years of age; 14 years in business, both in United States and Canada; 9 years in present theatre as manager; best of references; or would lease or buy; mention size theatre; what have you to offer? New England preferred. Box 540, Motion Picture News, New York City.

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reputation is contemplating new connection by the new year; has been for years featured attraction in some of the finest theatres in America; exceptional references from some of the most successful and largest theatre owners in United States; will consider offers from the highest class moving picture theatres only; if you are looking for a permanent box office attraction, wire or write Box 5, Motion Picture News, Security Bldg., Hollywood, Calif.

HIGH CLASS CARTOONIST, artist and camera man; must be experienced in Bray and other popular systems of animation; write fully first letter for immediate connection. National Film Studios, 311 So. Sarah St., St. Louis, Mo.

YOUNG MAN with considerable experience in various phases of the picture industry, extending from coast to coast, would like to associate with reputable producing organization; recent connection afforded opportunity to visit over 3,000 theatres to study conditions, obtain exhibitors' reports on pictures and exploitation ideas, together with previous experience around studio. Box 560, Motion Picture News, New York City.

For Sale

FOR SALE.—Hallberg Generator; must sell; big bargain. Wohlforth, Princeton, New Jersey.

LEASE FOR SALE.—Cheap; near Salem, Ohio; 600 seats. Write, Box 580, Motion Picture News, New York City.

FOR SALE.—Motion picture theatre; town of 5,000; fully equipped; seats 290; one other small theatre opposition. M. J. Weber, Galena, Illinois.

FOR SALE

700 Haywood-Wakefield Veneer Theatre Chairs. Used less than 90 days. William J. Dunn, Academy Bldg., Fall River, Mass.

GRAND CENTRAL WEST END LYRIC CAPITOL

HEY—HEY!



COLLEEN MOORE
WE MODERNS

CONLEY SILVERMAN BAND
ON THE STAGE
GRAND CENTRAL ONLY
SUPPORTED BY
RUTH ETYNG
COMBE & MEVINS
ANTONETTE

CHARLESTON STRUTTERS
PEGGY NELSON-SOLASBACK
TWENTY-PEOPLE-TWENTY

CHARLESTON STRUTTERS
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PEGGY NELSON-SOLASBACK
TWENTY-PEOPLE-TWENTY

The "Flapper" is Passing
The "Modern" is Here

HURRAY! HURRAY! the modern is here to stay

COLLEEN MOORE



WE MODERNS

IT'S The "MODERN" NOW
NOT "FLAPPER"

TICKLE-TOE
TWINKLE-TOE

WHEN SHE
CHARLESTONS

OH
OH
OH

Starts
Monday

Trianon

Commence Dec 7th Norma Talmadge in "Greatest"

Majestic TODAY and ALL WEEK
THE "FLAMING YOUTH" GIRL IN
ANOTHER PICTURE BACKED WITH "RED"
COLLEEN MOORE
IN "WE MODERNS"
With JACK HULLIALL
Other Features: "HILL KIDNAPERS", "EAGLES"
"ROVER OF EYES" LOW CHANCEY NORMA SHEARER
MAY 10-15
MAY 16-20
MAY 21-25
MAY 26-30
MAY 31-JUNE 5

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The photo of Colleen Moore in a high hat has proved a sure-fire publicity and advertising bet. The widespread use made of it by exhibitors in preparing their newspaper displays for "We Moderns" (First National), is indicated. The ads illustrated in the layout were used by the following theatres: Mark Strand, Brooklyn; Grand Central, St. Louis; Loew's Warfield, San Francisco; Majestic, Louisville; Trianon, Birmingham, and Capitol, Des Moines.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy releases, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
American Pluck	George Walsh	Chadwick	5000 feet	July 11
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	Wm. Russell	Ginsberg Dist.	4543 feet	Oct. 21
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp.	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B. P. Schulberg (S.R.)		
Freshman, The	Harold Lloyd	Pathe		July 25
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O.	5669 feet	
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Gotham Prod. (S. R.)	5827 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O.	5669 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp.		
	(S. R.)		4901 feet	
Let's Go Gallagher	Tom Tyler	Film Book Offices	7000 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	6850 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O.	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Plastic Age, The	Special Cast	B. P. Schulberg (S. R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp.	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
S. O. S. Perils of the Sea	Frank Merrill	Columbia Pict. (S.R.)	4579 feet	
Speed Madness	Hoot Gibson	Universal	5247 feet	May 2
Spook Ranch	Sterling-Revier	Columbia	5267 feet	
Steppin' Out	Special Cast	Metro-Goldwyn	5819 feet	Aug. 29
Sun Up	Laura La Plante	Universal	6967 feet	May 30
Teaser, The	M. Moore-D. Devore	Warner Brothers	5900 feet	
Three Weeks in Paris	Evelyn Brent	Film Book Offices	6074 feet	Oct. 24
Three Wise Crooks	Buck Jones	Fox	4809 feet	Sept. 26
Timber Wolf, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 15
Trouble With Wives, The	Richard Talmadge	Film Book Offices	5452 feet	Nov. 7
Wall Street Whiz, The	Stone-Mason	First National	7349 feet	Oct. 10
What Fools Men	Special Cast	Fox	7325 feet	Aug. 2
Wheel, The	Jack Hoxie	Universal	4830 feet	June 27
White Outlaw, The	Special Cast	Paramount	7221 feet	Aug. 22
Wild Horse Mesa	Bebe Daniels	Paramount	5774 feet	Aug. 15
Wild, Wild Susan	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3
With This Ring				

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Beautiful City	R. Barthelmess	First National	7 reels	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4800 feet	
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros.	6586 feet	Nov. 7
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fate of a Flirt, The	Geo. O'Brien	Columbia (S. R.)		
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4470 feet	Sept. 26
Heads Up	"Lefty" Flynn	F. B. O.	5482 feet	Nov. 14
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp.	6084 feet	Sept. 5
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	
In Search of a Hero	Richard Holt	Gerson Pictures		
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp.	10424 feet	Sept. 12
Keeper of the Bees, The	Robert Frazer	F. B. O.	6712 feet	Oct. 17
Low Tyler's Wives	Special Cast	B. P. Schulberg (S. R.)		
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Man on the Box, The	Sydney Chaplin	Warner Bros.	7282 feet	Oct. 10
Midshipman, The	Ramon Navarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24

Feature	Star	Distributed by	Length	Reviewed
No Man's Law	Bob Custer	F. B. O.	4042 feet	Nov. 21
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National		Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 29
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp.	4603 feet	Sept. 21
Red Hot Tires	Monte Blue	Warner Bros.	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Some Pun'kins	Chas. Ray	Chadwick	6500 feet	Sept. 19
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow		Oct. 17
Wandering Footsteps	Special Cast	Ginsberg Dist. Corp.	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Without Mercy	Vera Reynolds	Prod. Dist. Corp.	6550 feet	Oct. 24
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around the Frying Pan	Fred Thomson	F. B. O.	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 10
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib.	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros.	6478 feet	Nov. 28
Cobra	Valentino	Paramount	7 reels	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels	Nov. 24
Don't	S. O'Neill-B. Roach	Metro-Goldwyn		
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 10
Eagle, The	Rudolph Valentino	United Artists	7 reels	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	L. Barrymore-H. Hampton	Assoc. Exhib.	5564 feet	June 20
Fight to a Finish, A		Columbia (S. R.)	4514 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib.	5600 feet	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib.	5400 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib.	5500 feet	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart		
New Commandment	Sweet-Lyon	First National	7 reels	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp.	6300 feet	Nov. 7
Perfect Clown, The	Larry Semon	Chadwick		
Phantom Express, The	Special Cast	Ginsberg Dist.		
Ridin' Streak, The	Bob Custer	Film Book Offices	4540 feet	
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp.	9980 feet	Nov. 14
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros.	7506 feet	Nov. 21
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Satan in Sables	Lowell Sherman	Warner Bros.	7060 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros.	6286 feet	
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp.	5070 feet	Oct. 24
Sporting Life	Special Cast	Universal	6763 feet	Sept. 20
Stage Struck	Gloria Swanson	Paramount	7 reels	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Time the Comedian	Cody-Busch	Metro-Goldwyn	4757 feet	
Transcontinental Limited	Special Cast	Chadwick (S. R.)		
Unchastened Woman, The	Thekla Bara	Chadwick	6800 feet	
Under the Rouge	Tom Moore	Assoc. Exhib.	6500 feet	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp.		Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
Wild Girl		Truart (S. R.)	5800 feet	
Winner, The	Charles Ray	Chadwick (S. R.)		
Wyoming Wild Cat, The	Tom Tyler	F. B. O.	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Ancient Mariner, The	Special Cast	Fox		
Blue Blood	George Walsh	Chadwick		
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Counsel for the Defense	Peters-Compson	Asso. Exhib.	7 reels	Nov. 21
Cowboy Musketeer, The	Tom Tyler	Film Book Offices		
Flood, The	Special Cast	Truart (S. R.)		
Girl from Montmartre	La Marr-Stone	First National		
Golden Strain, The	Special Cast	Fox		
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Handsome Brute, The		Columbia Pict. (S. R.)		
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14

Feature	Star	Distributed by	Length	Reviewed
His Secretary	Norma Shearer	M-G-M		
Hogan's Alley	Harlan-Miller	Warner Bros.	5900 feet.	Dec. 5
Infatuation	Special Cast	First National		
Irish Luck	Thomas Meighan	Paramount	7008 feet.	Nov. 28
Joanna	Mackaill-Muhall	First National		
Kiss for Cinderella, A.	Betty Bronson	Paramount		
Lady Windermere's Fan	Special Cast	Warner Brothers		
Lodge in the Wilderness				
The		Tiffany (S. R.)	6500 feet.	
Lover's Island	Hampton-Kirkwood	Assoc. Exhib.		
Lord Jim	Percy Marmont	Paramount	6702 feet.	Nov. 21
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp.	5417 feet.	Nov. 14
Mannequin	Special Cast	Paramount		
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet.	
Man Four Square	Buck Jones	Fox		
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.		
Midnight Flyer, The	Landis-Devore	F. B. O.		
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet.	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib.		
Pals		Truart (S. R.)	5800 feet.	
Pinch Hitter, The	Glenn Hunter	Asso. Exhibitors		
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202	
Prince of Pep	Richard Talmadge	F. B. O.	4911 feet.	
Prince of Broadway	George Walsh	Chadwick		
Sally, Irene and Mary	Special Cast	Metro-Goldwyn		
Silver Treasure, The	Special Cast	Fox		
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet.	
Splendid Road, The	Anna O. Nilssen	First National		
Three Faces East	Goudai-Ames	Prod. Dist. Corp.		
Triple Action	Pete Morrison	Universal	4800 feet.	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7 reels.	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	5 reels.	Dec. 5
That Royle Girl	Dempster-Fields	Paramount		
Wages for Wives	Special Cast	Fox	6352 feet.	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet.	Nov. 28
Woman of the World, A.	Pola Negri	Paramount		

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount		
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet.	Nov. 21
Braveheart	Rod LaRocque	Prod. Dist. Corp.		
Conquered	Gloria Swanson	Paramount		
Count of Luxembourg	George Walsh	Chadwick		
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp.		
Demon, The	Jack Hoxie	Universal		
Dixie Merchant, The	Special Cast	Fox		
Enchanted Hill, The	Special Cast	Paramount		
Fifth Avenue	De La Motte	Prod. Dist. Corp.		
Fighting Edge, The	Harlan-Miller	Warner Brothers		
First Year, The	Special Cast	Fox		
Flaming Waters	Special Cast	F. B. O.		
Golden Cocoon	Chadwick-Gordon	Warner Bros.		
Golden Butterfly, The	Special Cast	Fox		
Hands Up	Raymond Griffith	Paramount		
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib.		
His Jazz Bride	Prevost-Moore	Warner		
Husband Hunters		Tiffany	6500 feet.	
I Do	Harold Lloyd	Assoc. Exhib.		
Johnstown Flood, The	Special Cast	Fox		
Kitten and the King	"Lefty" Flynn	Film Book. Offices		
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Lady from Hell	Blanche Sweet	Assoc. Exhib.		
Little Giant, The	Glen Hunter	Universal		
Mannequin	Special Cast	Paramount		
Man Rustlin'	Bob Custer	Film Book. Offices		
Marrying Money		Truart (S. R.)	5800 feet.	
Rocking Moon	Bowers-Tashman	Prod. Dist. Corp.		
Sea Beast, The	John Barrymore	Warner Bros.		
Splendid Crime	Daniels-Hamilton	Paramount		
Shadow of the Law	Bow-Lewis	Assoc. Exhib.		
Sky High Corral	Art Acord	Universal		
Stella Maris	Mary Philbin	Universal		
Steel Preferred	William Boyd	Prod. Dist. Corp.		
Sweet Adeline	Charles Ray	Chadwick		
Under Western Skies	Norman Kerry	Universal		
Western Pluck	Art Acord	Universal		
What Happened to Jones	Reginald Denny	Universal		
When His Love Grew Cold		F. B. O.		
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet.	
White Mice	Jacqueline Logan	Associated Exhib.		
Woman of the World, A.	Pola Negri	Paramount		
Womanhandled	Richard Dix	Paramount		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Agony Column, The	Monte Blue	Warner Bros.		
Beautiful Cheat, The	Laura La Plante	Universal		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Beyond the Rockies	Bob Custer	Film Book. Offices		
Broadway Boob, The		Assoc. Exhib.		
Cave Man, The	Prevost-Moore	Warner Bros.		
Desperate Game, The	Art Acord	Universal		
First Year, The	Special Cast	Fox		
Lure of the Wild	Special Cast	Columbia (S. R.)		
Little Irish Girl, The	Special Cast	Warner Bros.		
Made for Love	Leatrice Joy	Prod. Dist. Corp.		
Man Upstairs, The	Monte Blue	Warner Bros.		
Million Dollar Handicap				
The	Vera Reynolds	Prod. Dist. Corp.		
Miracle of Life, The	Busch-Marmont	Assoc. Exhib.		
Morgan's Finish	Special Cast	Tiffany (S. R.)	6500 feet.	
Night Cry, The	Rin-Tin-Tin	Warner Bros.		
Night Watch, The	Special Cast	Truart (S. R.)		
Palace of Pleasure	Special Cast	Fox		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Separate Rooms		Fox		
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib.	6800 feet.	
Siberia	Special Cast	Fox		
Silent Witness, The	Louise Lorraine	Truart (S. R.)	5800 feet.	
Sky High Corral	Art Acord	Universal		
Tony Runs Wild	Tom Mix	Fox		
Two Can Play	Bow-MacDonald	Assoc. Exhib.		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Blue Blazes	Pete Morrison	Universal		
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp.		
Chip of the Flying U	Hoot Gibson	Universal		

Feature	Star	Distributed by	Length	Reviewed
Cohens and the Kellys				
The	Special Cast	Universal		
Dangers of a Great City	Special Cast	Fox		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.		
Happiness	Special Cast	Film Book. Offices		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Love Toy, The	Lowell Sherman	Warner Bros.		
Oh, What a Nurse	Syd Chaplin	Warner Brothers		
Manhood	Special Cast	Fox		
Marriage	Special Cast	Fox		
My Old Dutch	Special Cast	Universal		
Play Safe	Monty Banks	Assoc. Exhib.		
Red Dice	Rod La Rocque	Prod. Dist. Corp.		
Six Shooting Romance	Jack Hoxie	Universal		
Why Girls Go Back Home	Marie Prevost	Warner Brothers		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Border Sheriff, The	Jack Hoxie	Universal		
Combat, The	House Peters	Universal		
Isle of Retribution, The	Special Cast	Film Book. Offices		
Other Women's Husbands	Blue-Prevost	Warner Bros.		
Road to Glory, The		Fox		
Rustlers Ranch	Art Acord	Universal		
Sap The	M. Moore-D. Devore	Warner Bros.		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal		
Streets of Sin		Fox		

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Footloose Widow, The	Irene Rich	Warner Bros.		
Hell Bent for Heaven	Monte Blue	Warner Bros.		
Honeymoon Express, The	M. Moore-D. Devore	Warner Brothers		
Three Weeks in Paris		Warner Bros.	6050 feet.	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Gilded Highway, The	Dorothy Devore	Warner Bros.		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Brothers		
Passionate Quest, The	Marie Prevost	Warner Bros.		
Social Highwayman, The	Harlan-Miller	Warner Brothers		

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel.	
Account of Monte Cristo		Bischoff, Inc.	2 reels.	
Air Cooled	"Aesop Fable"	Pathe	1 reel.	
Alce Plays Cupid		Winkler (S. R.)	2 reels.	
Alice the Jail Bird		Winkler (S. R.)	2 reels.	
All Abroad	"Helen & Warren"	Fox	2 reels.	
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels.	
All Tied Up	"Fat Men"	Film Book. Offices	2 reels.	
All Wool	Mohan-Engle	Pathe	1 reel.	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels.	Oct. 24
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel.	
At Home	"Our Gang"	Pathe	2 reels.	
Baby Be Good	"Juvenile"	Educational	2 reels.	Oct. 24
Back to Nature	Charles Puffy	Universal	1 reel.	
Bad Man, The	"Dinky Doodle"	F. B. O.	1 reel.	
Barnyard Follies	"Aesop Fable"	Pathe	1 reel.	Sept. 5
Be Careful	Jimmie Adams	Educational	2 reels.	Aug. 22
Be Careful Dearie	"Our Gang"	Pathe	1 reel.	
Better Movies	Neely Edwards	Universal	2 reels.	Nov. 7
Beware of Your Relatives	Mohan-Engle	Pathe	1 reel.	Oct. 16
Big Kick, The	"Aesop Fable"	Pathe	1 reel.	
Bonehead Age, The	Smith-Bennett	Fox	2 reels.	
Brainstorm, The		Educational	1 reel.	
Brotherly Love		Universal	2 reels.	
Buster Be Good	Trimble-Turner	Universal	2 reels.	
Buster's Bust Up	Trimble-Turner	Universal	2 reels.	
Buster's Nightmare	Trimble-Turner	Universal	2 reels.	
By the Sea	Chas. Puffy	Universal	1 reel.	Oct. 16
Camel's Hump		Film Book. Offices	1 reel.	
Captain Suds	Eddie Gordon	Universal	2 reels.	
Caretaker's Daughter, The	Charley Chase	Pathe	2 reels.	Oct. 16
Cat's Whiskers, The	Neely Edwards	Universal	1 reel.	
Cheap Skates		Educational	2 reels.	
Chester's Donkey Party	Joe Murphy	Universal	2 reels.	
Cleaning Up	Johnny Arthur	Educational	2 reels.	Nov. 14
Closer Than a Brother	"Aesop Fable"	Pathe	1 reel.	
Cloudy Romance	Special Cast	Fox	2 reels.	Oct. 16
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels.	
Control Yourself	Smith-Bennett	Fox	2 reels.	Nov. 28
Cuckoo Love	Glenn Tryon	Pathe	2 reels.	Oct. 17
Cupid a La Carte		Fox		
Cupid's Victory	Wanda Wiley	Universal	2 reels.	
Cured Hams	Jack Richardson	Bischoff, Inc.	2 reels.	Oct. 31
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels.	Nov. 7
Day's Outing, A	"Aesop Fable"	Pathe	1 reel.	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels.	
Dinky Doodle at the Circus		Film Book. Offices	1 reel.	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel.	
Dog Daze	Bowes-Marlowe	Educational	1 reel.	
Dog's Life, A	Charles Chaplin	Pathe	3 reels.	
East Side, West Side	Fox			
Ebony Clean Up		L. B. Cornwell (S. R.)	1 reel.	
Educating Buster	Trimble-Turner	Universal	2 reels.	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels.	
Elsie in New York		Fox	2 reels.	
English Channel Swim				
The	"Aesop Fable"	Pathe	1 reel.	
Failure	Special Cast	Fox	2 reels.	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel.	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels.	Nov. 21
Fair Warning	Al St. John	Educational	2 reels.	Sept. 26
Felix the Cat Busts Into Business	"Cartoon"	Educational	1 reel.	
Felix the Cat in Eats Are Wets	"Cartoon"	Educational	1 reel.	Nov. 29

Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Felix the Cat in The Cold Rush	"Cartoon"	Educational	1 reel		Smash Up, The	"The Gumps"	Universal	2 reels	
Felix the Cat on the Farm	"Cartoon"	Educational	1 reel		Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Felix the Cat Flirts with Fate	"Cartoon"	Educational	1 reel		Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
Felix the Cat Kept on Walking		Educational	1 reel		So Long Bill	Billy West	Arrow	2 reels	
Felix the Cat on the Job	"Cartoon"	Educational	1 reel		Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
Felix the Cat Spots the Spooks	"Cartoon"	Educational	1 reel		So's Your Old Man	Alberta Vaughn	Film Book. Offices	2 reels	
Felix the Cat Tries the Trades	"Cartoon"	Educational	1 reel		Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Felix the Cat Trips Thru Toyland	"Cartoon"	Educational	1 reel		Spooky Spooks	Lige Conley	Bischoff (S. R.)	2 reels	Sept. 12
Fighting Dude, The	Lupino Lane	Educational	2 reels		Spot Light	Edna Marian	Universal	2 reels	Oct. 24
Fighting Tailor, A	Al St. John	Fox			Stranded	Special Cast	Universal	2 reels	Sept. 5
Fire Away	Special Cast	Fox	2 reels	Nov. 7	Strong For Love	Bowes-Marlowe	Fox	2 reels	
Flamingo Affair, A	Special Cast	Fox			Sweet and Pretty	Special Cast	Educational	1 reel	
Flyin' Fool					Sweet Marie	Alice Day	Pathe	2 reels	Aug. 29
For Sadie's Sake	Jimmi Adams	Educational	2 reels		Sweet Pickle, A	"Fat Men"	F. B. O.	2 reels	Oct. 24
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28	Tailoring	Ralph Graves	Pathe	2 reels	Nov. 21
Free Ride, A	Arthur Lake	Universal	1 reel		Take Your Time	Eddie Gordon	Universal	2 reels	Oct. 31
From Rags to Riches	Wanda Wiley	Universal	2 reels		Tea for Love	Harry Langdon	Pathe	2 reels	
Going Good	Ralph Graves	Pathe	2 reels	Oct. 17	There He Goes	"Fat Men"	F. B. O.	2 reels	
Good Morning Madam	Billy Dooley	Educational	2 reels	Oct. 31	Three Wise Goofs	Constance Darling	Universal	2 reels	Sept. 12
Goosey Gus	Special Cast	B'way Dist. Corp.	2 reels		Too Much Mother-in-Law	Johnny Arthur	Educational	2 reels	Aug. 15
Great Open Spaces, The	"Aesop Fable"	Pathe	1 reel		Tourist, The	Special Cast	Fox	2 reels	Oct. 36
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel		Transients in Arcadia	"Aesop Fable"	Pathe	1 reel	Sept. 21
Half Fare	Arthur Lake	Universal	1 reel		Ugly Duckling, The	Edna Marian	Universal	2 reels	Oct. 3
Happy Go Lucky	Neeley Edwards	Universal	1 reel		Uncle Tom's Cal	Arthur Lake	Universal	1 reel	
Haunted House, The	"Aesop Fable"	Pathe	1 reel		Understudy, The	Charles Chase	Pathe	2 reels	Nov. 21
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24	Uneasy Three, The	Jas. Finlayson	Pathe	1 reel	
Her Lucky Leap	Wanda Wiley	Universal	2 reels		Unfriendly Enemies	Clyde Cook	Pathe	2 reels	
Hero Wins, The	"Aesop Fable"	Pathe	1 reel		Wandering Papas	Bobby Vernon	Educational	2 reels	Aug. 29
His Wooden Wedding	Charlie Chase	Pathe	2 reels		Watch Out	Walter Hiers	Educational	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc.	2 reels	Sept. 12	Weak But Willing	Chas. Puffy	Universal	1 reel	Oct. 3
Hold Everybody	Perry-Cooley	Fox			Westward Ho	Cliff Bowes	Educational	1 reel	
Hold Tight	Alice Ardell	F. B. O.			Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Honeymoon Hotel, The	Neely Edwards	Universal	1 reel		Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Honeymoon Squabble, The	Edna Marian	Universal	2 reels		Wildcats of Paris	"Aesop Fable"	Pathe	1 reel	Nov. 21
Honor System, The	"Aesop Fables"	Pathe	1 reel	Nov. 21	Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Horse Laugh	Chas. Puffy	Universal	1 reel		Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14	Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14	Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3
Hoty Toty	Alice Day	Pathe	2 reels						
How the Bear Got His Short Tail	Film Book. Offices		1 reel						
How the Elephant Got His Trunk	F. B. O.		1 reel						
Humming Birds, The	Buddy Messinger	B'way Dist. Corp.	2 reels						
Hungry Hounds	"Aesop Fable"	Pathe	1 reel						
Hurry, Doctor!	Ralph Graves	Pathe	2 reels						
In Deep	Cliff Bowes	Educational	1 reel	Oct. 10					
Isn't Love Cuckoo?	Pathe		2 reels						
Jimmy Crickets	Neely Edwards	Universal	1 reel						
Just Spooks	"Dinky Doodle"	F. B. O.	1 reel						
Kick Me Again	Charles Puffy	Universal	1 reel						
Klynick, The	"Hey Felas"	Davis Dist.	2 reels	Sept. 5					
Ko-Ko Nuts	"Cartoon"	Red Seal	1 reel	Sept. 5					
Ko-Ko Packs 'Em In	"Cartoon"	Red Seal	1 reel	Nov. 14					
Laughing Ladies	Special Cast	Pathe	2 reels						
Lame Brains	Alice Ardell	F. B. O.	2 reels						
Lickety Split		Educational	2 reels						
Lion and the Monkey, The	"Aesop Fables"	Pathe	1 reel	Oct. 10					
Little Red Riding Hood	Baby Peggy	Universal	2 reels						
Live Cowards		Educational	2 reels						
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3					
Love and Lions	Special Cast	Fox	2 reels						
Love My Dog	Arthur Lake	Universal	1 reel						
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17					
Maizie Won't Tell	Alberta Vaughn	F. B. O.	2 reels						
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12					
Min's Home on the Cliff	Joe Murphy	Universal	2 reels						
Min Walks In Her Sleep	"The Gumps"	Universal	2 reels						
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3					
Monkey Business	"Krazy Kat"	Winkler (S.R.)	1 reel						
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3					
More Mice Than Brains	"Aesop Fable"	Pathe	1 reel						
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3					
Muddled Up	Charles Puffy	Universal	1 reel						
My Stars		Educational	2 reels						
My Swedie	Neal Burns	Educational	2 reels						
No Father to Guide Him	Charles Chasc	Pathe	2 reels	Sept. 5					
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24					
Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel						
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12					
Officer No. 13	Eddie Gordon	Universal	1 reel						
Officer of the Day		Fox							
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7					
On Edge	Lige Conley	Educational	2 reels						
On the Links	"Fat Men"	F. B. O.	2 reels						
One Wild Night	Neely Edwards	Universal	1 reel						
One Wild Ride	"Our Gang"	Pathe	2 reels						
Oo-La-La	Bobby Vernon	Educational	2 reels						
Or What Have You	Alberta Vaughn	F. B. O.	2 reels						
Over There-Abouts	Mack Sennett	Pathe	2 reels						
Papa, Be Good!	Glenn Tryon	Pathe	2 reels						
Parisian Knight, A	Earle Foxe	Fox	2 reels						
Peacemakers, The	"Helen & Warren"	Fox	2 reels	Nov. 7					
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels						
Peggy's Heroics	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10					
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels						
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels						
Pie Eyed Pie	"Krazy Kat"	Winkler (S.R.)	1 reel						
Pike's Pique	Alberta Vaughn	Film Book. Offices							
Piping Hot	Al Alt	Universal	2 reels	Oct. 10					
Pleasure Bent	Charles Puffy	Universal	1 reel						
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22					
Prep School	Arthur Lake	Universal	1 reel						
Puuch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31					
Rainbow's End, The	"Felix the Cat"	Educational	1 reel						
Raisin' Trouble		Arrow	2 reels						
Rainy Knight, A		Pathe	2 reels						
Roomers Afloat	Jack Cooper	Bischoff (S.R.)	2 reels	Oct. 31					
Salty Sap, A	Billy Dooley	Educational							
Salute	Alice Ardell	Film Book. Offices	2 reels						
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels						
Scandal Hunters	Al Alt	Universal	2 reels						
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17					
Sea Scamps	Big Boy	Educational	2 reels						
Shoes	Special Cast	Fox	2 reels	Aug. 29					
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14					
Sky Jumper, The	Earle Foxe	Fox	2 reels						
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31					
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28					

Short Subjects

Feature	Distributed by	Length	Reviewed
Ace of Spades (Serial)	Universal	2 reels	Oct. 24
Amunsden Polar Flight, The	Pathe	3 reels	Nov. 21
Animated Hair Cartoons (Series)	Red Seal Pict.	1 reel	
Barrier Busters (Sportlight)	Pathe	1 reel	Sept. 5
Boundary Line, The (Mustang Series)	Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)	Universal	2 reels	
Call of Hazard, The (Fred Humes)	Universal	2 reels	
Clever Feet (Sportlight)	Pathe	1 reel	
Colorful Fashions From Paris (Novelty)	Educational	1 reel	
Crook Buster, The (Mustang)	Universal	2 reels	
Cuba Steps Out (Variety)	Fox	1 reel	
Fight Within, The George Larkin	Universal	2 reels	
Film Facts (Series)	Red Seal Pict.	1 reel	
Flame Fighter, The (Serial) Herbert Rowlinson	Rayart		
Flirting With Death	Red Seal Pict.	2 reels	Sept. 26
Gold Trap, The (Mustang Series)	Universal	2 reels	Oct. 10
Green Archer, The (Serial)	Pathe		
Hearts of the West Edmund Cobb	Universal	2 reels	
In a China Shop (Variety)	Fox	1 reel	
I Remember	Short Films Syn.	2 reels	Sept. 26
Iron Trail Around (Variety)	Fox	1 reel	
Just Cowboys (Mustang Series)	Universal	2 reels	Oct. 10
Knicksacks of Knowledge (Hodge Podge)	Educational	1 reel	Nov. 14
Ko-Ko on the Run (Out-of-Inkwell)	Red Seal Pict.	1 reel	Oct. 3
Life's Greatest Thrills	Universal	2 reels	Sept. 26
Magical Movies (Hodge Podge)	Educational	1 reel	
Man With a Scar, The (Fred Humes)	Universal	2 reels	
Marvels of Motion (Series)	Red Seal Pict.	1 reel	Sept. 5
Montana of the Range Josie Sedgwick	Universal	2 reels	
Mother Goose's Movies (Hodge Podge)	Educational	1 reel	
My Bonnie (Ko-Ko Series)	Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)	Fox	1 reel	Aug. 29
Outings For All (Sportlight)	Pathe	1 reel	
Perils of the Wild (Serial)	Universal		
Raid, The (Mustang Series)	Universal	2 reels	Oct. 10
Range Law (Mustang Series)	Universal	2 reels	Nov. 28
Rider of the Pass (Mustang Series)	Universal	2 reels	
River Nile, The (Variety)	Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)	Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopic)	Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)	Universal	2 reels	Nov. 21
Rustin' Kid, The (Mustang Series)	Universal	2 reels	
Scarlet Streak, The Jack Daugherty	Universal	2 reels	
Shakespeare (Gems of the Screen)	Red Seal	1 reel	
Shooting at Time (Sportlight)	Pathe	1 reel	
Shootin' Wild (Mustang Series)	Universal	1 reel	Oct. 24
Silvery Art	Red Seal	2 reels	Sept. 26
Sky Hooks	Educational	1 reel	
Sky Tribe, The (Variety)	Fox	1 reel	
Starting an Argument (Sportlight)	Pathe	1 reel	
Story Teller, The (Hodge Podge)	Educational	1 reel	Oct. 3
Taking Chances (Mustang Series)	Universal	2 reels	
Then and Now (Sportlight)	Pathe	1 reel	
Toiling for Rest (Variety)	Fox	1 reel	
Too Many Bucks (Mustang Series)	Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)	Universal	2 reels	
Tricked (Mustang Series)	Universal	2 reels	Sept. 12
Walloping Wonders (Sportlight)	Pathe	1 reel	
What Price Touchdown (Sportlight)	Pathe	1 reel	
Whirlpool, The (Variety)	Fox	1 reel	
White Paper (Variety)	Fox	1 reel	
With Pencil, Brush and Chisel (Variety)	Fox	1 reel	
Wild Beasts of Borneo	Educational	2 reels	Sept. 12
Wild West (Serial)	Pathe	10 episodes	Sept. 12

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Ace of Spades, The	Desmond-McAllister	Universal		

Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet.		Married Cheats		Fox		
Aloma of the South Seas	Gilda Gray	Paramount			Memories	Ramon Navarro	M-G-M		
Altars of Desire	Special Cast	M-G-M			Memory Lane	Boardman-Nagel	First National		
Apache Princess	Wilson-Gerber	Davis Dist. Div.			Men of Steel	Milton Sills	First National		
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)			Message to Garcia, A.	Special Cast	M-G-M		
Atlantis		First National			Midnight Flames		Columbia Pict. (S. R.)		
Auction Block, The	Boardman-Ray	M-G-M			Midnight Special		Truart (S. R.)		
Barrier, The	Kerry Barrymore	Metro-Goldwyn			Miss Brewster's Millions	Bebe Daniels	Paramount		
Barriers of Fire	Warner Bros.				Million Dollar Doll		Assoc. Exhib.		
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet.	Nov. 14	Mismates	Doris Kenyon	First National		
Bat, The	Special Cast	United Artists			Miss 318	Special Cast	M-G-M		
Beauty	Special Cast	M-G-M			Mill Modiste	Corinne Griffith	First National		
Behind the Front	W. Berry-Hatton	Paramount			Mocking Bird, The	Lon Chaney	M-G-M		
Behind the Screen	Special Cast	M-G-M			Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet.	
Bellamy the Magnificent	Special Cast	M-G-M			Money Talks	Special Cast	M-G-M		
Beloved Pawn, The	Reed Howes	Rayart (S. R.)			Monte Carlo	Special Cast	M-G-M		
Beverly	Special Cast	Metro-Goldwyn			Mr. Batling Butler	Buster Keaton	M-G-M		
Beverly of Graustark	Marion Davies	M-G-M			My Own Pal	Tom Mix	Fox		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet.	Nov. 28	My Lady of Whims	Clara Bow	Arrow		
Black Pirate, The	Douglas Fairbanks	United Artists			Nervous Wreck, The		Prod. Dist. Corp.		
Bluebeard's Seven Wives	Lyon-Wilson-Sweet	First National			Nine and 3-5 Seconds	Charles W. Paddock	A. G. Sten, Inc.	5600 feet.	Nov. 21
Border Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels.	June 6	Oh, Horace	Billy West	Rayart		
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet.		Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet.	Dec. 5
Borrowed Plumes	Special Cast	Arrow			Ordeal, The	Special Cast	M-G-M		
Broken Homes	Lake-Glass	Astor Dist.			Palace of Pleasure		Fox		
Brooding Eyes		Ginsberg Dis. Corp.			Paris	Special Cast	Metro-Goldwyn		
		(S. R.)			Partners Again	Sidney Carr	United Artists		
Brown of Harvard		Metro-Goldwyn			Passionate Youth	Special Cast	Truart (S. R.)	6 reels.	July 11
Charity Ball, The		Metro-Goldwyn			Part Time Wife, The		Gotham Prod. (S. R.)		
Checked Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp.			Peggy of the Secret Service	Peggy O'Day	Davis Dist. Div.	5 reels	
		(S. R.)			Phantom Express		Ginsberg		
Cigarette Maker's Romance, The	Special Cast	M-G-M			Phantom of the Forest	Thunder (dog)	Gotham Prod.		
Cleaner Flame, The		Arrow			Plumes	Special Cast	M-G-M		
College Widow, The	Syd Chaplin	Warner Brothers			Prince of Pilsen	Anita Stewart	Prod. Dist. Corp.		
Coney Island	Special Cast	M-G-M			Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet.	Nov. 14
Crashing Through	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet.		Quality Street		Metro-Goldwyn		
Cyclone Bob	Bob Reeves	Anchor Film Dist.			Quicker 'n Lightning	Buffalo Bill, Jr.	Weiss Bros. (S. R.)	5 reels.	June 18
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet.	July 18	Quo Vadis	Emil Jannings	First National		Feb. 28
Dance Madness	Windsor-Nagel	Metro-Goldwyn			Racing Blood	Johnny Hines	Gotham Prod. (S. R.)		
Dance Horse, The	Harry Carey	Prod. Dist. Corp.			Rainbow Riley	Pringle-Love	First National		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist. (S. R.)	5 reels.	Oct. 3	Reason Why, The	Belle Bennett	M-G-M		
Dead Command, The	Special Cast	M-G-M			Reckless Lady	William Desmond	First National		
Demon Rider, The	Ken Maynard	Davis Dist.	5000 feet.	Aug. 22	Red Clay	Mrs. Wallace Reid	Universal		
Desert Gold	Holt-Dove	Paramount			Red Kimono, The	Special Cast	Davis Dist. Div.		
Desert Healer	Stone-Bedford	First National			Return of a Soldier		Metro-Goldwyn		
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp.			Road That Led Home, The		Vitagraph		
Detour		Prod. Dist. Corp.			Romance of an Actress		Chadwick		
Devil Horse, The	Rex (horse)	Pathe			Ropin' Venus, The	Josie Sedgwick	Universal		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.			Rust	Special Cast	M-G-M		
Do Clothes Make the Woman	Mrs. Valentino	F. B. O.			Rustling for Cupid		Fox		
Don Juan	John Barrymore	Warner			Sailors' Wives		First National		
Dumb Head		Tiffany (S. R.)	6500 feet.		Salvage	Ben Lyon	Truart (S. R.)	5800 feet.	
East of the Setting Sun	Constance Talmadge	First National			Savage, The	Welsh-Kennedy	First National		
Eden's Fruit		B. P. Schulberg (S.R.)			Scandal Street	Special Cast	Arrow	6750 feet.	Nov. 14
Ermine and Rhinestone		H. F. Jans (S. R.)			Scarlet Letter, The	Mary Pickford	M-G-M		
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn			Scraps	Special Cast	United Artists		
False Pride		Astor Dist.			Sea Horses	Special Cast	Paramount		
Far Cry, The	Sweet-Mulhall	First National			Second Chance, The	Nilsson-Frazier	First National		
Fast Life in New York	Special Cast	M-G-M			Self Defense	Special Cast	Arrow Film Corp.		
Fast Pace, The	Special Cast	Arrow			Seventh Heaven	Special Cast	Fox		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet.		Seward's Folly	Special Cast	M-G-M		
Fighting Courage	Ken Maynard	Davis Dist. Div. (S.R.)	5 reels.	July 11	Shadow of the Wall		Gotham Prod. (S. R.)		
Fighting Heart, The	Frank Merrill	Bud Barsky Prod.			Shadow of the Mosque	Odette Taylor	Cranfield & Clarke		
		(S. R.)	5000 feet.				(S. R.)	6200 feet.	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp. (S.R.)	4630 feet.		Shave and Shave Alike	Jane Novak	Arrow		
Flames	Special Cast	M-G-M			Shebo	Colleen Moore	First National		
Flying Thru	Al Wilson	Davis Dist. Div.		Nov. 7	Shenandoah		B. P. Schulberg (S. R.)		
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)			Shootin' Square	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Forest of Destiny, The		Gotham Prod. (S. R.)			Siegfried		Ufa		Sept. 12
Forever After	Corinne Griffith	First National			Silence	H. B. Warner	Prod. Dist. Corp.		
For Heaven's Sake	Harold Lloyd	Paramount			Sign of the Claw	Peggy Hopkins Joyce	Gotham Prod. (S. R.)		
Fort Frayne	Ben Wilson	Davis Dist.	5000 feet.	Aug. 29	Sky Rocket, The	George Walsh	Assoc. Exhib.		
Four Stragglers, The	Special Cast	M-G-M			Smith of Cornell	Special Cast	Chadwick		
Friends	Special Cast	Vitagraph			Somebody's Mother	Rayart	Rayart		
Frisco Sal	Special Cast	M-G-M			Song and Dance Man, The	Tom Moore	Paramount		
Frivolity		B. P. Schulberg (S.R.)			Span of Life	Betty Blythe	Banner Prod. (S. R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp. (S.R.)	4700 feet.		Speed Limit, The	Wilson-Gerber	Gotham Prod. (S. R.)		
Gambling Chaplain, The	Special Cast	M-G-M			Starlight Ranch	Chadwick-Russell	Davis Dist. Div.		
Garden of Eden, The	Special Cast	M-G-M			Still Alarm, The		Universal		
Gentle Cyclone, The	Buck Jones	Fox			Stop, Look and Listen	Larry Semon	Pathe		
Glorifying the American Girl		Paramount			Strange Bedfellows		Metro-Goldwyn		
Gold Hunters, The	David Butler	Davis Dist. Div.	6500 feet.	Nov. 7	Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Golden Journey, The	Sojin	Paramount			Tale of a Vanishing People		Tiffany (S. R.)	6500 feet.	
Goose Man, The	Special Cast	M-G-M			Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	4900 feet.	June 19
Great Love, The	Dana-Agnew	M-G-M			Temptress, The	Special Cast	M-G-M		
Grey Vulture, The	Ken Maynard	Davis Dist. Div.			Ten to Midnight		Prod. Dist. Corp.		
Gulliver's Travels		Universal			Texas's Oath, The	Ken Maynard	Davis Dist. Div.		
Hairpin Duchess, The	Special Cast	M-G-M			Thoroughbred	George O'Brien	Fox		
Haunted Range, The	Ken Maynard	Davis Dist. Div.		Sept. 26	Thoroughbred, The	Special Cast	Truart	5481 feet.	Sept. 19
Hearts and Spangles		Gotham Prod. (S. R.)			Three Bad Men	Special Cast	Fox		
Heir's Apparent	Special Cast	First National			Three Pals	Marilyn Mills	Davis Dist. Div.		
His Woman	Special Cast	Whitman Bennett	7 reels.		Toilers of the Sea	Special Cast	M-G-M		
Horses and Women		B. P. Schulberg			Tongo	Special Cast	M-G-M		
Human Mill, The	Special Cast	M-G-M			Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist. Div.		
I Can Do It	Special Cast	M-G-M			Too Much Money	Nilsson-Stone	First National		
I'll Tell the World	Olmsted-Arthur	M-G-M			Torrent, The	Cortez-Garbo	M-G-M		
Inevitable Millionaires					Tough Guy, The	Fred Thomson	F. B. O.		
Irene	M. Moore-Devore	Warner Bros.			Trailing Shadows	Edmond Lowe	Fox Film		
Justice of the Far North	Colleen Moore	First National			Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)		
Just Suppose	Richard Barthelmess	C. B. C. (S. R.)	5500 feet.						
Kiki	Norma Talmadge	First National			Travis Coup, The		Tiffany (S. R.)	5000 feet.	
King of the Turf	Special Cast	F. B. O.			Tricks	Marilyn Mills	Davis Dist. Div.	5 reels.	Sept. 15
La Boheme	Gish-Gilbert	Metro-Goldwyn			Trip to Chinatown, A.	Special Cast	Fox		
Lady of Leisure	Special Cast	M-G-M			Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet.	Nov. 28
Lawful Cheater, The	Bow-McKeo	B. P. Schulberg	4946 feet.		Unwritten Law, The	Elaine Hammerstein	Columbia Pict. (S.R.)	5355 feet.	Nov. 14
Law or Loyalty	Lawson Harris	Davis Dist. Div.	4800 feet.	Nov. 14	Up and At' Em	Jack Perrin	Ambassador Pict. (S. R.)		
Lena Rivers	Special Cast	Universal							
Les Miserables		Truart (S. R.)	6500 feet.		Vanishing American, The	Dix-Wilson	Paramount	10063 feet.	Nov. 7
Life of a Woman		M-G-M			Vengeance of Durand, The	Irene Rich	Warner Brothers		
Light Eternal	Norma Shearer	Tiffany (S. R.)	6500 feet.		Viennese Medley	Special Cast	First National		
Lightning	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet.		Volcano, The	Bebe Daniels	Paramount		
Lightning Jack	Al Ferguson	Fleming Prod. (S.R.)			Volga Boatman, The		Prod. Dist. Corp.		
Lightning Passes, The	Ken Maynard	Davis Dist. Div.			Wanderer, The	William Collier, Jr.	Paramount	8173 feet.	Sept. 12
Lights of Mojave, The	Ray-Starke	Metro-Goldwyn			Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet.	Aug. 22
Little Bit of Broadway		Tiffany (S. R.)	6500 feet.		Way of an Eagle, The	Special Cast	M-G-M		
Lodge in the Wilderness		Davis Dist. Div.			What Will People Say		Metro-Goldwyn		
Long Odds	Marilyn Mills	Fox			When Husbands Flirt	Dorothy Revier	Columbia	5500 feet.	Dec. 5
Loyalties	Special Cast								
Lover's Oath, A	Ramon Navarro	Astor (S. R.)	5800 feet.	Oct. 17	When We Were Twenty-One	Special Cast	M-G-M		
Lunatic at Large, The	Leon Errol	First National							
Lying Wives	Special Cast	Ivan Abramson (S. R.)	7 reels.	May 2	Whispering Canyon		Ginsberg Dist. Corp.		
Man and the Moment		Metro-Goldwyn					(S. R.)		
Man With a Thousand Faces	Special Cast	M-G-M			White Chief, The	Monte Blue	Warner Brothers		
Mare Nostrum	Special Cast	Metro-Goldwyn			White Fury	Marilyn Mills	Davis Dist. Div.		
					White Heat	Special Cast	M-G-M		
					Wide Open	Dick Jones	Sunset Prod. (S. R.)		
					Wife, The	Special Cast	M-G-M		
					Winning of Barbara Worth		Principal Pict. (S. R.)		

With Kit Carson Over the
Great Divide.....Special Cast.....Sunset Prod. (S. R.)
Wives for Rent.....Valli-O'Malley.....Universal
Wolf Hunters, The.....Special Cast.....Davis Dist. Div.
Women.....Banner Prod. (S. R.)
Women and Wives.....Metro-Goldwyn
World's Illusion, The.....Metro-Goldwyn

Worst Man of the Troop.....Wilson-Gerber.....Davis Dist. Div.
Worst Woman, The.....Special Cast.....B. P. Schulberg (S. R.)
Wrong Coat, The.....Tiffany (S. R.).....6500 feet.
Yankee Senor, The.....Tom Mix.....Fox
Yoke, The.....Special Cast.....Warner Brothers
You Too.....Special Cast.....M-G-M

Newspaper Opinions on New Pictures

"Sally, Irene and Mary," Metro-Goldwyn-Mayer, Capitol, New York.

Herald-Tribune: "We saw the play on Broadway as a musical comedy several years ago the picture seems to us much more interesting."

Evening Journal: "Sally, Irene and Mary" at the Capitol is good entertainment of the type that has pretty girls, scenes backstage in a Broadway musical comedy, and the type of situations that make the folks back home shake their heads in confirmation of all their doubts and then go to see the picture a second time. The production is lavishly staged, the cast is well chosen and Sally O'Neil is a cute little trick with a magnetic screen personality who ought to be great in pictures."

Telegram: "All the ingredients that make for happiness in the box office." Also, "This musical comedy has lent itself to some genuinely diverting film entertainment. The languorous and lovely Constance Bennett is seen to advantage in the role of Sally, Irene is carefully portrayed by Joan Crawford and Sally O'Neil, who is cast as Mary, is certainly a welcome newcomer to filmdom. She has personality and good looks and the brains to turn both to a good screen account."

Mirror: "Yea, verily, SOME movie!"

"Grand Duchess and Waiter"—Paramount, McVickers, Chicago American: "Credit Mal St. Clair with another success. This clever director, who made 'Are Parents People?', has turned out another winner. True, St. Clair was aided

by some exceptionally good players, notably Adolphe Menjou and Florence Vidor. Besides, Menjou's role is a perfect fit, and when Menjou's characterization is of the kind in which he is seen to his best advantage, you are assured many great moments. The situations are good and they are perfectly handled. Miss Vidor never looked more charming."

Herald-Examiner: "I should have enjoyed applauding Adolphe Menjou for his performance in 'The Grand Duchess and the Waiter,' but nobody else seemed to think of it, and I feared to clap my hands alone lest one of the lordly ushers at McVickers should show me the gate."

"I should have enjoyed applauding Florence Vidor, too, for the serene insolence and beauty of her duchess. But nobody would lend a helping hand."

"At this writing Mr. Menjou is my and Michael Arlen's favorite rascal of the magic lantern."

Daily News: "In a hurry to go a-shopping for Christmas gifts, yet faithful to the stern duty of informing you of the merits and demerits of 'The Grand Duchess and the Waiter,' this reviewer decided he'd watch it until he was certain how it would finish and then depart with the time of two reels to his credit."

"That's what he thought when he dropped into a seat at McVickers just as Paul Ash and his Gang wound up their celebration in a tornado of applause. But it didn't turn out as he thought. 'The Grand Duchess and the Waiter' turned out to be the most diffi-



Highlights from the Banner production released through Henry Ginsberg Distributing Corporation titled "Speed."

cult photoplay he ever tried to walk out on."

Evening Post: "To set forth the plot of so farcical a little tale would not be fair to the picture. Malcolm St. Clair, a clever young director, has told it better in his deft, well managed scenes than one could put it into words."

"It is a good vehicle for Menjou and will certainly please those who enjoy the work of this player. Florence Vidor's public will also be happy for it provides a glamorous role for her and she has never looked more beautiful than she does as this haughty grand duchess."



Scenes from the Colleen Moore starring vehicle for First National titled "We Moderns."

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Robert Kane presents
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 By Blanche Merrill and Paul
 Schofield with Blanche Sweet,
 Lois Wilson, Ben Lyon, Dorothy
 Sebastian, Sam Hardy and
 Diana Kane. *A fine picture!*
 Art director, Robert M. Haas.
 Photography by Ernest Haller.
 Titles by Randolph Bartlett.
 An Al Santell Production.
A First National Picture.
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 and
 Ben Lyon
 in
"Bluebeard's Seven Wives"

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January 9, 1926

Motion Picture News

Reg. U. S. Patent Office



"Shake, Kid,
this is our Year★"!

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Vol. XXXIII No. 2

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1926

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ONES now!

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JAMES CRISTY made
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this story 200,000
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A KISS FOR
CINDERELLA

The Billionaire's Daughter
in Seven Acts

GRAND DUCHESS
AND THE WAITER

Richard Dix and Jean
Arthur in a sensation

THE SONG AND
DANCE MAN

Big Screen production of
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THE WANDERER

The spectacular road show
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THE VANISHING
AMERICAN

Now a 12th Scale production

And Soon!
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And 27 other BIG SPECIALS
between now and July!



— and we're
MAKING GOOD

HERBERT BRENON'S PRODUCTION
of J.M. BARRIE'S masterpiece... with
BETTY BRONSON, TOM MOORE, ESTHER RALSTON
SCREEN PLAY BY WILLIS GOLDBECK AND TOWNSEND MARTIN

"A KISS FOR CINDERELLA"
breaks all Christmas Records
at the Rivoli,
New York!



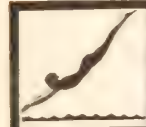
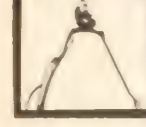
"Never have we seen greater crowds than those surrounding
the Rivoli" — Harriet Underhill in the New York Herald-Tribune

and more MORE coming!

BIG 1926 *Paramount* READY NOW!

Scan the line-up below and on the next page. Check up the titles, casts, directors and selling points. Is there anything in the field comparing with it?

AND THINK—every one of these pictures, AND MORE TOO, is ready to be played between now and the end of February!

	TITLE	STAR & CAST	DIRECTOR	BOX OFFICE HIGH SPOTS
	"THE AMERICAN VENUS"	Esther Ralston Ford Sterling Lawrence Gray Miss America Bathing beauties	Frank Tuttle	Dazzling beauty show. Atlantic City Pageant tie-up. Local style, beauty shows.
	"MANNEQUIN"	Alice Joyce Warner Baxter Dolores Costello Zasu Pitts	James Cruze	Fannie Hurst's \$50,000 Liberty Magazine prize story. National ad campaign.
	"A KISS FOR CINDERELLA"	Betty Bronson Tom Moore Esther Ralston	Herbert Brenon	J. M. Barrie's stage masterpiece. Even bigger hit than "Peter Pan."
	"HANDS UP!"	Raymond Griffith Marion Nixon Virginia Lee Corbin Montagu Love	Clarence Badger	Another comedy success for this fast rising star. His best yet.
	"THE ENCHANTED HILL"	Jack Holt Florence Vidor Noah Beery Geo. Bancroft	Irvin Willat	Peter B. Kyne's best seller picturized as only Paramount can make outdoor specials.
	"THE WANDERER"	Ernest Torrence Greta Nissen Wm. Collier, Jr. Kathlyn Williams	Raoul Walsh	The brilliant spectacle-romance of the Prodigal Son. A \$2 road show now available at popular prices.

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A PARAMOUNT RELEASE ~ ~ PRODUCED BY HAROLD LLOYD CORP.
HAROLD LLOYD IN *"For Heaven's Sake!"*
Directed by Sam Taylor (TENTATIVE TITLE)
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Pictures



READY NOW!

BIG pictures, high-peak revenues, all through 1926, spring, summer and fall, IF YOU PLAY PARAMOUNT. These two pages are a sample—with such great specials as Allan Dwan's "Sea Horses," Gloria Swanson in "The Untamed Lady," Thomas Meighan in "The New Klondike" and other big ones coming, too, between now and March!

	TITLE	STAR & CAST	DIRECTOR	BOX OFFICE HIGH SPOTS
	"THE VANISHING AMERICAN"	Richard Dix Lois Wilson Noah Beery Malcolm McGregor	Geo. B. Seitz Supervised by Lucien Hubbard	Zane Grey's epic of the Indian—another \$2 road show for you.
	"THE GRAND DUCHESS AND THE WAITER"	Adolphe Menjou Florence Vidor	Malcolm St. Clair	The sparkling Parisian love comedy that got \$31,000 in one week at McVicker's, Chicago
	"THE SONG AND DANCE MAN"	Tom Moore Bessie Love Harrison Ford	Herbert Brenon	George M. Cohan's stage comedy success superbly screened.
	"BEHIND THE FRONT"	Wallace Beery Raymond Hatton Mary Brian	Edward Sutherland	All Hollywood's agog over this comedy special about the sunny side of the war.
	"THE SPLENDID CRIME"	Bebe Daniels Neil Hamilton	William de Mille	Bebe as a captivating heartbreaker and safecracker.
	"DANCING MOTHERS"	Conway Tearle Alice Joyce Clara Bow	Herbert Brenon	The Broadway stage sensation. How pretty mothers step out with sheiks and flappers.

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DE

The

No. 465—Straight from the Shoulder
Talk by Carl Laemmle, President of
the Universal Pictures Corporation.

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There's the combination you'll get in Reginald Denny's very newest
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ARTISTS, BOTH OF THEM. CLEAN-CUT, ATTRACTIVE, A RARE
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sort of a thing that will keep your audiences in gales of laughter and send
them home happy and satisfied.

STARTING WITH HENRY IRVING DODGE'S CORKING GOOD
story, the director, William Seiter, has added his own personal touches which
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A WHALE OF A STORY—A PEACH OF A CAST—TWO BRIGHT
and shining stars—all moulded together by a brilliant director.

"SKINNER'S DRESS SUIT" IS A MARVELOUS AND FITTING
successor to such current Denny hits as "California Straight Ahead", "Where

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Incomparable!

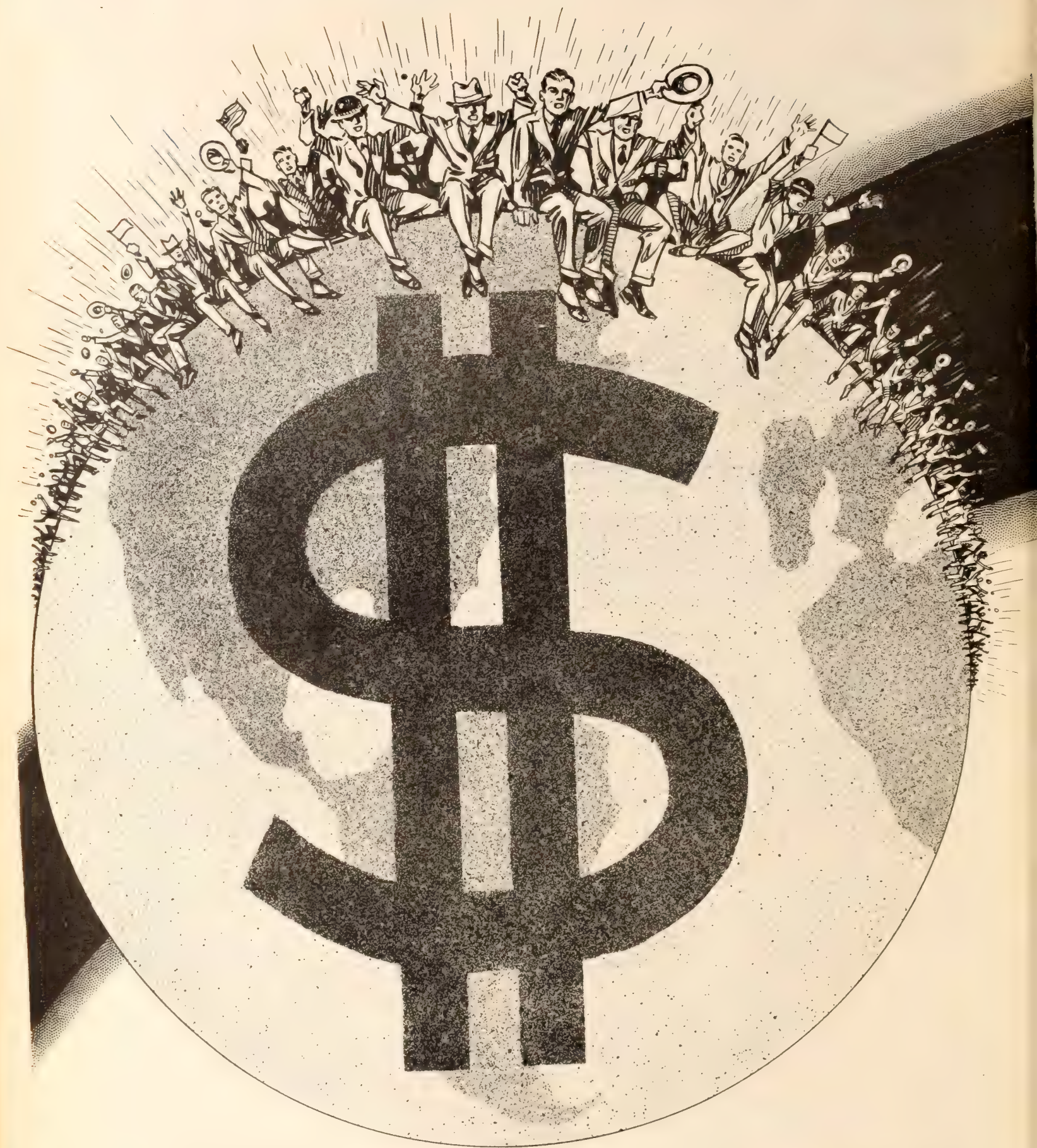
Was I", "What Happened to Jones", "I'll Show You the Town", "Oh Doctor", "The Reckless Age", "The Fast Worker", and "Sporting Youth". All hits—and made by the star who never made a poor one.

THIS IS BECOMING DARNED EMBARRASSING. AS THESE DENNY pictures come in from the Universal studios, I find myself telling you that it is the greatest, grandest, "glorousest", production on earth. I rant and rave about the excellence of its story, its direction, its cast, its settings, its everything. And I do my blamest to pump you as full of enthusiasm for Denny as I am myself.

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WHEN YOU STOP TO CONSIDER HOW OFTEN YOU HAVE bought a lot of pictures which contained only a few real successes, it is really astonishing to compare the records of other companies and the records of Universal, for we have given you a higher percentage of real hits year after year than any company in the business.

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*Clean Up Tremendous Profits
With These Sure Fire Hits!*

"HIS PEOPLE"

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"House packed. Long lines waiting for seats. It will make box office records hard to surpass."—New Figueroa Theatre, Los Angeles, Cal.

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REGINALD DENNY in

"SKINNER'S DRESS SUIT"

"My patrons and myself declare this Denny's greatest. Will undoubtedly prove one of the most attractive comedies of the season."—Florence Theatre, Pasadena, Cal.

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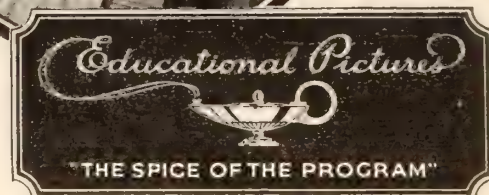
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President

Member, Motion Picture Producers and
Distributors of America, Inc.
Will H. Hays, President



Lupino Lane with one leap has placed himself on the top rung of the ladder as a movie comedian—*Motion Pictures Today*.

Lupino Lane Comedies

are features. They're two-reels in length, but they're features in every one of the qualities that enter into a real feature. And they'll make "feature money" for you if you give them exploitation in keeping with their quality.

"MAID IN MOROCCO" put Lane on the "top rung of the ladder," but he has stepped still faster in

"THE FIGHTING DUDE"

Directed by William Goodrich

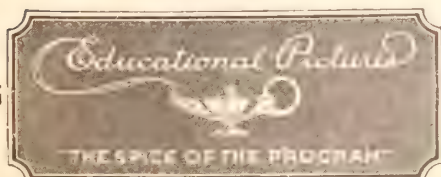
Presented by E. W. Hammons

There's a fight in this one that will set any audience in an uproar. There have been many comedy fights on the screen, but here's one that's new—and screamingly funny. This dude packs a mean wallop, and when he gets started, there's a laugh for every blow.

"If all two-reelers were as chock full of entertainment as this one which features Lupino Lane, they would make it pretty tough for a lot of feature pictures."—*M. P. News*.

"The funniest battle in screen history."—*Motion Pictures Today*.

"A rip-roaring comedy with Lupino Lane at his best. . . . His line of comedy is entirely different and individual."—*Exh. Trade Review*.



Member, Motion Picture
Producers and Distributors
of America, Inc.,
Will H. Hays, President

For foreign rights address
Far East Film Corporation
729 Seventh Avenue
New York, N. Y.





"THE BAT"

A ROLAND WEST
Production

A Mystery Melodrama
By

Mary Roberts Rinehart
and Avery Hopwood

From the stage play produced by Wagenhals and Kemper —

"The Bat"

The stage's greatest mystery melodrama,
has become the screen's greatest mystery
picture, with a superb all-star cast.

Millions

Saw the stage play which had a \$10,000,000
legitimate theatre gross. Those millions
will help you sell this film to the millions
who didn't see it—help YOU share in the

Millions

Certain to flow into the theatres.

March 15th
Release

NOW BOOKING
UNITED ARTISTS CORPORATION
Mary Pickford
Douglas Fairbanks
Joseph M. Schenck,
Chairman, Board of Directors
Charles Chaplin
D.W. Griffith
Hiram Abrams,
President

LAUGHS

Laughs that
never cease!
One rib-tickler
after another!
Roars! Howls!
Shouts! Yells!
As the great
'50-50' partners
do their stuff
in their new
automobile
partnership.

THRILLS

Thrills that
have no end,
that startle
and leave you
breathless, yet
wanting more!
Pulse-stirring
thrills, with
'Abe & Mawruss'
in their daring,
hair raising
airplane race!

The Laugh
and Thrill
Sensation
of the
Nation!



Samuel Goldwyn
presents

The Henry King Production
"PARTNERS AGAIN"
WITH POTASH & PERLMUTTER "

with George Sidney and Alexander Carr

Adapted by Thomas Merton

*From the Broadway Stage Success by
Hortense Gilson and Jules Eckert Goodman*

Feb.
15th
Release

NOW BOOKING

UNITED ARTISTS CORPORATION

*Mary Pickford
Douglas Fairbanks*

*Joseph M. Schenck,
Chairman, Board of Directors*

*Charles Chaplin
D.W. Griffith*

*Hiram Abrams,
President*

The 6 Best Pictures
of the month
AS CHOSEN BY

PHOTOPLAY

YOU KNOW IT

Every Company in the business is trying to land its pictures among the six best pictures of the month and when one lands it's an accomplishment . . . YOU KNOW IT.

"STELLA DALLAS"
"HIS PEOPLE"
"The VANISHING AMERICAN"
"The MAN ON THE BOX"
"The LAST EDITION"
"WHAT HAPPENED TO JONES"

"The LAST EDITION"

EMORY JOHNSON'S Latest Thriller

Starring RALPH LEWIS

YOU KNOW IT

With all the big specials now being produced to land one in the list of six best pictures of the month means that you've got to have "the goods" and YOU KNOW IT.

[It's a mop-up everywhere]

Distributed by

FILM BOOKING OFFICES OF AMERICA, Inc.,

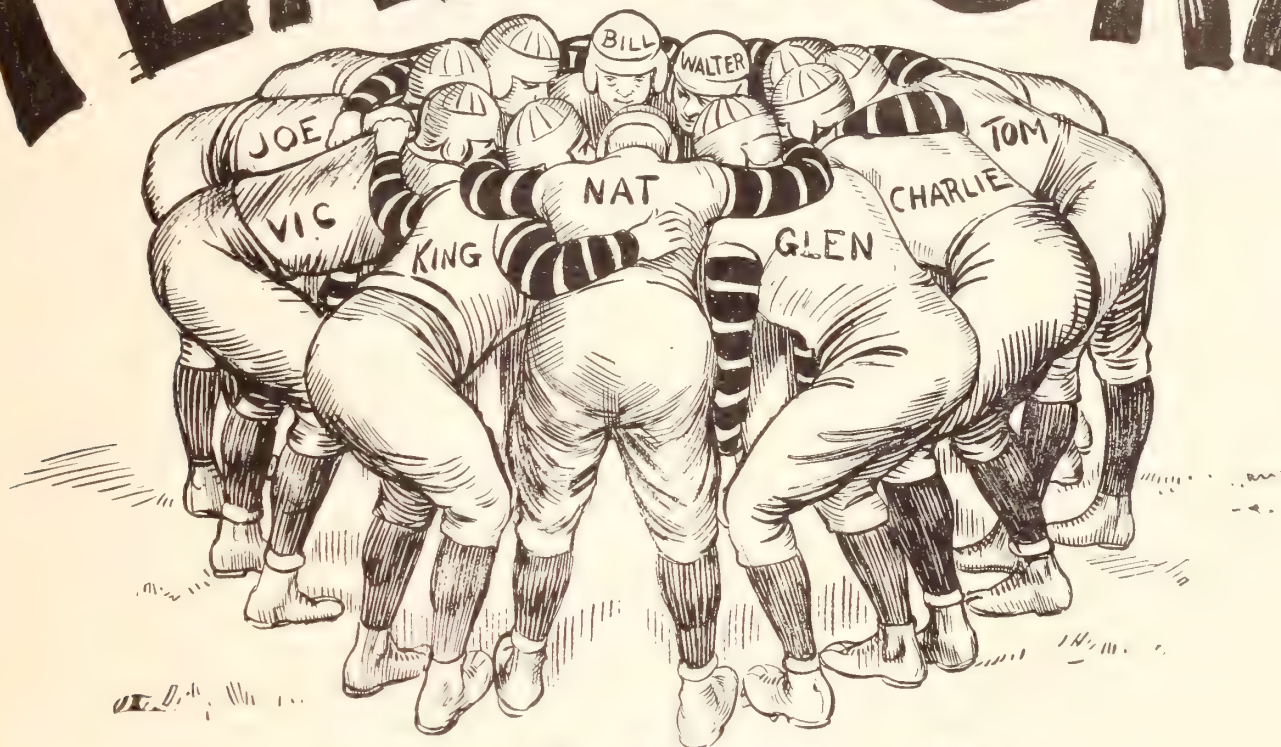
1560 Broadway, N. Y. City.

Exchanges Everywhere

YOU KNOW IT

When a special cleans up everywhere the news of its success spreads far and wide in no time. That's what's happened to "The Last Edition" and YOU KNOW IT.

TEAMWORK



A.M.P.A. NAKED TRUTH DINNER AND DANCE

THE
DATE
FEB
6th
1926

Paste this
Date in
Your Hat

Let the sirens shriek and cannons roar—The big A. M. P. A. Annual NAKED TRUTH DINNER is coming . . . The Date, Feb. 6th, 1926—The Place, Astor Hotel, New York City.

One Hundred and Seventy-six high pressure A. M. P. A. Advertising and Publicity Men behind it with full steam up, putting it over in a manner that will surpass any NAKED TRUTH DINNER in history.

2—Famous Jazz Orchestras—2

Two of New York's famous orchestras for constant and continuous dancing till early dawn . . . (When one stops the other starts). The "Eye and Hoof affair" of many seasons . . . 100 tables—100 stars including the 12 immortals of the Motion Picture Industry.

(Note)—Owing to the unprecedented demand for tickets to last year's A. M. P. A. NAKED TRUTH DINNER, the Committee advises that all reserving tables or tickets make reservations without delay. Address your requests to Charles B. Field, care of First National Pictures Corp., 383 Madison Avenue, New York City. Let's go!!!

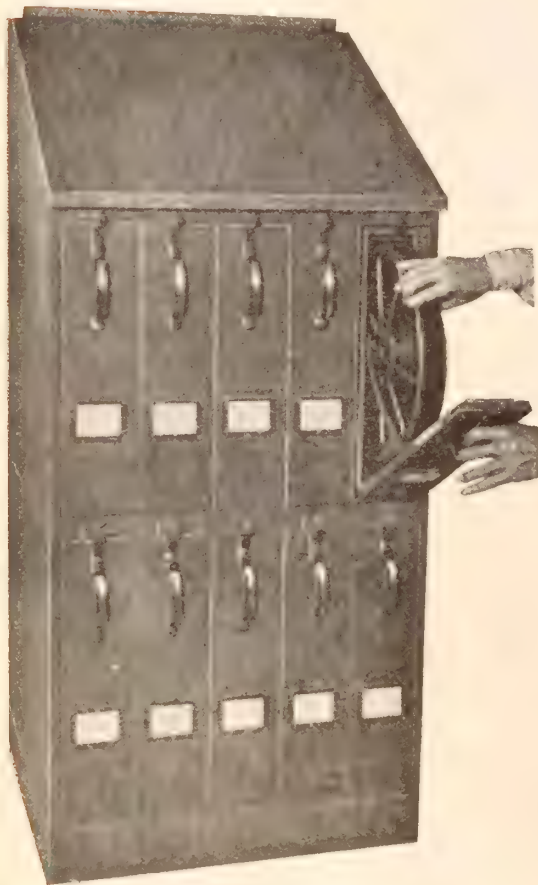
THE
PLACE
**ASTOR
HOTEL
GRAND
BALL
ROOM**
New York
City

Prevention is better— *and it costs less*

With your films always in fireproof storage there is little danger of any serious fire occurring in your theatre or studio.

That is why Insurance Rating Organizations make substantial reductions wherever an American Film-Safe is installed.

And this Film-Safe—the only film container listed as standard and labeled by the Underwriters' Laboratories—not only protects films and surrounding property against loss or damage by fire, but it also provides a convenient system for filing.



It is made in the form of a cabinet consisting of one or more units. Each unit has several individual compartments. Subjects contained in the Film-Safe may be indexed or cross-referenced in any desired way. Films are suspended in the compartments in a film-carriage which automatically moves forward when the door to the compartment is opened. Films are always readily accessible for handling. Compartment doors close and lock automatically.

American Film-Safes are beautifully finished in baked enamel and in construction rank with the finest of metal furniture. They are made of sheet steel. All joints are tenoned and pinioned together. Moveable parts are mechanically perfect.

TWO SIZES

American Film-Safes are made in two sizes. Style 1100 has five compartments for five one thousand-foot reels of film. This style is designed principally for Exchanges, Studios, Laboratories or in other places where motion picture film is used or stored.

Style 1200 has five compartments for five two thousand-foot reels of film. This style is installed principally in theatre projection booths.

You may purchase an American Film-Safe on the deferred payment plan. Usually the reductions in insurance charges allowed by Insurance Rating Organizations amount to the total cost of the Safe and often cover payments as they fall due.

You need a Film-Safe. Send for full information now. Write or mail the coupon.

Mail This Coupon

AMERICAN FILM-SAFE CORP.
Baltimore, Maryland

Please send me full description of the
American Film-Safe.

Name

Address

Business

AMERICAN FILM-SAFE CORPORATION
BALTIMORE, M. D.



The popular idol of millions

**FRED
THOMSON**

and his wonderful horse

SILVER KING





IT IS UTTERLY IMPOSSIBLE
TO REPRODUCE HERE EVEN
A FRACTION OF THE HUNDREDS
OF WONDERFUL BOX-OFFICE
REPORTS SENT IN BY EXHIBIT-
ORS ON **FRED THOMSON**
AND **SILVER KING**.....



First of the new series... **"THE**

Distributed by FILM BOOKING

therefore

WE REFER YOU TO THESE
REPORTS PUBLISHED IN
THE VARIOUS FILM TRADE
PAPERS EACH WEEK UNDER
SUCH HEADINGS AS "WHAT
THE PICTURE DID FOR ME"
ETC.



OVERWHELMING PROOF
OF THE PUBLIC'S ADMIRA-
TION OF THIS GREAT
STAR AND HIS GREAT
HORSE



"TOUGH GUY"

OFFICES of AMERICA, Inc., — 1560 Broadway, New York

Announcing

A BIG
BRAND NEW
SERIES OF
SUPER WESTERN

FRED THOMSON

PRODUCTIONS
WITH

SILVER KING

HAVE YOU
PLAYED THESE
FRED THOMSON
PICTURES?

Thundering Hoofs
That Devil Quemado
The Bandit's Baby
The Wild Bull's Lair
The Tough Guy

EVERY exhibitor in the land will welcome the news of F. B. O.'s new series of **FRED THOMSON** super special Western productions for 1926, because every exhibitor realizes that **FRED THOMSON** is the outstanding Western Star on the screen today.

Bigger and better stories,—bigger and finer productions, all aimed at the Exhibitors box office.

With his marvelous horse **SILVER KING** the pair is an unbeatable combination.

In the calendar of successes in 1925 **FRED THOMSON** was cited more times than any other Western Star on the screen, evidence of **THOMSON'S** Box Office power.

If you haven't signed up for these new **FRED THOMSON** super specials you have your opportunity NOW!!!

1560 BROADWAY New York City

Exclusive Foreign Distributors.
R-C Export Corporation
723 Seventh Avenue, New York
ROBERTS LAMSON BRIGGS HANCOCK



For Season 1926—27

No.

8

WILLIAM FOX *presents*
another stage triumph

The Way Things Happen

By Clemence Dane

Produced by
Guthrie McClintic

A great drama of life itself!

A story of the beauty, unselfishness and depth of a woman's love.

A woman who was ready to sacrifice all — for those she loved.

FOX bought it! FOX will produce it as the DRAMATIC SCREEN HIT OF THE SEASON.

That FOX new product line-up gets stronger every week.

Next Week

No.

9

Fox Film Corporation.

William Fox *presents*

The
**JOHNSTOWN
FLOOD**

Coming!

ONE OF THE GREATEST SHOWMAN'S
MONEY MAKERS THE SCREEN HAS HAD IN YEARS

With

**GEORGE
O'BRIEN**

Florence Gilbert — Janet
Gaynor—Anders Randolph —
Paul Nicholson

An
**IRVING CUMMINGS
PRODUCTION**

by
Edfrid Bingham — Robert
Lord



*Hypnotist or healer—
he cast a magic charm
over women*

JACQUELINE LOGAN

LOU TELLEGEN

Roy Atwill—Walter Pid-
geon and an all star cast
**ROWLAND V. LEE
PRODUCTION**

The
OUTSIDER
from

**THE POWERFUL
DRAMATIC STAGE
SUCCESS OF NEW YORK
— AND LONDON**

Fox Film Corporation.

-Fox Pictures *get the money!*

THE LAUGH HIT
OF THE SEASON

The **FIRST YEAR**

ON THE BATTLE FRONT WITH A
NEWLY MARRIED COUPLE



John Golden's great stage play by
Frank Craven with

**MATT MOORE
KATHRYN PERRY**

Frank Currier—Margaret Livingston
and a surrounding cast of popular
screen favorites

Scenario by **FRANCES MARION**
FRANK BORZAGE PRODUCTION

FIRST OF THE FAMOUS
CHARLES HOYT PLAYS

A TRIP TO CHINATOWN

AS GREAT A RIOT OF FUN ON THE
SCREEN AS IT WAS ON THE STAGE



With
**MARGARET
LIVINGSTON**
as the widow and
EARLE FOX

Anna May Wong—Marie
Astaire—J. Farrell McDonald
—Hazel Howell and a cast of
American Beauties

Scenario by **BEATRICE VAN**
Supervised by **George E.
Marshall**

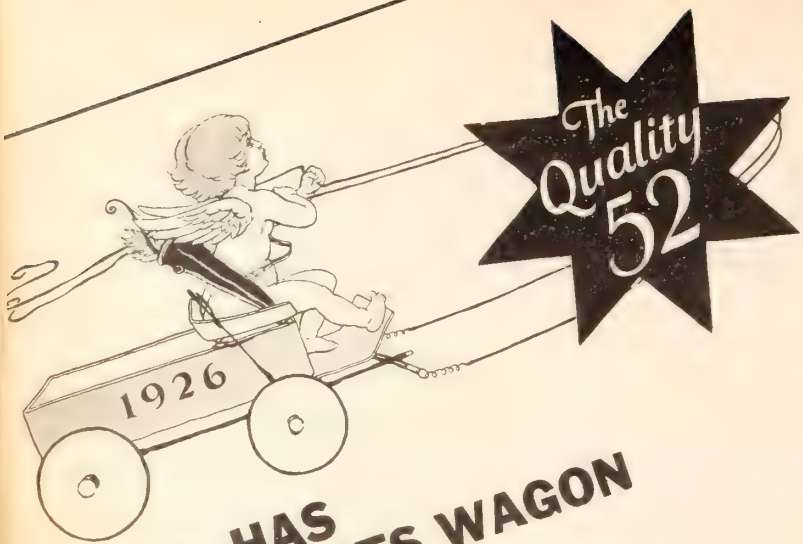
ROBERT KERR PRODUCTION

play
FOX
for profits

Fox Film Corporation.

Member of Motion Picture Producers and Distributors of America, Inc. Will H. Hays, President.

GREAT AND



1926 HAS HITCHED ITS WAGON TO A STAR!

The New Year starts right.
Profiting by the experience of 1925.
Which was a great year.
Studded with Metro-Goldwyn-Mayer successes.
1926 hitches its wagon to a star.

The Quality Fifty-Two.
There's a reason...

And soon you'll read the big news.
Of what those non-stop, fast-stepping, box-office-wise showmen-producers of Metro-Goldwyn-Mayer have up their sleeve.

For coming months.
Yes, a lot of surprises.

But you get to expect surprises in the Quality 52—and we never disappoint.
Hitch your wagon to a star and let the rest of the boys watch your star dust.
1925 was a big M-G-M year.
But oh you 1926!

**1926 IS ANOTHER
METRO-GOLDWYN-MAYER YEAR**

from the novel by

Rex Beach

With

Norman Kerry

Lionel Barrymore

Henry B. Walthall

directed by George W. Hill

scenario by Harvey Gates

A
Metro-Goldwyn-Mayer
PRODUCTION



HITS THAT FORECAST THE M-G-M YEAR!

Again in 1926 The
Talk-of-the-Industry
Pictures Will Be Coming in

*The
Quality
52*



CARRIER

F. C. WESKIL, COLFAX, WASH

owner and manager of the

ROSE and LIBERTY THEATRES, Colfax, Wash.;

ROSE THEATRE, Garfield, Wash.;

ROSE THEATRE, Oakesdale, Wash.,

in a communication to Motion Picture News

writes:

"There are no other theatres in either of these towns, but as many as 8 to 10 pieces of mail matter addressed to various out-of-existence houses as well as present ones are received in these three towns when one piece of mail addressed to 'The Rose Theatre, Colfax, Wash.' would service the purpose just as well. Most of these repeaters go into the waste basket without opening. The senders are wasting a huge sum every year over the country on dead theatres."

Mr. Weskil's waste mail is duplicated in at least a thousand cities and towns in the United States alone.

Exhibitors, will you cooperate with us in convincing the producer and distributor that the above statement is a fact?

If so, write us about YOUR waste mail, so we can lay the facts before the right people here in New York.

Producers and Distributors, are you interested in getting the actual facts as they exist?

If so, let us show you why and how you are wasting your mail efforts and how you can remedy matters.

Motion Picture News desires to aid both sides in this really serious problem.

This is a bonafide offer that may be taken at its face value.

It's

Big!

PHOTOPLAY

The Six Best Pictures of the Month

THE BIG PARADE

THE SKYROCKET

THE MAIN STREET

THE CLASSIFIED

LORD JIM

The Six Best Performances of the Month

John Gilbert in "The Big Parade"

Corinne Griffith in "Classified"

Peggy Hopkins Joyce in "The Skyrocket"

Rudolph Valentino in "The Eagle"

Percy Marmont in "Lord Jim"

Karl Dane in "The Big Parade"

Photoplay Magazine—

January Issue—

Makes it UNANIMOUS!

Late News Bulletin

Confirming developments in the German situation hinted at last week in Motion Picture News exclusively, the following cablegram was received from the News correspondent in Berlin just as this issue was going to press:

“Paramount Metro place 20 films a year Ufa and take 10 Ufa films stop. Grant 4 million dollar loan stop. Laemmle Ufa five year deal percentage small guarantee 10 films.”

While little other information was available at the time of going to press, this indicates that the sudden departure of Famous Players and Metro-Goldwyn executives for Berlin upon the announcement of the proposed Universal-Ufa deal was of greater significance than was admitted at the time, as suggested last week.

Full details will be presented in the coming issue.

F.B.O. STARTS THE NEW YEAR RIGHT



**SEE
THE NEXT
SIX PAGES**

*F.B.O.'s big new Railroad Thriller
backed by high power exploitation*

F.B.O. PRESENTS
THE MIDNIGHT FLYER
with
CULLEN LANDIS, DOROTHY DEVORE
STORY BY ARTHUR GUY EMPEY

F.B.O. PRESENTS
THE MIDNIGHT FLYER
with
CULLEN LANDIS, DOROTHY DEVORE
STORY BY ARTHUR GUY EMPEY
DIRECTED BY TOM FORMAN

STORY BY ARTHUR GUY EMPEY

DIRECTED BY TOM FORMAN

Exclusive Foreign Distributors:
R.C. Export Corporation
725 Seventh Avenue
New York
Agents:
FBO Pictures, GMBH
2 Wilhelmstrasse Berlin
Germany
R.C. Export Corp. - 201 D'Alby St. London
England
Société Anonyme des Films FBO
100 Boulevard de Honore Paris
France

**thrills --
action --
power --
punch --**

**Makes good right
off the bat—**

Read This Remarkable Wire

Jackson, Tenn., Dec. 26, 1925.

Lee Marcus:

Sales Manager Film Booking Offices of America,
1560 Broadway, New York, N. Y.

Just completed wonderful engagement with the Mid-
night Flyer stop Tremendous draw at the box office
and what a thriller stop Cullen Landis and Dorothy
Devore great stop If I know anything about pictures
the Flyer is destined to be one of the greatest suc-
cesses of this season stop More power to F. B. O. stop
Regards.

E. L. DRAKE, MGR. GEM. THEATRE.



DOROTHY DEVORE—Cullen Landis
and big time cast
put over a real old fashioned thriller

It's an F.B.O. Gold Bond

Distributed by FILM BOOKING OFFICES OF AMERICA, INC.,
1560 Broadway, New York City. Exchanges Everywhere.

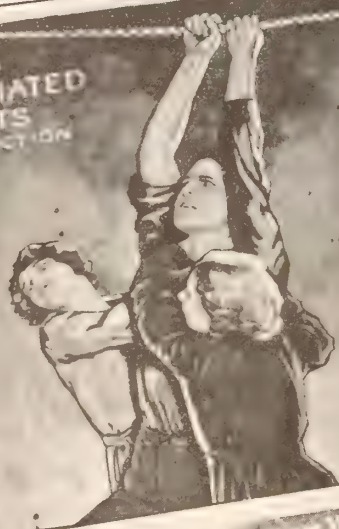
Get
This Big
Showman's

Campaign Book That
Shows You How
to Put This Pic-
ture Over

F.B.O.'s SECOND BIG

Malcolm McGregor

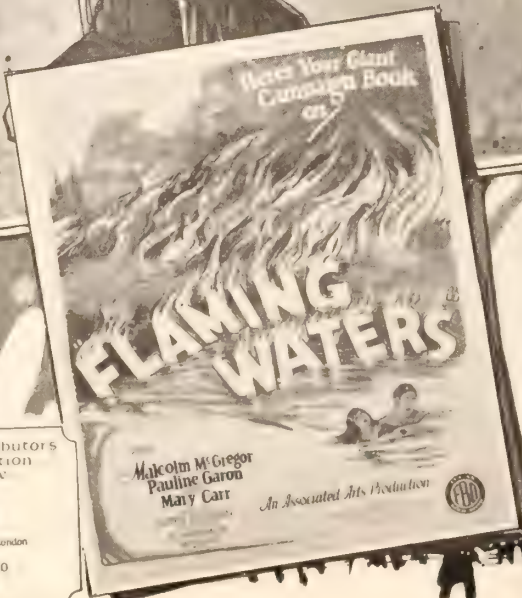
Mary Carr



ASSOCIATED
ARTS
PRODUCTION

O.E. GOEBEL
PRESENTS

"FLAMING WATERS"



Here's Your Giant
Cinema Book
on

FLAMING WATERS

Malcolm McGregor
Pauline Garon
Mary Carr

An Associated Arts Production

GET THIS
WONDERFUL
EXPLOITATION
BOOK

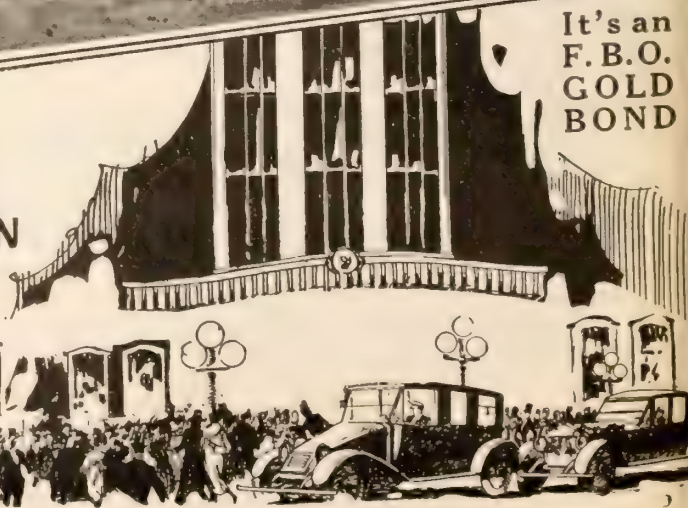
It's an
F.B.O.
GOLD
BOND

Exclusive Foreign Distributors
R.C. Export Corporation
725 Seventh Avenue
New York

Agents:
L.H.O. P. France, LAMBE
P.T. International, Berlin
Germany

Representing: London St. London
England

Screen Adapted by Film F.B.O.
© Pauline Garon, Mary Carr
F.B.O.



SMASH FOR 1926

Carr - Pauline Garon -
IN



A THRILLER THAT
WILL PLAY CAPACITY
IN ANY AND EVERY
THEATRE.....

IT'S AN
F. B. O.
GOLD BOND

An ASSOCIATED ARTS Production

Presented by O. E. GOEBEL

Story by E. LLOYD SHELTON Directed by F. HARMON WEIGHT

The romance of oil, roaring from the earth with mighty force—colossal drama, in a setting of thrills that makes the burning of Rome look like a back-yard bonfire—the smash and surge of emotions in the conflict of iron wills—the irrepressible humor of snobbish pretensions—warm, human, appealing, with the ring of sincerity and the clangor of the situations.

Your patrons will see it—
Will love it—Will live it

Get a copy of the big exploitation Campaign Book that shows you
how to put it over.



Distributed by

FILM BOOKING OFFICES of America
Inc.

1560 Broadway - - New York City

Exchanges Everywhere



ANOTHER
F. B. O.
WINNER
FOR
1926



Exclusive Foreign Distributors
R.C. Export Corporation
725 Seventh Avenue
New York
Agents
F.B.O. S. A. S. 100, rue de la Paix
Paris
R.C. Export Corp. 100, rue de la Paix
Paris
Société Anonyme des F.B.O.
100, rue de la Paix
Paris

It's An
F.B.O.
Gold Bond

Film Booking Offices

of America—Incorporated
take extraordinary pride in
ANNOUNCING

NATACHA RAMBOVA
MRS. RUDOLPH
VÁ LENTINO

Supported by

CLIVE BROOK and Brilliant Cast

IN

LAURA JEAN LIBBEY'S

Famous Story

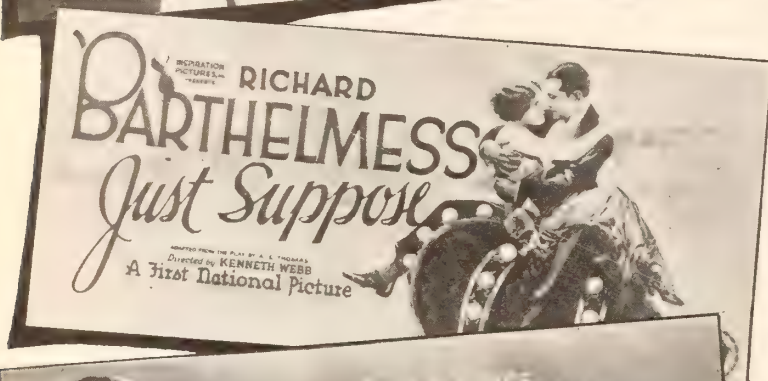
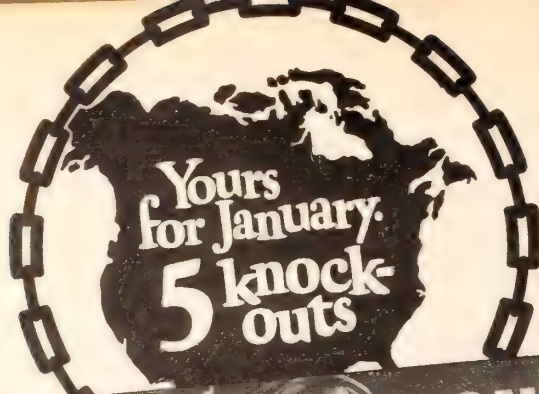
"When Love Grows Cold"

Directed by
HARRY O. HOYT

Produced under the personal
supervision of

DANIEL CARSON GOODMAN

Distributed by
Film Booking Offices of America, Inc.,
1560 Broadway, N. Y.
Exchanges Everywhere.



The trade-ads
tell you that
this is a

.....* year
* *And hasn't
every
company
claimed
1926
?*
but
the

box-offices
tell you that
First National
*is running away
with it!*

\$2,000 CASH PRIZES FOR EXPLOITATION

See your Exchange Manager
for details of the First
National Month Contest.

Motion Picture News

Volume XXXIII

ALBANY, N. Y., AND NEW YORK CITY, January 9, 1926

No. 2

Man Power and Money

THE appearance of so many motion picture issues on the Stock Exchange marks undoubtedly this industry's outstanding achievement in 1925.

And still more interesting is the fact that this is but the beginning of our financial structure. I have never, until the past few weeks, had a full realization of the large underwritings in store for the business of picture entertainment. No announcement in 1926 will tax my credulity; nor in 1927. In the next two years we are going to have financing that will equal railroad bond issues; and these will be widely absorbed by the public.

* * *

This situation ought to have a sobering effect upon each and all of us.

For it goes straight home to the individual in the business.

The banker is well enough aware today of the greatness and stability of the motion picture as an institution.

That he accepts and he will weigh carefully the various forms of picture enterprise put before him.

But whatever they are, he will inevitably and immediately put his financial finger on one central equation of each problem; and that is the *manpower* of the enterprise.

Who and what are the men who will shape the destinies of the enterprise?

What is their record? What is their proven ability and character and initiative and working power and personality?

When a man's life is insured for a million and more, there's a mighty good reason for it. He's worth that much to the enterprise.

And there will be some increasingly big policies written in this business.

Men of power are needed. We have got to have them and they will be forthcoming. And by the same token the men who don't fit the jobs will have to go. That handwriting is plainly on the wall. This business is getting too big for slickers and slackers; the day of the opportunist is fast waning. When the millions come into an industry it's a sure sign that the misfits go out.

* * *

Steel, oil, rubber, railroads, automobiles—all these great industries are written about the men in them. The story of the business is the story of the man; the greatness of the industry is not merely the greatness of its public utility, but also and equally the greatness of its manpower.

* * *

Now, we cannot all be Olympians; we don't have to be. But a leader surrounds himself with strong men; men greater in their respective abilities than the leader himself. And so it goes throughout the organization.

For instance, you can size up a firm today by the character of its salesmen; and it can further be said that one of the most hopeful signs of our industrial progress is the fact that already the film salesman ranks right up with the best in the land.

* * *

There has never been, in this industry's history, the opportunity that exists right now for men of calibre—a calibre to match the big deals that assuredly are in the cards.

W. A. Johnston

MOTION PICTURE NEWS

JANUARY 9
1926

Vol. XXXIII
No. 2

Founded in September 1913

Publication Office: Lyon Block, Albany, N. Y.

Editorial and General Offices:
729 7th Ave., New York City

Branch Offices:
845 S. Wabash Ave., Chicago, Ill.
Room 616 Security Bldg., Hollywood,
Calif.

Speaking Editorially

ALL the years and the millions spent upon "Ben-Hur" are more than justified. Metro-Goldwyn-Mayer has reached the high-water mark of screen achievement in this magnificent picture.

It has splendor and amazing movement. It is both spectacle and simple story. Sweeping through it is a mood never before revealed on the silver-sheet. The players, evidently inspired by the tremendous undertaking of the picture itself as well as by Lew Wallace's immortal theme and Director Fred Niblo's astonishing command of all the material at hand, give performances that are truly remarkable.

There is not time for detailed comment in this issue. That will come next week.

Our congratulations to Marcus Loew and his associates for sticking everlastingly to the job until it was done. Their faith and vision, and the expenditure of a fortune, have resulted in this (and we remember the estimate of the film given us long ago by Marshall Neilan—he was right!):—

The greatest picture ever made. W. A. J.

R. F. WOODHULL, President of the M. P. T. O. A. and one of the industry's progressive showmen, has a very clear idea of the place of the picture theatre as a community institution. More than that, he puts his ideas into effect. For instance, his Courtesy Cards to school teachers have proved their worth as builders of good-will. This idea should appeal to every exhibitor. It is set forth in detail elsewhere in this issue.

* * *

THE rush of big pictures continues. With "The Big Parade" and "Stella Dallas" already established on Broadway, "Ben Hur" arrived this week and created a sensation. On January 15, "The Sea Beast," a radical departure for John Barrymore and from all advance accounts a remarkable production, will come into view.

THIS week one of the industry's great good friends entered upon his duties as the Chief Magistrate of the world's largest city—Jimmy Walker, Mayor of New York. In his appointment of important members of his cabinet he has already shown that he is to give the city a vigorous administration, dedicated to public service in the highest degree.

* * *

THERE is an interesting interview in our columns this week with James R. Grainger, the dynamic sales chief of the Fox forces. His comments on the outlook for 1926 are based on wide knowledge of the field and appeal to us as wise and constructive. Fox has great plans under way; and Mr. Grainger has done a splendid job in bringing his field staff to the peak of efficiency.

* * *

THE Official Bulletin of the M. P. T. O. A., which was one of the first innovations of Joe Seider's regime as Business Manager, is devoted to organization matters, is well edited, and has a definite mission as a vital point of contact between National Headquarters and individual members.

* * *

ASSOCIATED EXHIBITORS are moving forward rapidly with their plans; production and distribution activities alike are being speeded up; and the groundwork for next season's product already laid. Several studios are being utilized at present, and there are pretty definite reports that P. A. Powers has in mind a big project in Los Angeles, where producing activities will be centralized.

Meanwhile, the trade is looking forward to the premiere of "The Skyrocket" on the Steamship Leviathan—a most unusual and effective setting for what gives every promise of being a very fine picture. Messrs. Powers and Price may well be pleased with the progress they have already made in pointing their company for bigger things. And Bob Welsh's advance campaign on "The Skyrocket" sets a new mark in the advertising and exploitation of an important special production.

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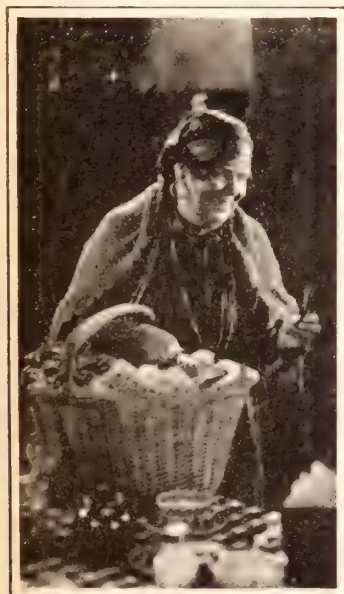
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"A lot of things are coming my way during Laugh Month," says Arthur Lake, Universal juvenile comedian. "It should be a smashing success."



Billy Dooley, comedian in Christie comedies for Educational, wears no smile here, but he'll furnish plenty of them during Laugh Month.



A broad smile is contributed by Lucia Backus Seger, as an old fortune teller in Robert Kane's "The Reckless Lady" for First National, who will also be in "The Dancer from Paris

PICTURES AND PEOPLE

HA! HA!

IN view of the fact that this issue will be in the hands of readers during the first few days of January, this might properly be called the Laugh Month Edition of Pictures & People. Every photo, as far as possible, portrays (or should evoke) a smile, a chuckle, a grin, a chortle, a snicker, or what the Laugh Month committee phonetically describes as a "guffau."

At last the lowly Laugh is coming into its own. Like oranges, apples, fire prevention, greater movies and dental hygiene, the Laugh is to have its own national celebration, with committees, slogans ("Have you had your Laugh this morning?"), parades, speeches and special sections.

And this is only fair and fitting, for after all, what greater contribution has the motion picture made to human happiness than Laughter? Thrills, spectacles, tense and moving drama—all of these play an important part—but after all, it is the Laughs in the comedy, and the comedy relief in the feature, that relax the body, freshen the mind and stimulate the spirit to battle anew with life's problems.

The late George Randolph Chester, author of the "Wallingford" stories, used to say that Laughter and the sense of humor alone made it possible for men to exist side by side peacefully and happily; that Laughter was the great lubricant in human relations; and to illustrate this he related the incident of two men locked in a room, quarreling heatedly and bitterly over a woman. In the corner was a parrot. Matters finally grew so strained that the one man whipped out a revolver and said, "If you don't take that back when I count three, I'll—fire!" "Go ahead," said the other, "Fire!". "Fire!" shrieked the parrot. "Fire! Oh, fireman, save my child!" The two men looked at one another—



Comedy stars whom the Christie studios are looking to for some of the heartiest laughs during Laugh Month, in their comedies released through Educational.



"Big Boy," of Educational Juvenile comedies, poses as the Spirit of 1926, ushering in Laugh Month, to which he will contribute in no small measure.



A smiling portrait of Gladys McConnell, who has a prominent role in "A Trip to Chinatown," the famous Hoyt success which Fox is picturizing.



No wonder Mr. and Mrs. Douglas MacLean are smiling! They've just travelled half way around the world, after "Seven Keys to Baldpate" (Paramount) on a vacation.

and laughed. The tension was broken, the quarrel abated and the matter was smoothed out peacefully, all because of the priceless gift of Laughter.

Most of our great stars have risen on waves of Laughter—Pickford, Fairbanks, Swanson, Meighan, Chaplin, Lloyd—these and many more have striven, even in elaborate feature productions for the elusive and precious Laugh. Clean, honest humor appeals to all classes, all ages, all races. No man appeals to so wide an audience as the comedian. One young man, a few years ago unknown, now receives ten thousand United States dollars for each and every continuity that comes from his typewriter, all be-



Neely Edwards, comedian in Universal Bluebird comedies, and Minnie, the heavyweight of the Universal City lot, join heartily in the spirit of Laugh Month.

cause he has the rare gift of subtle and ingenious humor. A director, who came to these shores a few short years ago, receives \$75,000 on each production against half of the profits, and is being copied and studied by hordes of others, all because of his humorous and satiric "touches." A little man in baggy trousers, trick mustache, derby, cane and large, battered shoes, is the most widely known resident of these United States, all because he has in supreme measure the knack of pantomiming situations which arouse laughter in audiences from Broadway to Borneo.

So it is only fair that the Laugh should be lifted, for a month at least, to the pinnacle which it deserves. If it is only half so successful as it deserves to be, Laugh Month is here to stay—and wise exhibitors will make every month Laugh Month. With leading free lance feature stars being drafted for comedy, plans of the short subject producers have never been more elaborate and promising. "Bigger and better Laughs!" might well be our battle-cry, with the slogan for the fan: "Laugh and the world laughs with you, Weep and you go to the movies alone."

J GLORIFYING THE GAG MAN

JESSE L. LASKY has coined a new title for the gag man, to lift him from the lowly status once implied by that term. Henceforth, he (the gag man) will be known on the Lasky lot as the "comedy constructor." There's something in the idea, at that. A gag man by any name can be as funny, and labels are more important than is often realized. The best cameramen today are "cinematographers"—a distinction with a genuine difference—and a man's self respect and efficiency may be easily impaired by applying to him a term of disparagement. Nobody would think of calling a modern picture palace a "shooting gallery," merely because it shows motion pictures, and if we can elevate our "gag men" into "comedy constructors," then why not?

"The world wants to laugh and the comedy constructor is the man who will furnish the fun food," Lasky says. "The logical solution of the problem is to apply the abilities of those men who specialize in furnishing humorous entertainment either in writing or in acting.



"Our Gang," the jolly Hal Roach troupe in Pathe comedies, ring in the New Year and Laugh Month with appropriate merry faces. Their first appearance during the Month of Chuckles will be in "Good Cheer."

"The most tremendous dramatic successes have been such because they contained natural humor to occasionally break the strain of straight drama and also to emphasize and accentuate the big dramatic moments. The story or picture that keeps you on the verge of both laughter and tears is the one that makes the deepest impression.

"The comedy constructor is not a new figure in motion pictures but during the last year he has assumed a far more prominent place. We used to call him a 'gag man.' His rank was low and his salary not particularly high. One of his tribe conceived the idea of having someone throw a custard pie at someone else. That was one of the first screen comedy situations, or gags.

"This man now has a much higher purpose. Except in rare instances, broad comedy is not acceptable. Nowadays it must be more natural and more subtle. The comedy in 'The Covered Wagon' was one of the most important factors in making it one of the most popular pictures of all time. That is the sort of humor that is wanted. You can't measure out so much drama, so much comedy, so much characterization and forth, and put them bodily into a production. It isn't done that way.

"The world is favoring melodrama more strongly than for many years but there must be comedy with it and many straightaway



Virginia Vance, leading comedienne in the Lupino Lane-Educational comedies, gets a good smile for Laugh Month from Felix, the Cat, whose antics will bring many a chuckle during Laugh Month.



Clyde Cook, Hal Roach comedian in Pathe comedies, accompanied by his pedigreed Laugh Hound, goes gunning for Laughs to add to the gaiety of nations during Laugh Month.

comedies, too. That is why Harold Lloyd, Raymond Griffith and Douglas MacLean are making pictures expressly for Paramount. That is why W. C. Fields, the Follies' famous comedy star, Ford Sterling and others, have been signed to appear exclusively in Paramount pictures. That is why Bebe Daniels is being made a comedy star and it is also the reason Wallace Beery and Raymond Hatton have been given picture material providing them with an opportunity to exploit their unusual ability as comedians.

"All this makes the comedy constructor a more and more important figure in the studio. He may now accept his salary without apologizing, walk about with his head up and his chest out, and have his name in gold letters on his office door. He's a big man, now."

G LAUGH MONTH LYRICS

GERALD K. RUDOLPH, publicity manager of Fox Films, has been inspired by that company's Laugh Month slogan, "Start the New Year with a Laugh," to pen an ode to Laughter, in four merry stanzas. Since it is not only well worth printing for its own sake, but may prove useful to managers in their newspaper publicity for Laugh Month, here it is:



Johnny Hines (centre), one of the screen's best little laughter specialists, surrounded by some of the men who are keeping him prominently to the front; left to right: William Mulligan and Franklin Jacobs of First National Publicity Department, Hines, C. C. Burr, and Dave Weshner, publicity chief of B. & H. Enterprises, Inc. "Rainbow Riley" is next.

Start the New Year with a laugh,—Pack a smile; If you hope to stand the gaff, It's worth while. Every time you feel a grin, Coming on, don't keep it in, That's the only way to win, By a mile.

Start the New Year with a laugh,—'Atta boy; Make a mental photograph, Of your joy; Then, with such a healthy start, If you practice at the art, It will be an easy part, To employ.

Start the New Year with a laugh,—Every day; Do not stop when it is half, On its way. Every time you are amused, Make 'em think you are infused, Act as though you were enthused, And be gay.



It's easy to laugh when you're on top of the heap, but not so easy when the order of things is reversed. A tableau by "Fat" Karr, "Kewpie" Ross and "Fatty" Alexander, appearing in Standard Fat Men comedies for F. B. O.

Start the New Year with a laugh,—Right out loud; Let it be your epigraph, And be proud. Any time in 'twenty-six, That you think you're in a fix, Laugh and see how well it clicks, With the Crowd.

E XMAS WEDDING BELLS

ESTHER RALSTON, one of the three girls who rose to film popularity through "Peter Pan," just a year ago Christmas, in which she played Mrs. Darling, was cast as one of the two principals in a Yuletide wedding last week, the other being George W. Frey, who is also associated with motion pictures. Mary Brian and Neil Hamilton acted as maid of honor and best man. The setting was the Riverside Mission Inn, Los Angeles, where the wedding breakfast was also served, the guests including Hamilton, Miss Brian and Mrs. Louise Brian, her mother, Mrs. L. M. Frey, mother of the groom, Mrs. H. W. Ralston, mother of the bride, William Wisbeck, Mrs. Neil Hamilton, and Mr. and Mrs. C. L. Swope.

In extending congratulations we are happy to add that the bride will continue in pictures, returning to Hollywood after a short honeymoon to start in a featured role in "The Blind Goddess."

N A COMEDIAN ON THE GREEN

NOT since William Fox achieved membership in the "Hole-in-One" Club have film golf circles enjoyed a sensation like that created last week by Neal Burns, the Christie comedian.

Burns, playing the sixth hole at the Lakeside club, on the Coast, which is a par three hole, made it in two—not once, or twice, or thrice—but four consecutive times playing the course.

Burns is willing to meet in fair combat anyone who thinks that he, or she, can duplicate or surpass the feat. He is one of the stellar lights of the Christie-Metropolitan team, which includes also Charles Christie, A. C. Cadwalader, Jack Noble, Jack Cunningham and George Melford.



Alice Day, one of the shining lights in Mack Sennett comedies for Pathe release, busts right into Laugh Month, January, 1926, to which she will add her quota of smiles.



Arthur Trimble and Doreen Turner, as Buster Brown and Mary Jane in Stern Brothers "Buster Brown" comedies for Universal release, add a pair of youthful smiles to the joviality of Laugh Month.



One of the merry sprites of Laugh Month—Walter Hiers, Educational-Christie star, as he appears in "Weak But Willing," his contribution to the Month of Cheer.



There's no mistaking the fact that Alice Ardell, star of Blue Ribbon comedies for F. B. O., is heartily in sympathy with the spirit of Laugh Month.

LOEW AND HEARST FETED

LAST Tuesday evening was a brilliant occasion in West Coast film annals, the event being a get-together dinner-dance given at the Ambassador Hotel by Louis B. Mayer and studio associates in honor of Marcus Loew and William Randolph Hearst. Scores of prominent Los Angelinians, in and out of the film industry, graced the affair, including leading executives and artists.

Among the speakers were Marcus Loew, William R. Hearst, Louis B. Mayer, Joseph M. Schenck, Supreme Court Justice Thomas J. Lennon, Sid Grauman, Sol Lesser, Irving Thalberg, Hunt Stromberg, Conrad Nagel, Motley Flint, Marco Hellman, Fred Beetsen, Donald Ogden Stewart, Joseph W. Farnham, and Fred Niblo, who acted as Master of Ceremonies.

An elaborate program through the courtesy of West Coast Theatres, Fanchon & Marco, Harry Singer, Ben Piazza, Sid Grauman and "Wrasty" Wright, and staged under the direction of the last named, together with dancing to four orchestras, helped make the evening a great success. Special tableaux acts presenting "The Spirit of M-G-M" and "The Book of M-G-M Achievements" were enthusiastically applauded.

The outstanding features of the evening were the talks by Marcus Loew, William R. Hearst, and Louis B. Mayer



Dorothy Dwan, Semon's leading lady in "Stop, Look and Listen" (Pathe) smilingly impersonates the Stroke of Twelve that ushers in Laugh Month.



Speaking of Baby Stars, here is Harry Langdon all dressed up for his first feature comedy for First National release, which promises plenty of Laughs.



An important film event for Tacoma; signing for the first run of "Hearts and Fists," a Tacoma-made picture distributed by Associated Exhibitors. Seated: H. T. Moore of the Moore Amusement Co.; Paul R. Ault of A. E.; standing: J. H. Green, Tacoma News Tribune; W. R. Rust, Weaver Productions; Peter L. Shamray, of Weaver; George Greenlund, manager of the Rialto.



Edna Marian's smile is prophetic of the roars and chuckles which she will inspire in Century comedies for Universal during Laugh Month.

Coast Producing for World Market

Features of International Appeal Are Gaining Place in the Foreground

By EDWIN SCHALLERT

(Editor's Note.—This is the ninth of a series of articles written especially for MOTION PICTURE NEWS by the Editor of The Los Angeles Times Pre-View.)

SANGUINE hopes regarding the satisfactory solution of the foreign situation are now expressed by the majority of producers in Hollywood. Sentiment has been steadily crystallizing, and the need for a consistent course of action in building up the trade abroad is more keenly felt than heretofore.

Chiefly, this action seems to concentrate itself in a plan to send abroad stars and directors with a view to bettering the understanding of what the American public desires in pictures. By having them take an active part in the films made abroad it is expected to create a product in Europe that will be more readily acceptable to the exhibitors in this country. Details of this project have already been told in MOTION PICTURE NEWS in so far as they pertain to Universal, and more recently Famous Players-Lasky have been mapping out a similar procedure.

It is more than likely that whereas Universal's activities will center chiefly in Germany, Famous will make a thorough survey of the possibilities for production in England, France and more Southern European countries. It might be assumed that Famous already has entree in France due to the fact that Gloria Swanson's "Madame Sans Gene" was filmed there, and that they are also sufficiently well fortified in England through previous enterprises there to gain a considerable advantage in that territory, where the feeling against American pictures has been more intense than elsewhere, with the possible exception of Germany. Charles Eyton, formerly West Coast studio manager, is to undertake the survey of conditions in advance of more general European activities.

It is significant, perhaps, that Douglas Fairbanks and Mary Pickford have talked of filming some scenes for forthcoming productions abroad. Mary, at least, appears particularly desirous of obtaining shots in foreign locales for a story that she is planning to do with a European setting.

There is no doubt that owing to contacts established during their trips abroad Doug and Mary have already accomplished much in building up the prestige of United Artists. It has always been conceded that this organization is very soundly entrenched in the foreign market, and lately color has been lent to this by the reception accorded the Fairbanks feature, "The Thief of Bagdad." Doug expects to reap a huge gross from runs in Germany. The picture is also unusually popular in Russia.

Since the collapse of the projected merger of the distributing systems of Metro-Goldwyn-Mayer and United Artists some question has arisen as to how far M. G. M. will go ahead independently to strengthen their European position, if they actually feel the need of this. It was generally recognized that the Loew organization would have furthered their cause somewhat by the as-

Bachmann Files Petition in Bankruptcy

JACOB G. BACHMANN has filed a voluntary petition in bankruptcy listing liabilities of \$349,250 and showing assets having a face value of \$112,300. The action is said to be based on the fact that Bachmann, with B. P. Schulberg signed Preferred Pictures notes. Bachmann now heads a new company that will deliver the thirteen pictures on a program of twenty originally planned by Schulberg.

The liabilities are as follows: Secured claims, \$5,053.45; unsecured, \$333,125.68; accommodation paper \$349,250. The assets include household goods, \$150; debts on open accounts, \$12,000; face value of insurance policies, \$100,000; property claimed to be exempt, \$150,000.

There is a list of creditors, most of whose claims are unsecured. Some of the larger claims follow: Katherine MacDonald, \$60,000; Edwin J. Loeb, Los Angeles, \$21,300; Loeb, Water & Loeb, Los Angeles, \$15,000; Standard Film Laboratories, Los Angeles, \$90,000; P. Fineman, Los Angeles, \$30,000; Hirla-graph Film Laboratories, \$21,051.10.

sociation with U. A., had this not fallen through. They have never manifested any great concern, however, over the future of their foreign business.

There is apparently no intention at the present time on their part, of going into the European field with their talent. More than any other organization they seem to be wedded to Hollywood. Whatever move they make in Europe will probably be along the more general lines of an exchange of pictures. Even the plan for sending Lillian Gish to Germany to star in a picture appears to be far in abeyance now. Rex Ingram is the one director of their group who will, from all indications, captain expeditionary forces for the present, and this is largely owing to his personal preferences for working in Europe.

What changes if any will be made in the character of subjects chosen for picturization by all companies because of the trade abroad is likely to assume more importance as a question. Production schedules have shown a decided growth in romantic themes in the past year. The bigger type of westerns and outdoor subjects have also acquire great preeminence, although it is now generally conceded that this is waning, owing to declining interest in this country.

The reception of a feature like "The Big Parade," which is commandingly American, both in theme and treatment, will probably be watched very closely by all those who are interested in foreign market conditions.

It is generally conceded that this picture has little of a striking nature to attract the European, with the possible exception of the French. German sympathizers in some instances are reported to have disparaged its popular merits, and to have found fault

with the fact that it re-arouses war hatred.

Certainly, in the filming of the picture, there was no such intention. The story was told as a story, and if it is so powerful as to take its audiences back to the war period in spirit, so much the more commendation for its dramatic potency. There seems no reason to look for sop to the pacifists in a feature whose humanness and interest grow largely out of its realism. The underlying humanity of the scene in the trenches between the American and the German soldier would appear to be sufficient to dispose of the question of *animus* in the making of this picture. Nevertheless, it will be rather surprising if "The Big Parade" turns out to be popular in Germany.

Of the reigning successes, "The Gold Rush" will probably be assured of the widest foreign appreciation, since anything that Chaplin might do of such magnitude would be a novelty anywhere. Gus Schlesinger, manager of foreign distribution for Warner Brothers, was also highly enthusiastic about "The Sea Beast" during his visit to the Coast. Barrymore's acting and a tale of sea adventure are bound to be a great combination anywhere. "Don Juan," which is the most richly bedecked picture that Barrymore has ever made, is also heralded for big sales abroad. The American historical pictures, which Paramount is planning, "Old Ironsides" and "Rough Riders," laid at a safe period in the past, and this company's melodramas, which, it is understood, are to be prominent on next season's program, may also gain large returns in Europe.

While First National is not perhaps making any hereculean effort to gain foreign advantages they have "The Viennese Medley" high on their list of forthcoming attractions, which is bound to have a universal appeal.

"Ben Hur," "The Black Pirate," "Barde-lys, the Magnificent," "Lady Windermere's Fan," "Mare Nostrum," and a few others might be named as outstanding productions of international appeal, and though these may suffice for the present it is apparent that with a more definite "hands across the sea" movement in progress, a greater assortment of films of this pretentious character will have to be made with a view to their popularity in the foreign market. The fact that various companies are constantly adding to their staff of European directors and players would indicate that they are preparing, in this way at least, to meet this exigency.

One thing, it is safe to state positively, there are more pictures being made today in America with assurance of doing big business abroad than ever before in the history of pictures, and with the smoothing over of friction in Europe there will be an even greater expansion. Internationalism, indeed, may eventually become a watchword in the studios.

Kansas City Territory Is Showing Marked Building Activity

AN unusually large theatre building program in Kansas City territory, in the face of wintry blasts and holiday season, is showing no signs of a let-up. From St. Joseph, Mo., this week comes the announcement of the proposed construction of a new \$500,000 theatre—a down town first run house—to be built by the St. Joseph Electric Amusement Company, the announcement being made by Rice McDonald, an official of the amusement company.

Work on the theatre will begin early in the spring and will be a part of the city's centennial celebration for 1926. The site for the new theatre has not been decided upon yet, but will be soon. The seating capacity and other details have not yet been worked out. The company, which also owns and operates the Electric theatre of St. Joseph, will spend \$100,000 in remodeling that house, increasing the seating capacity to about 2,000. F. O. Williams will be retained as manager of both houses. Grubel Brothers of Kansas City, Kas., who operate a string of houses, are connected with the St. Joseph Company.

On Christmas Day the new Oak Park theatre opened at Thirty-ninth street and Prospect avenue, Kansas City. The house, a modern suburban theatre, will seat about 1,100 and contains virtually every convenience found in the larger theatres.

At Baxter Springs, Kas., work has started on a new theatre, being built by John I. Cooper, well known Kansas exhibitor, which will be managed by E. A. Rehn. The house, although small in seating capacity—seating only about 1,000—will be as modern as any theatre in the state.

Better Films Bodies to Meet

New York Conference to Have for Slogan
"Selection, Not Censorship, the Solution"

PLANS for bringing the strongest possible local support to exhibitors throughout the country showing the best in films will be discussed and a program of local cooperation will be formulated at a three day Conference of the National Committee for Better Films, 70 Fifth Avenue, and the organization with which it is affiliated, the National Board of Review of Motion Pictures. The Conference, to be held at the Waldorf-Astoria, New York City, on January 28th, 29th and 30th, will culminate on the 30th in the eleventh Annual Luncheon of the National Board of Review with Mayor James J. Walker as the chief speaker and guest of honor.

The promotion of local public interest in better pictures, selected and classified by Committees that view the films before release, has been the outgrowth of the first Better Films Conference held last winter. The work of better films groups in all parts of the country will be presented and discussed by hundreds of delegates. The Conference, according to the announcements of

the National Board, is a public opinion clinic. Ways and means of cultivating the motion picture medium by stimulating a healthy growth of the useful and artistic pictures will be presented by the men and women in localities from Maine to Florida and extending to points in the far west, who have adopted as their local standard the slogan of the National Board—"Selection—not censorship—the solution."

In announcing this Conference and Luncheon, the Board states it has found that its cooperating committees, knowing beforehand what to expect from each picture, are able to help the exhibitors realize that the finer entertainment type of picture is the kind that pays. The Better Films Committees and other cooperating agencies are thus bringing to the producers through the exhibitors the realization that the artistic, clean picture is the profitable picture. Extension of interest in this type of constructive work is the purpose of the Conference and Luncheon.

Brockliss Will Succeed Pugh

Named Managing Director of First National Pictures English Branch

J. FRANK BROCKLISS has been named to succeed Ralph J. Pugh as managing director of the English branch of First National Pictures. The appointment was made by E. Bruce Johnson, foreign manager of First National. Pugh recently resigned to take up experimental work in another branch of the industry.

Brockliss is a veteran of the British film world. In 1909 he opened his first office at a rental of one pound a week and started a new make of French films called "Le Lion." The success of this business encouraged expansion and the British concession for the Motiograph projection machine was shortly taken over by the J. Frank Brockliss, Ltd.

In 1913, Brockliss was proprietor of no fewer than five different business enterprises, including the Brockliss Cinemachinery, Ltd., and Brockliss, Inc., of New York.

During the war he was one of the original organizers of the Cinematograph Trades Ambulance Fund, was an officer in the Motor Ambulance Corps and later organized and directed a motion picture department to provide film entertainment in all British military camps.

In 1922, Mr. Brockliss was invited by Marcus Loew to organize the distribution of Metro pictures in Continental Europe. His excellent work in this capacity was drawn to the attention of Mr. Johnson, and was, to a large degree, responsible for his appointment with First National.

New Companies Active in New York State

Considerable activity was shown in the number of companies incorporating in the motion picture business in New York state during the past week, the following companies receiving charters from the secretary of state:

Two Treys Amusement Corporation, \$50,000, J. J. Hahn, Agnes McNamara, O. S. Moran, New York City; The Kid Himself, Incorporated, \$20,000, G. D. Murphy, K. A. McGuire, S. Frank, New York city; Straham Theatre Corporation, \$350,000, Lewis M. Scheuer, New York city; William T. Powers, Brooklyn; A. D. Ghersan, Queens; H. & K. Pictures, Corporation, capitalization not specified, Harry Lewis, Grant Hoerner, Walter Herzbrun, New York city.

Telaflm News Service, Inc., capitalization not specified, Hazel M. Lindsey, New York; Edith M. Kent, Floral Park; Anna Zeitler, Brooklyn; Limited Productions, Inc., \$525,000, Arthur Smith, Bronxville; Viola I. Mathews, Jos. F. Perdue, New York city; F. G. & K. Amusement Corporation, \$6,000, Sam Kirschenbaum, Max Greenberg, Bert Frank, Brooklyn; Dragon Pictures, Inc., \$1,000,000, J. Hart, C. J. Loman, H. B. Walmsley, New York city; Motion Picture Consultants, Inc., \$5,000, A. P. Blumenthal, B. K. Blake, Rachel Marmar, New York city; Camera Pictures Corporation, capitalization not specified, A. E. Bryan, Brooklyn; Serena Klein, T. A. Schiekling, New York city.

Resigns as Counsel for Trade Commission

W. H. Fuller, for several years chief counsel for the Federal Trade Commission at Washington, has resigned from that position to resume the practise of law in his home state, Oklahoma. Mr. Fuller will be connected with his son, J. L. Fuller and with George M. Porter under the new firm name of Fuller, Porter & Fuller. Headquarters will be in McAlester.

Mr. Fuller had charge of the hearings in the Famous Players-Lasky case.

Suggests Subtitle For Deleted Matter

THE Toronto Telegram in a recent editorial made the suggestion that when a Moving Picture Censor Board sees fit to make a deletion in a picture, something should be inserted in the story, such as a special subtitle, to indicate that a portion of the subject has been removed by the censors. The newspaper facetiously declared, at the end of the editorial, that the inserted subtitle might read: "Curtain lowered to Indicate a Lapse of Morals—The Censor."

Discussing the matter, the Telegram declared:

"It seems to us that the censor, to be fair, should not work under cover any longer. Many have been gazing absorbedly at a film, to see a half-completed episode suddenly catapulted into the following episode and conscious that something has happened to disrupt the continuity and to entangle the threads of the story. Unless you are particularly observant, you forthwith blame this upon the unfortunate director for bungling his job. But, too often, it is merely the work of the censor."

Theatre Activity Still Expanding

Many Additions to Chains Are Reported With a Large Number of Buildings Announced for Construction

SALES and changes in management of theatre chains have a tendency to become more numerous with each week. This week come reports from many sections of additions to circuits, the acquiring of property for building purposes and the actual building of many new picture palaces.

Denver is to have a new de luxe theatre with an approximate capacity of 2,500, according to an announcement from the office of the Publix Theatres Corporation. The theatre will be erected by a building corporation which is to be formed by Claude K. Boettcher, investment banker of Denver, and which will be leased to the Mountain States Theatre Corporation and operated as one of the Publix theatres. The house will be located at 16th Street and Glenarm Place, and the contract calls for its completion on or before January 1, 1927.

The entire project will represent an investment of about \$1,250,000. The William N. Bowman Company, of Denver, will be the architects and Messrs. Rapp & Rapp, of Chicago, will represent the Publix Theatres Corporation as advisory architects.

From Chicago comes word that Fitzpatrick & McElroy, last week, completed negotiations with Leonard Sowar, whereby the Strand Theatre of Muncie, becomes a Fitzpatrick & McElroy enterprise, in addition to the Columbia, Star and Lyric Theatres, already operated by that company. Mr. Sowar will be resident general manager of the F. & M. interests in Muncie, having assumed charge on December 21st. Fitzpatrick & McElroy Enterprises now are operating close to fifty theatres in Illinois, Indiana, Michigan and Wisconsin, and during the present month opened the new theatre at Alpena. They also have recently acquired all theatres in Michigan City, Indiana, and have a new theatre under construction at Richmond. Several projects are also under way in major Indiana cities.

Harry Koplar, vice-president of the St. Louis Amusement Company, has announced the purchase by that company of the Ozark Theatre in Webster Groves, Mo. The company takes over the building and will operate the theatre in conjunction with its string of other high class second run neighborhood and suburban theatres. For some time past the Ozark Theatre has been booking film through the St. Louis Amusement.

Some time ago Koplar announced that

Dixon Appreciates Booking Guide Assistance

"I certainly appreciate the Booking Guide. It is a great help in locating the dope on a picture as I can simply refer back to the copy of the News mentioned in the Guide and find almost everything needed in the advertising of a picture. Enables me to book better pictures."

Charles Dixon, Jewel Theatre, Creighton, Mo.

Warn Amateurs Against Casting Agencies

CASTING agencies making offers to place amateurs in motion pictures have been the subject of complaint to the Better Business Bureau, 280 Broadway, which has issued a warning for the benefit of persons with screen ambitions. The agencies in question guarantee in contract form to secure the applicant his or her "first motion pictures engagement" in consideration of the payment of a stipulated registration fee, one-half of which the agency assures to itself, whether or not an engagement is procured for the applicant.

Except in unusual instances, the best that an inexperienced person can expect in the way of a screen engagement is as an "extra" in mob, crowd and mass scenes. The usual pay for this type of screen work is \$7.50 per day. One casting agency has been charging a fee of \$35.00 plus \$15.00 for a special photograph, for their services.

the St. Louis Amusement Company contemplated a program of expansion that would result in the company having upwards of fifty theatres early in 1926. The company is known to be negotiating for other houses and also has tentative plans for the erection of others.

During the past week Jim Drake sold his Easton-Taylor and White Way to John Pappas who has been associated with Tommy James in the operation of Comet and Retina theatres on Market street. The Easton-Taylor seats 596 and the White Way 392. The latter has an airdome seating 684 persons.

Another deal that is about ready for official announcement is the sale of the Majestic Theatre, 1022 Franklin avenue, a 1,100 seat house from Sam Komm to Charley Goldman and J. Laventhal, who also operate the Astor and Rainbow on Broadway and are erecting a new house alongside the Astor.

The Jonesboro Amusement Company, Jonesboro, Ark., has awarded the contract for the construction of the Strand Theatre, East Monroe avenue, Jonesboro, Ark., to Burton & Ballew of Jonesboro, Ark. The building will be three story, 70 by 120 feet and cost \$100,000. It will be among the finest in that section of the country.

A. M. Frumberg, prominent St. Louis attorney who a few weeks ago purchased the corner of Grand and Washington boulevards, including the Midway Theatre property, as the site for a motion picture theatre, office and apartment building of major proportions, has organized the Theatre Realty Company to handle the property.

Although he has made no definite statement Frumberg is presumed to represent the Fox interests. In St. Louis film and realty circles it is reported that the new structure will cost upwards of \$5,000,000.

The stockholders of the Theatre Realty Company are A. M. Frumberg, 18 shares; M. D. Frumberg, one share, and C. J.

Schlueter, one share. The company has a nominal capitalization of \$2000, which is fully paid up.

Plans for a new theatre in East St. Louis, Ill., have been drawn by B. A. Mueller, architect. Halesuk Stephens is the owner of the prospective house. Its location has not yet been announced. It will cost about \$20,000.

Charlotte is to have a new theatre house with a seating capacity of 1,700. The stage will be 30 x 40 feet and of sufficient size for road shows. It will be erected at the corner of N. Tryon and 6th street. J. H. Cutter, president of the Piedmont Realty Company, announced this week that he was asking for bids immediately on the building, which alone would cost \$250,000. Mr. Cutter has signed a contract for a twenty-year lease to the Famous Players-Lasky Corporation which will operate the house as a Keith vaudeville and picture house with arrangements for road shows. Mr. Cutter is erecting the building from plans by that company. This is the same theatre about which announcement was made several months ago but plans were held up by the New York office. These have been approved and the building will be started as soon as bids can be taken. The contract calls for completion of the building before January 21, 1927.

Following upon the recent announcement of plans for the construction of a \$1,500,000 theatre in Seattle next year by the Orpheum Vaudeville Circuit, the Ackerman and Harris Theatre Circuit last week announced their plans to build a 2,500-seat house in 1926. The exact location of the theatre has not yet been announced, but is expected to be near the new Orpheum site, and within a radius of three or four blocks of the Coliseum and Blue Mouse, motion picture houses. In construction and type, the Ackerman and Harris house will be similar to the theatre they now have in the course of construction in Portland, Oregon. It will be used for a combined motion picture and vaudeville theatre, according to announcements made by Sam Harris on a recent visit in Seattle, during which time negotiations were started.

The Dellinger theatre, the oldest house in Batavia, N. Y., has been sold by William F. Haitz to Joseph R. Rosenbloom who takes over the property for others. The "others" is understood to be the Schine Theatrical corporation. The amount involved is reported to be \$75,000. It is understood also that the Dellinger will be razed and a new house built on the site.

One a month is nearly the average number of links that is being added to the Golden State Theatre chain in California. Their new Fruitvale theatre at 14th St. and 37th Ave., Oakland, was opened Nov. 28th, with Mayor John L. Davie the chief speaker. Five of the theatres which this organization now have under course of construction are in the East Bay district. They are the Royal, San Pablo Ave.; New Haywards, Haywards; Fairfax, Foothill Boulevard and Fairfax Ave., and the West Berkeley, University and West Berkeley Ave., West Berkeley. This latter house will likely be the next to open near the New Year.

R. F. Woodhull Suggests Method to Attract School Teachers to Theatres

IN the current issue of the official bulletin of the M. P. T. O. A. is a good idea suggested by R. F. (Pete) Woodhull, national president of the M. P. T. O. A., for getting school teachers to attend motion picture theatres in greater numbers. The idea should prove of value to every exhibitor because of the general acknowledgment of the interest in picture shows by these educators. Woodhull says:

"Personal observation has led me to the conclusion that America's school teachers by and large are ardent devotees of the motion picture.

"In hundreds of instances it is common knowledge that they are underpaid considering the tremendous responsibility that is theirs by virtue of the fact that they are the citizen-builders of tomorrow.

"Bearing in mind the importance of their vocation to your community and also the asset to you of their friendship, it would seem to me that any form of cooperation not only smacks of civic pride but will prove of material good to our industry.

"With these facts in mind, I extended to the superintendent, principals and teachers of the schools located within the drawing confines of the Baker Theatre, Dover, N. J., a 'Courtesy Card,' which entitles them to attend the performance at one-half the regular admission price.

"The result has been that at least fifty per cent more attend than formerly and many expressions of approbation have been voiced.

"In approaching the heads of the faculty be sure and impress upon them the fact that you do not expect the teachers to become part of your exploitation staff for every picture that you present but that the only object you have in mind is to establish the most friendly and cordial relations between two of the great moulders of public thought in your community—the public school and the motion picture theatre."

Heavy Tax for American Films

New South Wales to Impose 25 Per Cent on Gross of All U. S. Pictures Shown

AMERICAN pictures are to be taxed 25 per cent on their gross income while playing in New South Wales, according to an Associated Press dispatch, which says the Government of New South Wales intends starting such legislation immediately.

Responsibility for the measure is placed in many quarters on Hugh D. McIntosh who is said to be one of the strongest opponents of American pictures in Australia. Millard Johnson, of Australasian Films, Ltd., when shown the dispatch said it was all news to him, but that there had been a pronounced agitation in several quarters against business methods of American companies.

The A. P. reports one of the principal objections to American tactics has been the practice of reducing the taxable income of their Australian operating companies to

nominal amounts. These subsidiaries handle all Australian business, and, according to the dispatch, secure the pictures on an ex-orbitant rental basis. This has the effect of reducing the net income of the purely Australian organizations.

Premier Lang has, therefore, introduced an amendment to the income tax law providing for an assessment upon all films not manufactured in Australia of 25 per cent of the gross, the point being that subsidiary companies will be unable to charge against intake from theatres the prices which they are charged by the American parent companies for pictures.

In October, The Victorian Legislative Council passed a law making it compulsory for all programs in that province to include at least 1,000 ft. of British films after June 30, 1926.

Naked Truth Committeemen

A. M. P. A. Promises to Eclipse Past Parties at Coming Event at Astor

THE A. M. P. A. is perfecting plans for the annual Naked Truth Dinner to be held at the Hotel Astor, New York, on Saturday evening, February 6th. A great array of talent and numerous motion picture luminaries have already assured the committee they will be in attendance.

Committees have been named as follows:

Chief announcer for the evening, Nat Rothstein of F. B. O.; hotel arrangements, Tom Wiley, chairman, Walter Eberhardt, A. S. Rittenberg; tickets, Charles Einfeld, chairman, Charles Cohen, Arthur Selig; advertising and publicity, Nat Rothstein, chairman, King Fisher, E. L. Finney; celebrities, King Fisher, Bert Adler; news

reel, Victor Shapiro, chairman, Gordon White, Russell Holman; printed program and seating list, Russell Holman, chairman, Mort Blumenstock; window cards, posters and display matter, Vincent Trotta, chairman, C. L. (Bill) Yearsley, H. Lewis.

Two of the well known jazz orchestras of New York will dispense music throughout the evening. They are the Duke Yellman and Caruso organizations. Other attractions are being added daily.

Those in charge of the affair announce that requests for reservations will be given attention in the order of their receipt. All requests should be directed to Charles Einfeld, 365 Madison avenue, New York City.

Major Wooldridge Joins Playhouse Company

Major Ward P. Wooldridge, of Rye, N. Y., former director of the Liberty Theatres in the United States Army, and more recently developer and director of the Saturday Morning Movies for boys and girls in the Motion Picture Producers and Distributors of America, Inc., Will H. Hays, president, has been appointed director of public relations of the Playhouse Operating Company which conducts the Rye Playhouse, Rye, N. Y. the Mamaroneck Playhouse, Mamaroneck, N. Y., the Capitol, Riverhead, N. Y. and the New Canaan Playhouse, New Canaan, Conn.

Major Wooldridge will devote him time to the further cementing of the relationship which exists between the theatre patrons and these theatres.

S. F. Film Exchange Board Elects Officers

At the regular meeting of the San Francisco Film Exchange Board of Trade held Monday night, Dec. 7th, the following officers were elected to serve for the ensuing year:

President, Howard Sheean; Vice-President, Chas. Muehlman; Secretary, G. C. Parsons. Kenneth Hodgkinson and Carol Nathan, with the three officers named, constitute the board of directors.

The board, as is their custom, presented President Morgan Walsh with a traveling suitcase, and in order that Morgan should not go away alone on his film sales business, the board presented Mrs. Walsh with a similar gift.

New England Exhibitor Has Passed Away

Thomas J. Charette, one of the best known and most popular exhibitors in New England, died at his home in New Bedford, Thursday night after a brief illness. He was owner-manager of the Capitol, Orpheum, Casino, Colonial, Princess, American and Allen's Theatres in New Bedford, and the Strand Theatre at Oak Bluffs, Mass.

For a number of years he was partner of the Allen & Charette circuit, and with the retirement of Mr. Allen from that end to enter the distributing business, took full charge of the circuit. He was one of New Bedford's leading residents and was interested in other enterprises there.

Binghamton Exhibitor Booking Guide Booster

"The Booking Guide and Motion Picture News are the most useful references I have in my office. Hardly a day passes without using them. The pre-release review features are worth everything to an exhibitor, and for a quick digest of any feature, with handy references, you can't beat the Booking Guide."

C. G. Planck, Regus Theatre, Binghamton, N. Y.

Fox Sales Gain Under Grainger Plans

Success of New System Credited to Revamped Organization and Greater Cooperation Between Home Office and Field Force

THE sales policies which have been instituted under the administration of James R. Grainger, general sales manager, are included among the factors which trade observers point out as conspicuous elements underlying the marked progress made by the Fox Film Corporation during the past year. Many regard the Fox sales organization as one of the most efficient that has ever been built up by a film distributing concern, and this, coupled with the fact that the sales of the company have shown an almost sensational gain during 1925, is being pointed out as a triumph for the design and execution of the plan put into effect by Mr. Grainger.

One of the distinguishing features of the company's sales organization are the reports emanating from members of the organization itself of the marked increase in the spirit of cooperation which at present exists between the home office and the field units testimony to the fact that Grainger is overcoming one of the greatest difficulties which face any sales executive, in the film industry or out of it; which is the conflict between the viewpoints of the man out in the territory and the man in the home office environment.

With his organization functioning smoothly and efficiently, and prospects of a prosperous year ahead, Grainger is looking forward to even greater strides in 1926. In a statement issued this week, he expresses the utmost confidence that the coming twelve-month will record many improvements in the picture business generally, as a result of the "gradual stabilization" which has been felt by all members of the industry during 1925.

Preliminary to setting in force his policy to bring Fox exchanges to the highest point of usefulness, Mr. Grainger made a personal tour of the distribution centers in the United States and Canada, coming into direct contact with every man on the sales force. Those whose records showed definite achievement were advanced into work of added responsibility. In a few cases, where individual records did not reach the standard set by the sales manager to put over the Fox progress, eliminations in the personnel were made.

For the convenience of the company's exhibitor customers, new exchanges were



James R. Grainger, general sales manager for Fox.

opened in Memphis, Tennessee, and in Milwaukee, Wisconsin. Mr. Grainger placed in charge of the Memphis branch C. W. McKean, an old Fox man of wide experience in that territory. John H. Lorentz, formerly associated with the Seattle and Chicago Exchanges, was made manager of the Milwaukee office.

Five exchanges—namely, those in Atlanta, Charlotte, Detroit, Philadelphia, and New York—were moved into new and more commodious quarters. In New York the exchange facilities will be even further improved with the completion of the new Fox Exchange Building which is now in process of construction at 343-45 West Forty-fourth Street.

In the major sales territories of the country the number of district managers was increased by Mr. Grainger to facilitate the handling of Fox business in a more efficient manner. In charge of the Southern District, with headquarters at Dallas, Texas, Lou D. Remy was appointed to supervise the Atlanta, New Orleans, Oklahoma City and Memphis exchanges. G. W. Fuller was stationed at Washington, D. C., to supervise the offices in that city, Charlotte and Pittsburgh. From San Francisco Howard J. Sheehan now directs the sales work of Los Angeles, Seattle, Salt Lake City and Denver. The New England territory is under the jurisdiction of H. F. Campbell in Boston, while Ira H. Cohen, from Cincinnati, supervises Detroit and Indianapolis.

To carry on special assignments in any territory necessary, Mr. Grainger appointed three home office representatives: Max Roth, W. H. Rudolph and George Roberts.

A number of promotions made by Mr. Grainger includes the advancement of J. P. O'Loughlin from the post of Toronto exchange manager to that of Canadian district manager.

Regarding the prospects of the new year, Mr. Grainger says:

"The general business prospects for the approaching year are extremely good and the film industry in particular may look

ahead into the next twelve months with optimistic assurance. The year just closing has offered very definite progress. Product was better in 1925 than in 1924. In 1926 it will be better still. A general tendency to constant improvement is sufficient in itself to make the outlook bright.

"The public has played no small part in disclosing a hopeful horizon ahead. Increased attendance has been the concrete encouragement which film patrons have returned to producers who have made better pictures and exhibitors who have showed them.

"The activity planned by Fox during the coming season reflects the spirit of progress manifesting itself throughout the whole industry. Fox is looking forward to the biggest program ever undertaken by its production forces.

"Better story value will be another improvement in film productions released during 1926. All makers of pictures have been more or less guilty in the past of concentrating on titles and casts, and neglecting plot strength.

"In catering to the popular taste, the successful producer will during 1926 vary his program so that all types of screen plays will reach the public. Many exhibitors have complained from time to time that a fad for a certain sort of story will invade the studios and audiences will soon become surfeited to a point of steering clear of the box-office.

"The future Fox program is diversified with every variety of picture the exhibitor's patrons can desire. Comedy dramas, westerns, adventure and war stories, domestic dramas, society plays and spectacles—each class has its place on our schedule to furnish theatres with complete service. These stories are not recruited from any single source. They are based on big plays, best selling novels and, in several instances, screen originals.

"Another point of advancement that will undoubtedly come during 1926 will be a strengthened position for the short subject. Exhibitors are already according extensive advertising and publicity to one and two reelers and in some instances have built whole programs from them."

M. P. T. O. A. Quarters Completed

HHEADQUARTERS of the National Organization of the Motion Picture Theatre Owners of America are about completed and dedicated to the protection of all the Independent forces of the Motion Picture Industry. The offices are located at 745 Seventh Avenue, New York City, and the new telephone numbers are—Circle 4037-8-9. The quarters are spacious and well equipped, and the Organization is functioning at full speed.

The Business Manager urges the theatre owners throughout the country to take advantage of the facilities provided for their protection, and he invites out-of-town theatre owners to make National Headquarters their home during their stay in New York City.

Veteran Exhibitor Dead in Rochester

GEORGE EDWARD SIMPSON, for many years, prominently identified with motion picture interests in Rochester, died last week at his home there, following a long illness. Mr. Simpson was one of the pioneers in the exhibition of high grade motion pictures, not only in Rochester, but in the country.

In 1907, he built and opened the Hippodrome theatre at Main street and East avenue, then the most pretentious house of its kind in the city. He conducted it successfully for several years before he sold his interests, only to re-invest in the Regent theatre, which he opened in 1914 and which became at once the leading theatre in Rochester.

International Newsreel May Produce Special Release for Publix Houses, Believed

FOLLOWING recent rumors to the effect that Courtland Smith of the Hays office would head a news reel department for Publix Theatres, the Famous Players chain, it was reported this week that the material for this special release would be made by the International Newsreel Corporation for the Publix houses exclusively.

Edgar B. Hatrick, the International Newsreel head, was en route to the West Coast and could not be reached. S. R. Kent, general manager of Famous, was also out of the city, not yet having returned from Berlin. R. V. Anderson, sales manager of the newsreel corporation, declined to comment on the report in any way in the absence of the others.

It was learned from reliable sources, however, that Publix and International have been discussing the production by the latter for the Publix houses of a special release, not strictly a newsreel in the present sense, as reported, but a special reel of unusual and interesting character. This same matter, it may be said, was up for discussion two years ago, but no definite action came of it at that time.

London Studios for Williams

Acquires 40 Acre Estate for Building of Plant; Plans Great Production Activity

J. D. WILLIAMS and George T. Eaton are heads of a British organization known as British National Pictures, which has purchased an estate of forty acres near London for the purpose of building studios and producing pictures. The plan is to build eight large studios on the site and a contract has already been let for the building of the first two of these.

These two studios, each 300 feet long, 100 feet wide and 45 feet high, will not only be the first modern studios built as the result of the determination of the British people to see British films on British screens; but will be the largest studios in the World embodying all the latest technical developments in studio construction and equipment, it is claimed.

Messrs. Braby & Co., Ltd., are under obligation to complete these studios in sixteen weeks from January 1st, 1926. It is therefore anticipated that it will be possible to begin film production by June 1st.

In the meantime British National Pic-

tures, Ltd., have acquired a controlling interest in the Herbert Wilcox picture "Nell Gwyn."

George T. Eaton and J. D. Williams will visit America within the next few weeks to make arrangements for the distribution in the United States of "Nell Gwyn" and of H. G. Ponting's picture of Scott's last Antarctic Expedition "The Great White Silence."

Eaton and Williams will also take to America a number of stories they have selected as suitable for production and will discuss these with a number of British Film Directors and British Film players who are now in America, and who have already expressed their eagerness to return to work in England.

Eaton and Williams will also make arrangements for the general distribution in America of the films to be made by British National Pictures and of such other British films as they may acquire.

Warner Talks of New Season

Tells of Coming Prosperity and Denies That Sam Morris Will Leave Company

WITH their internal organization definitely settled and the new distribution policy arranged, Warner Brothers are looking ahead to a prosperous year during 1926, according to Albert Warner, who in addition to discussing the coming product, also took occasion to deny the rumor that Sam E. Morris was to sever his relations with the company.

First discussing the Morris rumor, Warner said:

"Mr. Morris has been with us a long time, is with us now and will continue to be with us as manager of distribution. Reports affecting him are rumors only, and I know that at no time has he had any idea of leaving the company, where he is highly regarded."

With regard to production, Warner said: "In the next few months, with 'Lady Windermere's Fan,' John Barrymore in 'The Sea Beast,' 'Syd' Chaplin's new picture, Barrymore's 'Don Juan,' a new Lubitsch production, and others of equal magnitude, exhibitors playing our pictures are going to

have something to talk about.

"H. M. Warner is now at the western studio preparing the production schedule for next year, and will probably remain there until it is completed. We have already started work on next season's schedule, and with our entire organization now functioning at top speed, our forty for the coming season will have more attention from every angle than has been possible in the past.

"It looks to me like a big picture year just ahead for everyone in the industry."

Von Herberg Still Ill in New York; Jensen Here

Because of the continued serious illness of his partner, J. H. Von Herberg at the Hotel Roosevelt, C. S. Jensen of Portland, Ore., arrived in New York this week. Mr. Von Herberg's temperature was slightly lower this week, but he is reported still dangerously ill, three prominent New York specialists being in attendance.

Keigley Leaves Benton to Manage Belleville House

Bill Keigley who formerly managed the Reed-Yenn-Hayes houses in Benton, Ill., has moved to Belleville, Ill., to manage the Washington Theatre there for F. E. Ludwig.

His departure for the St. Clair County seat has resulted in a switch of managers for the big Southern Illinois circuit. W. A. Irwin moved from Marion to Benton while Al McCullough takes charge of the houses in Marion.

Winnipeg Owner Honored by War Veterans

As a token of gratitude for benevolent contributions and his spirit of philanthropy generally, the Winnipeg branch of the Great War Veterans Association has presented a gold badge and life membership to A. R. McNichol, a well-known theatre owner of Winnipeg, who has donated more than \$600,000 personally to Winnipeg institutions in recent months. Mr. McNichol owns the Lyceum, Starland and College Theatres in Winnipeg.

New Shea Theatre to Have Finest Modern Equipment

The new Shea theatre, now being built in Buffalo, N. Y., will be the last word in lavish theatre construction. It will have a seating capacity of over 4,000. It is to feature an orchestra of 50 men. In addition to every known convenience for patrons and every bit of modern equipment known the house will have several novel features. The biggest film attractions obtainable, elaborate presentations and big music acts will be the policy.

Father of W. E. Wilkinson Passes Away

News comes from Prattville, Ala., of the death on Tuesday of last week of Mr. Wilkinson, father of W. E. Wilkinson, assistant general counsel of the Film Boards of Trade, New York City. The message was relayed to Atlanta by George R. Allison, president of the Atlanta Board, who was in conference with the assistant general counsel in New York.

R. T. Newton Starts Tour For Universal Theatres

R. T. NEWTON, who recently resigned from the Famous Players-Lasky Corporation after having been connected with the S. A. Lynch Enterprises and the Southern Enterprises for eight years, has been signed by the New Universal Chain Theatres, Inc.

As soon as arrangements had been completed between Universal and the former Paramount theatre executive, he left New York for an extensive trip through the South or Universal. He is looking over location sites for new theatres and investigating potential theatre purchases for the new corporation.

During his experience with Famous Players, he managed various groups of theatres in the cities throughout the South, buying and booking pictures in the Southwestern territory, with Dallas as his headquarters.

West Coast Co. Proud of Achievements

Public Relations Department of Well Known Theatre Chain
Has Accomplished Big Results With Million Patrons

THE Public Relations Department of West Coast Theatres is justly proud of its accomplishments in knowing and catering to the likes and dislikes of a million theatre patrons. They have been carefully studying the form of entertainment desired by their customers and meeting the requirements demanded.

This organization operates 168 theatres which claim a patronage of more than a million a year. Jack Retlaw is the head of the Public Relations Department and therefore qualified to speak regarding it, which he does as follows:

"The days when the rental of an average picture, the engagement of a mediocre piano player, and an indifferent ticket seller were all that were essential to the theater business, are passed. The public has become more discriminating and critical in its entertainment demands, and certainly has a right to be, but what forms of entertainment carry the greatest appeal to the greatest number of people is a problem which can only be solved through close contact and cooperation on the part of the theater management and the patron.

"Our department of Public Relations endeavors to establish and maintain this contact through personal touch, questionnaires, and various systems which do not cause our patrons the slightest inconvenience. Letters of praise or adverse criticism of a picture come direct to our attention and we tabulate the statements and use them as a guide for the future.

"Pleasing the grown-up is far more simple in the matter of selection than pleasing the children. Programs for youngsters must not only be entertaining but must be of a nature which protect these future fathers and mothers from anything coarse, crude, suggestive or demoralizing in the slightest degree.

Minneapolis Turns To Express Shipment

FOR the first time since the establishment of the parcel post Minneapolis motion picture distributors have turned back in a body to express shipment of film.

The action was determined upon at a meeting of the Minneapolis Film Board of Trade, Inc., and letters making the announcement to the trade carrying signatures of First National Pictures, Educational Film Exchange, Famous Players-Lasky Corporation, Film Booking Offices, Fox Film Corporation, Friedman Film Corporation, Metro-Goldwyn Distributing Corporation, Pathe Exchange, Inc., Universal Film Exchange, Vitagraph, Inc., United Artists Corporation, Film Booking Offices, (Sioux Falls) Famous Players Lasky Corporation (Sioux Falls) and Universal Film Exchange (Sioux Falls.)

This is the first time since the organization of the Film Board of Trade here that the option on shipping agency has been taken away from the exhibitor.

What may amuse and greatly entertain a child might at the same time prove most harmful to his mind, and the protection of the childish mind is of paramount importance to the officials of West Coast Theaters.

"With the view to logically and constructively handling this phase of work, the Public Relations Dept. maintains a special organization for the presentation of Junior Matinees for youngsters. This organization is under the supervision of Ryllis Homington.

"Prior to its general release, arrangements are made whereby a special preview of a pic-

ture to be shown in one of our theaters is given for mothers, teachers, women's clubs or any recognized organization which cares to send a representative. The film is carefully studied and later discussed for the purpose of deciding whether any scene or bit of action would be likely to have any other than a most helpful influence on the minds of children. If any question does arise on this angle notes are made and the questionable parts of the film are cut for the showing at the Junior Matinees. All the objections are carefully tabulated on cards, and these cuts are made every time the film is shown at a Junior Matinee in any West Coast theater.

"Another outstanding feature of this work is the fact that the general public, through representatives of various organizations, are made to feel that their views, suggestions and constructive criticism is welcome at all times; that it is the paramount aim of West Coast Theaters, Inc., to please the general public and not sit in final judgment on entertainment with the arbitrary attitude: 'Take it or leave it.'

"Giving the public just what it likes and desires is the great problem of the theatrical owner after all, and West Coast operates on the theory that there is no better judge of its likes and dislikes than the public itself."

Chicago Receipts Show a Falling Off

Chicago receipts for amusements of all sorts during 1925, including pictures, legitimate shows and burlesque, showed a falling off of approximately \$3,000,000 in 1925 over 1924, according to a statement just issued. The total expenditures for 1925 are estimated at \$15,000,000, while those for 1924 were \$18,000,000.



Luncheon given by Jesse L. Lasky to the press on the Twelfth Anniversary of the Lasky studio, Hollywood, attended by the writers, as well as all the contract players, directors, scenarists and studio executives at the West Coast plant.

Relief Fund Trustees Convene

Will Increase Building Fund for a Permanent Home for Indigent of Industry

ESTABLISHMENT of a temporary home for worthy indigent and incapacitated members of the motion picture profession and plans for increasing the building fund for a permanent home, were definitely decided upon at a meeting of the board of trustees of the Motion Picture Relief Fund of America, called by Jesse L. Lasky, president.

The session was the semi-annual meeting of the board and was held in the Hollywood offices of the Association of Motion Picture Producers, Fred W. Beetson, secretary, to discuss ways and means for raising the necessary funds.

It was agreed to resume the campaign for life memberships, the proceeds to go into the building fund. A special committee was authorized for this purpose, the appointment of the members being held under advisement by Mr. Lasky with the intention of forming the committee of prominent players.

The committee will carry out plans started last fall by Mary Pickford when she was chairman of the building fund and disposed of a number of life memberships with remarkable success. The movement was discontinued at that time because of possible interference with the Community Chest campaign.

The board of trustees at its meeting also adopted a resolution authorizing the executive committee to establish a temporary home, and for this purpose it is planned to acquire a lease on suitable property. The fund for a permanent home already totals \$13,000.

During the year now ending, the Motion Picture Relief Fund dispensed approximately \$31,000 to needy and invalid members of the picture colony.

The officers are: Jesse L. Lasky, president; Joseph M. Schenck, first vice-president; Mary Pickford, second vice-president; William S. Hart, third vice-president; Harold Lloyd, fourth vice-president; Victor H. Clarke, treasurer, and Rev. Neal Dodd, secretary.

The executive committee consists of Frank E. Woods, chairman; Fred W. Beetson, vice-chairman; Rev. Neal Dodd, secretary; Ewell D. Moore, counsel; Donald Crisp, Joseph De Grasse, Mitchell Lewis, Arthur F. Statler, and William T. Wyatt.

On the board of trustees are: Adolph Zukor, Charles H. Christie, Donald Crisp,

Frank E. Woods, Fred W. Beetson, Charles Douglas Fairbanks, Glenn Harper, Sol Lesser, Mitchell Lewis, Marcus Loew, Louis B. Mayer, Ewell D. Moore, Mary Pickford, Chaplin, Victor H. Clarke, Rev. Neal Dodd, William S. Hart, Rupert Hughes, Jesse L. Lasky, Tom Mix, Hal E. Roach, H. M. Warner, John W. Considine, Jr., Cecil B. de Mille, William Fox, William R. Hearst, Carl Laemmle, Harold Lloyd, Mae Murray, John McCormick and Joseph M. Schenck.

Will H. Hays is chairman of the advisory board, which includes 75 of the foremost names in motion pictures, among them: S. R. Kent, James Cruze, Marion Davies, Thomas Meighan, Pola Negri, Hector Turnbull, Harry Rapf, Will Rogers, Colleen Moore, Charles Eyton, Bebe Daniels, Mack Sennett, D. W. Griffith, Norma Talmadge, Rudolph Valentino, Ernest Lubitsch and Richard Barthelmess.

Neilan Has Purchased Powers Studio Interest

Marshall Neilan last week purchased from P. A. Powers, the latter's interest in the Neilan studios in Glendale Boulevard, which the pair bought jointly six months ago. The production agreement between the two continues.

Neilan will retain the presidency of the new corporation, while Leeds Baxter, vice-president and general manager also remains in office. Pat Powers, treasurer; Emil Offeman, secretary, and Glen Behymer, assistant secretary, will be supplanted by new officers. Blanche Sweet has been elected to the board of directors of the studio corporation.

Illinois Exhibitor Dies After Long Illness

Roscoe Cochran of Carmi, Ill., lessee of the Grand and Strand Theatres in Robinson, Ill., died on Monday, December 14th, after a year's illness. He was one of the pioneer exhibitors of that section, having started in the business some twelve years ago. His first house was the Maine Theatre, Carmi, Ill., and later he took over the Grand and Strand in Robinson. Joe Hewitt, who had been associated with Mr. Cochran has been actively in charge of the management of the houses and will continue in that capacity.

Motion Picture Capital Corp. Stock Listed

The application of the Motion Picture Capital Corporation to the New York Stock Exchange for listing of its stock on the big board has been approved and trading was begun on Thursday of last week.

The financial statement for the ten months ended October 31, 1925, filed with the exchange shows consolidated net income of \$198,907 after expenses, interest and Federal taxes. Consolidated income account for the same period follows: Gross income, \$369,558; expenses, interest, etc., \$139,175; Federal taxes, \$31,476; net income, \$198,907.

Women Publicists Name New Officers

The Wasps, which is the short for Women's Association of Screen Publicists, an organization that has sprung into prominence on the West Coast in the last year, has just held its first annual business meeting and election of officers, at the Writers Club in Hollywood.

Elizabeth Riordan of the publicity department of Fox studios was chosen to serve as president in the organization's second year; Helen Hancock of Metropolitan studios, vice-president; Margaret Kimball of United-First National studios, secretary, and Shirley Moorman of the Ruth Roland company, treasurer. Caroline Wagner, the outgoing president, and Adeline Alvord were selected to the board of directors.

Reports of the initial year of the group, which corresponds to the Wampas, or Western Association of Motion Picture Advertisers, indicated that remarkable growth had been made and much accomplished toward the unifying of the efforts of women in this branch of the business.

David Sommers Funeral in St. Louis

On December 24th the funeral of David A. Sommers, president of the Metropolitan Theatres Company, owners of the St. Louis Theatre, Grand boulevard at Morgan street, was held. The services were at Temple Israel. He died on December 22 at the Jewish Hospital, St. Louis, following an intestinal operation. He had been ill but two days. Interment was in Mount Sinai Cemetery.

All activity at the St. Louis Theatre stopped for one minute while the funeral services were being held. The theatre is operated by the Orpheum Circuit as a first run picture and vaudeville house.

Famous May Build Three in New York City

According to reports from exhibitors interested in houses on the East Side downtown section of New York City, Famous Players is contemplating building three theatres in that part of the city. Harold B. Franklin, of Publix Theatres, Famous Players theatre department, said, in response to the reports, that from time to time the question of building on the East Side had come up but the matter was far from definitely settled.

It was also reported that the Loew organization is to build a house on Second Avenue, which is in the East Side section.

Sunday Concerts Presented at Metropolitan, Boston

The Metropolitan Theatre, Boston, has inaugurated a new policy of special Sunday entertainments. The Metropolitan Grand Orchestra, the regular 55-piece orchestra of this playhouse, has been augmented by additional pieces from many sources about Boston for the Sunday programs, making it the largest orchestra in America, and in addition to the films there will be a program of opera and classical music and jazz each Sunday. For the opening feature "Mannequin" was presented together with film specialties, Digest, scenes and news reels.

Metropolitan has Started "Prince of Pilsen"

METROPOLITAN PICTURES has started production on "The Prince of Pilsen." It is an A. H. Sebastian production being directed by Paul Powell. George Sidney has the well known featured comedy role of Hans Wagner, with Allan Forrest playing the role of the Prince. Anita Stewart plays opposite Forrest.

Maurice Sebastian continues as production manager of the company and is now superintending the erection of an elaborate setting representing a street in the Bohemian village of Altheim. Director Powell has W. von Brincken as his assistant.

Picture Stocks Showing Steady Rise

Majority of Companies Show Tendency Upward, With Banks Helping Industry, According to Wall Street Journal

THE Wall Street Journal of Commerce is responsible for the statement that since the Summer of 1924, stocks of the majority of motion picture companies have shown a decided and steady tendency upward. With the rise, according to the Journal, the big banks have also shown more confidence in the industry and are more willingly advancing funds for production and distribution purposes.

Regarding the situation the Journal writes as follows:

"At the present time the stocks of most motion picture companies are selling at a price very near the high point for 1925, and in most cases above the level which prevailed in 1924. During the summer of 1924 several of these stocks were selling at prices well below the present level. Since that time, however, there has been a marked increase in their value, which is attributed to generally improved conditions in the country as a whole, and to increase in purchasing power in the agricultural sections of the country, some of which, in proportion to population have a greater number of theatres than more densely settled regions.

"Prosperity in the motion picture business within recent years and the centralization of a large proportion of the business in a few strong hands has been reflected in a general change of attitude toward the industry on the part of those in positions of financial responsibility. Although motion picture financing cannot be said to have penetrated into the inner circles of conservatism, the stronger companies are now able to finance themselves by issues of stock, some of which are listed upon the New York Stock Exchange. The large proportion of intangible assets always included in the statements of even the largest motion picture companies has acted as a deterrent to the extension of unsecured credit by more conservative banking organizations. There are, however, a certain number of banks which are ready to finance producing companies. It has been estimated that in 1924 about \$200,000,000 was invested in new films, and that more than a third of this amount came from the banks.

Arrange Song Tieup on "Skyrocket"

A TIEUP has been effected between Associated Exhibitors and Leo Feist, Inc., musical publishers, whereby "Wonderful One," the theme song of the Peggy Hopkins Joyce special, "The Skyrocket" will be broadcast by every large radio station in the United States and Canada on the evening of January 7th, when "The Skyrocket" is to have its world premiere in the grand ball room of the steamship Leviathan.

The Feist organization has arranged to send a new orchestration of "Wonderful One" to every radio orchestra. The branch offices in the principal cities have been notified of the tieup and will arrange with announcers to provide the playing of this number with the announcement that it is being featured in honor of Peggy Hopkins Joyce night aboard the Leviathan.

Poli Denies Rumor Of Resignation

BECAUSE rumors had become current, S. Z. Poli, head of a chain of theatres extending through many sections of New England, emphatically declares that he has no intention of resigning from the active management of the chain, nor has he any intention of relinquishing the management to his general manager, Louis M. Sagal.

He also denied the rumor that O. C. Edwards, manager of the Palace Theatre at New Haven, Conn., was to be promoted to general manager, declaring there would be no change whatever in the management of any of his theatres or in the present executive staff. Mr. Poli says it is his intention to remain in New Haven, the headquarters of his enterprises.

"The industry as a whole has done much to reduce costs and to eliminate the extravagance for which in the past it has been so severely criticized. Financial stabilization has been greatly aided by the marked trend toward centralization, which has characterized the history of the industry within the last few years. Mergers, consolidations and the elimination of many weaker companies have served to reduce the number of organizations and to strengthen those remaining.

"The larger companies in the industry make annual earning statements and most of them show very satisfactory earnings at the present time. However, even the stronger companies carry on their balance sheets are items of good will and other intangible assets. It is extremely difficult for even those with an intimate knowledge of the industry to judge the values of such assets as scenario rights, contracts with stars, operating contracts, leases and other items of a similar nature. Unquestionably many of these rights may represent very substantial earning power, but just what this will be it is impossible to ascertain in advance. The value of these intangible assets often works by the law of averages, and is sometimes greatly above prospective estimates, and sometimes well under.

"Another weak point in the financial structure of the motion picture company is inventory. This item usually consists of chiefly of negatives and positives films. Ordinarily when a picture is produced the negative is carried upon the books of the company at the actual cost of production, and this value is gradually written off at the rate of 50 per cent at the end of ninety days and about 88 per cent at the end of the year. By the second year the film is carried at a nominal value of \$1. Whether or not the negative is worth this actual book value depends upon the success of the picture. If the picture is not successful the real value of the negative will be far below the book value during the first year. On the other hand, if the picture is very popular and has a long run the box office receipts

will continue to come in long after the book value has been written off.

"In view of the uncertain elements in the business it seems probable that the greater part of direct loans for motion picture production will continue to be made through organizations other than banks. Some companies formed solely for this purpose are better able than a bank to assume the risks involved. Usually this form of borrowing is more expensive for the producer than bank loans would be, as rates are made high in proportion to the risk taken. In many instances exhibitors have financed the making of films in order to assure to their theatres a supply of suitable films, but this method of financing was commoner in the earlier years of the industry than at the present time.

"Occasionally an exhibiting company will finance a film producer and when the picture has earned enough to pay off the loan the exhibitor will divide the remainder of the proceeds with the producer on a half and half basis. This is a very expensive arrangement for the producer."

Fanchon & Marco's Kiddie Revue at Warfield

"The Toy Box" is the title of the O'Neill Sisters' Kiddie Revue at Loew's Warfield, San Francisco, staged by Fanchon and Marco, week of Dec. 12-25. The aggregation of tiny entertainers, collectively and individually, again distinguished themselves. There is one diminutive blonde, seemingly no larger than your thumb, who sings and dances with the grace of a veteran. Another little dancer carried the crowds with her cleverness, while classic, acrobatic and eccentric dancers came and went so rapidly as to make your head swim.

The girls did not have entirely their own way. The "gentlemen" of the ensemble were there and there were a pair of clever little fellows who did character song that brought down the house.

Walt Rosener and his orchestra not only furnished music for the revue and the feature picture, but also gave a concert. There was a novelty number in which members of the orchestra had a singing part. Victor Herbert's "Babies in Toyland" furnished a harmonious suggestion for the atmosphere of the stage act. Then Rosener gave for the first time here the Ray Henderson New York hit, "I'm Sitting on Top of the World."

Finds Booking Guide Very Useful, Says Caress

"We find it very useful in selecting pictures, also in preparing newspaper ads, especially when we fail to get press sheets from the exchanges. We also use it to find the footage of the different pictures so that we can arrange our programs to run about two hours."

James S. Caress, Palace Theatre, Elmore, Ind.

: : : : "THE CHECK-UP" : : : :

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third, the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage Value	Length
ASSOCIATED EXHIB.						
Barriers Burned Away	1	3	10	2	65	6,474 ft.
Introduce Me	—	—	12	5	79	5,980 ft.
FAMOUS PLAYERS						
Adventure	—	9	22	7	68	6,602 ft.
Air Mail, The	2	4	28	5	68	6,976 ft.
Ancient Highway, The	—	4	7	—	59	6,034 ft.
Are Parents People?	—	2	19	3	71	6,586 ft.
Argentine Love	—	18	23	4	61	5,970 ft.
Beggar on Horseback	9	7	7	1	42	7,168 ft.
Best People	—	5	7	—	58	5,700 ft.
Charmer, The	2	3	13	3	65	6,076 ft.
City That Never Sleeps, The	—	7	25	4	68	6,097 ft.
Coast of Folly, The	1	8	18	2	62	6,840 ft.
Code of the West, The	—	9	22	4	66	6,777 ft.
Coming Through	2	11	28	8	66	6,522 ft.
Contraband	—	13	13	2	57	6,773 ft.
Crowded Hour, The	1	3	18	2	67	6,558 ft.
Devil's Cargo, The	4	7	21	6	64	7,980 ft.
Dressmaker from Paris, The	2	5	22	11	72	6,186 ft.
East of Suez	6	6	22	2	59	6,821 ft.
Eve's Secret	2	8	17	—	57	6,338 ft.
Flower of Night	—	9	7	—	53	6,374 ft.
Forty Winks	—	5	19	6	71	6,293 ft.
Garden of Weeds, The	4	9	17	3	58	6,230 ft.
Golden Bed, The	3	10	22	14	69	8,584 ft.
Golden Princess, The	—	8	7	—	54	6,395 ft.
Goose Hangs High, The	—	5	23	6	71	6,186 ft.
Grounds for Divorce	6	5	5	—	42	6,420 ft.
In the Name of Love	2	12	12	—	52	5,904 ft.
King on Main Street, The	—	4	8	1	63	6,229 ft.
Kiss in the Dark, A	1	7	17	1	61	5,767 ft.
Light of the Western Stars	—	8	26	7	69	6,859 ft.
Little French Girl, The	1	2	21	2	68	5,628 ft.
Locked Doors	3	11	15	—	53	6,221 ft.
Lost—A Wife	1	11	13	—	55	6,420 ft.
Lovers in Quarantine	—	6	7	1	59	6,570 ft.
Lucky Devil, The	—	1	29	9	76	5,935 ft.
Madame Sans Gene	8	10	17	4	55	9,994 ft.
Manicure Girl, The	4	7	17	—	55	5,959 ft.
Man Must Live, A	4	5	26	3	63	7 reels
Man Who Found Himself	2	7	15	—	57	7,168 ft.
Marry Me	2	7	13	—	56	5,529 ft.
Men and Women	2	3	10	1	60	6,223 ft.
Miss Bluebeard	3	3	27	9	71	7 reels
New Brooms	1	9	3	—	45	6,570 ft.
New Lives for Old	—	5	15	5	70	6,796 ft.
Night Club, The	1	7	23	7	69	5,732 ft.
Night Life of New York	—	7	22	2	65	6,998 ft.
North of 36	1	6	43	51	83	7,908 ft.
Not So Long Ago	6	4	6	2	50	6,943 ft.
Old Home Week	—	4	6	8	73	6,888 ft.
Paths to Paradise	—	3	23	1	68	6,741 ft.
Peter Pan	3	8	39	26	75	9,593 ft.
Pony Express, The	—	1	16	17	84	9,929 ft.
Regular Fellow, A	1	3	11	2	65	5,027 ft.
Rugged Waters	3	7	7	—	49	6,015 ft.
Sackcloth and Scarlet	3	8	13	6	63	6,732 ft.
Salome of the Tenements	10	3	9	2	48	7,017 ft.
Seven Keys to Baldpate	—	2	14	1	68	7 reels
Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage Value	Length
FILM BOOKING						
Shock Punch, The	—	8	28	3	66	6,151 ft.
Son of His Father, The	—	9	18	4	65	7,009 ft.
Spaniard, The	—	6	14	3	66	6,676 ft.
Stage Struck	—	3	7	1	65	7 reels
Street of Forgotten Men, The	1	2	22	3	69	6,366 ft.
Swan, The	5	10	8	2	50	5,889 ft.
Thundering Herd, The	2	7	25	33	80	7,187 ft.
To-Morrow's Love	1	3	14	2	66	5,903 ft.
Tongues of Flame	2	13	33	6	64	6,733 ft.
Too Many Kisses	1	5	23	1	64	6,373 ft.
Top of the World, The	—	10	21	2	63	7,167 ft.
Trouble with Wives	—	6	10	—	59	6,489 ft.
Welcome Home	2	7	12	—	55	5,909 ft.
Wild Horse Mesa	2	8	19	8	67	7,221 ft.
Wild, Wild Susan	2	11	16	5	62	5,774 ft.
FIRST NATIONAL						
Air Hawk, The	2	5	17	1	61	4,860 ft.
Bandit's Baby, The	—	3	31	20	79	5,291 ft.
Blood Hound	1	3	10	—	60	4,789 ft.
Breed of the Border	2	6	17	—	58	4,930 ft.
Cheap Kisses	—	8	9	3	63	6,538 ft.
Cloud Rider	—	6	8	3	65	5,070 ft.
Druscilla With a Million	—	6	14	8	72	7,391 ft.
Forbidden Cargo	1	2	7	—	59	4,850 ft.
Galloping Vengeance	2	4	7	2	59	5,095 ft.
If Marriage Fails	1	6	5	—	51	6,006 ft.
Jimmies Millions	—	2	11	—	65	5,167 ft.
Lilies of the Street	—	2	9	1	68	7,160 ft.
Midnight Molly	2	1	9	1	62	5,400 ft.
O. U. West	—	5	11	1	63	5,000 ft.
Parisian Nights	2	—	9	2	67	6,278 ft.
Range Terror	1	4	17	—	62	4,753 ft.
Ridin' Comet, The	—	3	9	—	63	4,354 ft.
Riding the Wind	—	2	7	2	70	5,014 ft.
Scar Hanan	—	3	13	—	64	4,684 ft.
Speed Wild	—	4	7	—	59	4,700 ft.
Tearing Through	—	4	9	—	61	4,714 ft.
That Devil Quemado	1	6	31	16	75	5,641 ft.
That Man Jack	—	2	8	—	64	5,032 ft.
White Fang	1	5	21	9	72	5,800 ft.
White Thunder	—	5	6	—	56	4,550 ft.
Wild Bull's Lair, The	1	2	19	13	78	5,280 ft.
Youth and Adventure	—	6	8	2	63	5,525 ft.
FIRST NATIONAL						
Abraham Lincoln	3	1	24	54	88	9,759 ft.
As Man Desires	1	4	24	8	72	7,790 ft.
Born Rich	3	9	10	—	50	7,389 ft.
Chickie	1	8	22	5	66	7,767 ft.
Classified	—	2	8	2	70	6,927 ft.
Dark Angel, The	—	—	12	5	79	7,311 ft.
Declassé	1	6	17	5	67	7,869 ft.
Desert Flower, The	1	4	21	6	70	6 reels
Enticement	1	4	17	1	64	6,407 ft.
Fine Clothes	1	8	9	—	54	6,971 ft.
Frivolous Sal	2	4	21	3	66	7,307 ft.
Graustark	—	3	7	7	77	5,900 ft.
Half Way Girl, The	1	5	13	3	65	7,570 ft.
Heart of a Siren, The	1	12	7	—	50	6,780 ft.
Her Husband's Secret	2	8	5	—	47	6,300 ft.
Her Sister from Paris	—	2	12	4	73	7,255 ft.

Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage	Value	Length
His Supreme Moment	1	9	12	3	61	6,600 ft.	
Idle Tongues	4	2	14	1	59	5,447 ft.	
If I Marry Again	1	6	14	4	66	7,400 ft.	
I Want My Man	—	5	24	2	67	6,173 ft.	
Just a Woman	1	6	8	—	55	6,652 ft.	
Knockout, The	1	5	12	5	68	7,450 ft.	
Lady, The	—	3	10	8	77	7 reels	
Lady Who Lied, The	—	4	5	2	65	7,111 ft.	
Learning to Love	1	3	17	5	70	6,181 ft.	
Live Wire, The	—	4	9	2	66	6,850 ft.	
Lost World, The	—	6	19	21	80	9,700 ft.	
Making of O'Malley, The	—	1	18	4	73	7,571 ft.	
Marriage Whirl, The	—	4	6	1	62	7,672 ft.	
My Son	—	5	13	2	66	6,500 ft.	
Necessary Evil, The	—	7	8	1	59	6,307 ft.	
New Toys	3	6	19	1	60	7,250 ft.	
One Way Street	—	7	15	—	60	5,596 ft.	
One Year to Live	2	4	9	—	55	6,064 ft.	
Playing with Souls	1	5	7	2	61	5,831 ft.	
Quo Vadis	1	2	16	11	77	8,945 ft.	
Sally	—	1	20	32	88	8 reels	
Shore Leave	—	—	17	4	76	6,856 ft.	
So Big	2	2	31	9	73	9 reels	
Soul Fire	1	3	13	4	69	8,262 ft.	
Talker, The	—	3	17	1	67	7,861 ft.	
Thief in Paradise, A	—	1	19	11	80	8 reels	
What Fools Men	1	5	5	—	52	7,264 ft.	
White Monkey, The	3	6	2	—	40	6,121 ft.	
Why Women Love	1	2	8	—	60	6,750 ft.	
FOX							
Arizona Romeo	2	3	19	2	65	4,694 ft.	
As No Man Has Loved	—	2	6	5	77	7,929 ft.	
Dancers, The	4	3	8	1	54	6,583 ft.	
Deadwood Coach, The	—	5	20	19	80	6,346 ft.	
Dick Turpin	1	3	25	9	73	6,716 ft.	
Gold and the Girl	—	1	8	2	73	4,521 ft.	
Hearts and Spurs	—	2	8	1	67	4,600 ft.	
Hunted Woman, The	1	7	10	2	60	4,954 ft.	
In Love with Love	7	2	7	—	44	5,677 ft.	
Iron Horse, The	—	3	14	19	83	11,335 ft.	
Kentucky Pride	1	5	5	1	56	6,597 ft.	
Lightnin'	—	3	5	4	73	7,979 ft.	
Lucky Horseshoe, The	3	2	7	1	56	5,004 ft.	
Rainbow Trail, The	—	3	17	3	70	5,251 ft.	
Riders of the Purple Sage	—	1	11	12	84	5,534 ft.	
She Wolves	—	9	4	—	49	5,723 ft.	
Star Dust Trail	—	8	4	—	50	4,800 ft.	
Trail Rider, The	—	2	17	—	67	4,752 ft.	
METRO-GOLDWYN-MAYER							
Cheaper to Marry	1	7	19	2	63	6,500 ft.	
Chu Chin Chow	3	5	6	1	51	6,048 ft.	
Confessions of a Queen	4	4	8	—	50	5,851 ft.	
Daddy's Gone A Hunting	2	6	10	1	57	5,851 ft.	
Denial, The	2	8	11	1	56	4,791 ft.	
Dixie Handicap, The	—	5	31	9	74	6 reels	
Exchange of Wives	—	6	12	1	62	6,300 ft.	
Excuse Me	2	1	17	14	79	5,747 ft.	
Go West	—	3	3	5	75	6,256 ft.	
Great Divide, The	—	7	26	9	72	7,811 ft.	
Greed	5	3	10	1	54	10,067 ft.	
He Who Gets Slapped	—	5	26	18	78	6,600 ft.	
Janice Meredith	—	4	18	18	81	12 reels	
Lady of the Night	1	9	13	2	60	5,419 ft.	
Lights of Old Broadway	—	5	7	1	61	6,437 ft.	
Man and Maid	5	3	6	2	53	5,307 ft.	
Merry Widow, The	—	—	2	13	96	10,027 ft.	
Midshipman, The	—	—	13	6	79	7,498 ft.	
Monster, The	—	10	20	5	66	6,435 ft.	
Mystic, The	2	5	5	2	56	6,147 ft.	
Never the Twain Shall Meet	—	6	9	5	69	8,143 ft.	
Prairie Wife, The	4	14	4	1	44	6,487 ft.	
Pretty Ladies	1	9	10	—	54	5,828 ft.	
Proud Flesh	1	7	6	1	56	5,770 ft.	
Rag Man, The	—	2	25	10	76	5,968 ft.	
Romola	—	7	8	7	70	10,875 ft.	
Seven Chances	1	5	21	15	76	5,113 ft.	
Slave of Fashion, A	—	4	11	1	64	5,906 ft.	
Sporting Venus	—	14	10	—	53	5,938 ft.	
Sun Up	1	6	2	1	50	5,819 ft.	
Tower of Ties, The	1	2	10	1	64	6,849 ft.	
Unholy Three, The	—	4	14	11	77	6,848 ft.	
Way of a Girl, The	4	8	6	3	51	5,025 ft.	
White Desert, The	—	2	17	1	69	6,345 ft.	
Wife of the Centaur	3	5	23	4	65	6,700 ft.	
Zander the Great	1	5	9	7	70	5,851 ft.	
PATHE							
Black Cyclone	—	2	15	5	74	5,508 ft.	
Freshman, The	2	1	14	50	90	6 reels	
White Sheep	—	6	8	1	59	6,091 ft.	
PROD. DIST. CORP.							
Beyond the Border	—	5	21	—	64	4,469 ft.	
Cafe in Cairo, A	1	3	9	2	65	5,656 ft.	
Charley's Aunt	—	2	12	53	92	6 reels	
Coming of Amos, The	3	—	13	—	61	5,677 ft.	
Flaming Forties, The	2	6	18	1	61	5,700 ft.	
Friendly Enemies	1	1	10	3	71	6,288 ft.	
Hell's Highroad	—	5	4	2	62	6,084 ft.	
Let Women Alone	2	5	4	1	52	5,520 ft.	
Silent Sanderson	3	6	10	3	59	4,841 ft.	
Soft Shoes	3	4	15	—	58	5,527 ft.	
Stop Flirting	2	2	6	—	54	5,161 ft.	
STATE RIGHTS							
Crackerjack, The	—	2	12	3	72	6,500 ft.	
Early Bird, The	—	2	20	3	71	6,500 ft.	
Recreation of Brian Kent, The	3	8	6	4	57	6,878 ft.	
UNITED ARTISTS							
Don Q, Son of Zorro	—	1	10	13	85	10,264 ft.	
Gold Rush, The	—	5	15	22	82	8,500 ft.	
Isn't Life Wonderful?	7	6	6	3	50	8,600 ft.	
Little Annie Rooney	1	1	6	4	73	8,850 ft.	
Sally of the Sawdust	—	6	6	3	64	9,500 ft.	
Thief of Bagdad, The	1	2	23	37	86	10,000 ft.	
Waking Up the Town	2	7	2	—	42	4,802 ft.	
Wildfire	—	4	20	—	65	6 reels	
UNIVERSAL							
California Straight Ahead	—	2	10	8	77	7,238 ft.	
Dangerous Innocence	1	3	13	—	62	6,759 ft.	
Don Daredevil	1	4	7	3	65	4,810 ft.	
Fifth Avenue Models	2	4	9	1	58	6,581 ft.	
Flying Hoofs	—	1	11	1	70	4,274 ft.	
Gaiety Girl, The	—	5	12	3	67	7,419 ft.	
Goose Woman, The	—	2	9	4	74	7,500 ft.	
Head Winds	3	4	10	3	61	5,309 ft.	
Hurricane Kid, The	—	4	22	4	70	5,296 ft.	
I'll Show You the Town	—	4	18	9	75	7,396 ft.	
Last Laugh, The	4	4	4	2	51	6,519 ft.	
Let 'Er Buck	1	1	20	7	74	5,547 ft.	
Mad Whirl, The	1	6	6	1	56	6,184 ft.	
Oh Doctor	1	4	22	8	72	6,587 ft.	
Phantom of the Opera	—	1	9	18	90	8,464 ft.	
Price of Pleasure, The	2	2	8	4	68	6,618 ft.	
Raffles	1	10	8	2	56	5,557 ft.	
Ridin' Pretty	1	6	5	—	51	4,812 ft.	
Roaring Adventure	2	1	8	—	58	4,657 ft.	
Saddle Hawk, The	1	2	13	2	67	5,468 ft.	
Secrets of the Night	1	4	8	—	57	6,700 ft.	
Siege	1	2	9	2	66	6,424 ft.	
Sign of the Cactus	3	1	8	—	55	4,938 ft.	
Smouldering Fires	1	2	19	4	70	7,356 ft.	
Taming the West	—	—	18	2	73	5,427 ft.	
Teaser, The	—	4	18	—	65	6,967 ft.	
Tornado, The	1	5	43	9	71	6,375 ft.	
Up the Ladder	—	2	11	1	68	6,023 ft.	
Western Wallop	2	2	8	—	57	4,662 ft.	
Where Was I?	—	1	10	—	67	6,630 ft.	
Woman's Faith, A	3	5	5	1	51	5,557 ft.	
VITAGRAPH							
Baree, Son of Kazan	—	3	31	7	73	6,800 ft.	
Empty Saddle	2	5	10	—	55	5 reels	
Fearbound	4	6	8	—	49	5,877 ft.	
Happy Warrior, The	1	—	9	—	65	7,550 ft.	
Pampered Youth	—	3	11	—	64	6,640 ft.	
Redeeming Sin, The	5	6	8	—	47	6,227 ft.	
School for Wives	—	8	12	—	58	6,750 ft.	
Steele of the Royal Mounted	—	—	12	3	76	4,850 ft.	
Two Shall Be Born	4	3	11	1	56	5,443 ft.	
WARNER BROS.							
Broadway Butterfly, The	1	4	4	2	60	6,750 ft.	
Eve's Lover	1	4	9	1	61	6,540 ft.	
How Baxter Butted In	—	3	7	—	61	6,650 ft.	
Kiss Me Again	1	3	10	1	66	7,200 ft.	
Lighthouse by the Sea, The	1	1	15	7	75	6,900 ft.	
Lost Lady, The	2	3	3	2	57	7,111 ft.	
Man on the Box, The	—	1	7	2	73	7,282 ft.	
My Wife and I	3	0	7	1	51	6,700 ft.	
On Thin Ice	2	2	5	1	57	6,675 ft.	
Recompense	2	6	8	—	53	7,480 ft.	
Tracked in the Snow Country	—	5	8	4	68	6,900 ft.	

M-G-M. Arrange New Production Plan

Executives of Organization Arrange for Making of Forty Pictures During Early Months of 1926

PRODUCTION plans calling for a schedule of forty pictures for the first several months of 1926 have been mapped by officials of Metro-Goldwyn-Mayer. The plans were arranged following conferences between Marcus Loew, Nicholas M. Schenck and Louis B. Mayer. They call for a widely varied list of productions and releases.

Among the New Year releases will be the Lillian Gish production of "La Boheme" which is now nearing completion under the direction of King Vidor. John Gilbert plays the leading male role opposite Miss Gish in the screen version of the famous opera which was adapted to the screen by Harry Behn. Renee Adoree will be seen in one of the prominent roles.

Marion Davies in Cosmopolitan's "Beverly of Graustark" will be on the M-G-M 1926 schedule together with "Ibanez Torrent," another Cosmopolitan production with Ricardo Cortez, Greta Garbo and Gertrude Olmsted.

"Bardleys the Magnificent," starring John Gilbert, is another picture to go into early production. This screen version of Rafael Sabatini's story will be done entirely in Technicolor. Claire Windsor will lend her beauty and talent to the leading feminine role.

"The Barrier," the Rex Beach story, will be another 1926 release. In it Norman Kerry, Henry B. Walthall and Lionel Barrymore will play the principal roles. It is to be directed by George Hill from a scenario by Harvey Gates. Marceline Day, chosen one of the Baby Stars of 1926, has been cast for the feminine lead.

Hobart Henley will direct and offer "The Auction Block," another Rex Beach favorite, as one of his first contributions to the M-G-M 1926 schedule. Charles Ray and

"Wedding March" First For Von Stroheim

"THE WEDDING MARCH," an original story, will be the first Eric Von Stroheim production for Paramount, according to announcement by Jesse L. Lasky. In addition to having written the story himself, Von Stroheim will play a prominent part in it. He expects to start production early in February. Von Stroheim recently signed a contract to produce pictures for Paramount in association with P. A. Powers.

Eleanor Boardman head the cast.

Lon Chaney in Tod Browning's "The Mocking Bird" will be one of the very first 1926 releases. It is an original story by Browning with continuity by Waldemar Young. Others in the cast include Renee Adoree, Owen Moore and Polly Moran.

"The Exquisite Sinner," based on "Escape" by Alden Brooks, is set for January release. Conrad Nagel, Renee Adoree, Mathew Betz, George K. Arthur, Frank Currier and Ford Sterling are the principal players.

Benjamin Christianson's initial production for M-G-M, "The Light Eternal," is also set for January 1926 release. It stars Norma Shearer with a supporting cast that includes Carmel Myers, Claire McDowell, Charles Emmett Mack and John Miljan.

"Money Talks," a Rupert Hughes story, will be directed by Archie Mayo with Conrad Nagel and Claire Windsor in the leading roles and is also set for January release. Frederic and Fanny Hatton are responsible for the scenario.

Included in the screen material owned by Metro-Goldwyn-Mayer and which plans are being made to produce at the Culver City studios during 1926 are:

"Altars of Desire," by Maria Thompson Davies; "The Back Slapper," by Paul Dickey and Mann Page; "Bellamy the Magnificent," by Roy Horniman; "Brown of Harvard," the famous stage play by Rida Johnson Young; "The Charity Ball," based on the David Belasco success; "The Cigarette Maker's Romance," by F. Marion Crawford; "The College Widow," by George Ade; "Coney Island," by Austin Parker; "The Dead Command," by Vicente Blasco Ibanez; "The Four Stragglers," by Frank L. Packard, author of "The Miracle Man"; "Frisco Sal," by Arthur Alfred Cohn; "The Gambling Chaplain," by Gerald Beaumont; "The Garden of Eden," by Max Brand; "The Hairpin Duchess," by Alice Woods; "The Haven," by Dale Collins; "I Can Do It," by Max Marcin; "In His Arms," by Lynn Starling; "In Praise of James Carabine," by Donn Byrne; "Jason," by Justice Myles Forman.

"Lovey Mary," by Alice Hegan Rice; "A Message to Garcia," based on Elbert Hubbard's story; "Monte Carlo," an original story by Carey Wilson; "The Mysterious Island," by Jules Verne; "The Mystery Lady," by Robert W. Chambers; "Nocturne" by Frank Swinnerton; "The Ordeal," by Dale Collins; "Paris," by Carey Wilson; Lillian Gish in "The Scarlet Letter," by Nathaniel Hawthorne; "The Span of Life," by Sutton Vane; "Strange Bedfellows," by Barry Connors; "The Temptress," by Ibanez; "Tongo," by John Balderston; "The Virgin Flame," by Ernest Pascal; "Women and Wives," by Harvey Ferguson; and "You Too," by Roger Burlingame.



Dinner to Marcus Loew and William Randolph Hearst by Louis B. Mayer and studio associates recently. At the speakers' table are: Marcus Loew in centre; to his right, Mr. and Mrs. Fred Niblo, Hunt Stromberg, Sol Lesser, and at the end of table Mr. and Mrs. Conrad Nagel. At Mr. Loew's left are Mr. and Mrs. Louis B. Mayer, Mr. Hearst, Joseph M. Schenck and Norma Talmadge.

New German Contingent is Outlined

Report from Commercial Attache Describes Proposed Measure for Coming Year to Regulate Film Imports

THE following report from Douglas Miller, Assistant Commercial Attache of the Department of Commerce in Berlin, embodies the proposals made by the Central Association of the German film industry for the new contingent system to be put into effect after March 31, 1926. These have not yet been put into force by the government.

1) All films, censored during 1924 and 1925, which are to be used as compensation films, have to be reported to the Export and Import Commissioner before December 31, 1925. All foreign films which are to be imported against these films, must have passed censorship before March 31, 1926.

Films censored in the period between August 1 and December 31, 1925, and which may be used as compensation films, do not forfeit this right if the producer of the film has proved to the German Central Association of Film Renters before December 31, 1925, that he has not been able to rent his film in Germany. Should such a film be rented after December 31, 1925, the renter may receive a compensation film according to the foregoing paragraph, prior to March 31, 1926.

2) Permits for censorship of foreign films will only be issued during 1926 if the firm in question can prove—by means of contracts or other documents—that for every foreign film for which they desire a permit, they have a compensation film of approxi-

"Tramp, Tramp, Tramp"

Langdon's First

HARRY LANGDON'S first picture now being completed for First National, has been given the title of "Tramp, Tramp, Tramp." This title was selected after hundreds of others had been submitted. Rapid progress is being made on the picture, which has been in progress for a number of weeks under the direction of Harry Edwards.

It is anticipated that much incidental comedy business will mark the picture, as Langdon has been surrounded by a number of experienced gag men. In the supporting cast are Joan Crawford as leading lady, Edwards Davis, Carlton Griffin and Tom Murray.

mately the same length which has passed censorship during 1926 and which has not previously been rented. (This includes sport and cultural films insofar as the latter are suitable for exhibition in picture theatres in general.)

In regard to all other educational and cultural films which have passed censorship in 1926, for every two German films one foreign film of approximately the same kind and length may be imported.

Such films which, owing to method of pro-

duction or for other reasons, have apparently only been produced as compensation for a foreign film, may not be used for this purpose.

3) Only such renting firms which are registered in Germany are entitled to ask for permits.

The firm asking for such permits may only use the film for their own company and may not, either directly or indirectly, turn it over to other firms.

District renting concerns which rent German films only for single districts may only receive one-quarter of a film per film and per district. Parts of films belonging to district renters may be added to part-films of other renters; however, these films may only be distributed by district renters.

4) Foreign comedies and grotesques of less than 500 meters may be imported without compensation.

German films of this class may not be used as compensation films.

5) All investigations will be carried on by a committee composed of six representatives of different groups of the film industry, four of which are sufficient to pass on films.

Every firm applying for a compensation film must first be given a hearing before refusal.

Protests against the above regulations may only be made to the Reichswirtschaftsministerium.

Associated Busy on New Product

With "Triumphant Thirty" Accounted For Plans For 1926-27 Season Are Now Progressing Rapidly

ASSOCIATED EXHIBITORS has already struck a high pitch of activity in connection with the production program for the 1926-27 season, now that the "Triumphant Thirty" are all accounted for and being distributed. "The Skyrocket," the Peggy Hopkins Joyce special is said to be already assured of success.

Pictures for the 1926-27 Associated program already are being made in studios in Los Angeles, San Francisco, Tacoma, Portland and New York, and rumor has it that P. A. Powers has under advisement the acquisition of a central studio building in Hollywood to house the various units making pictures to be released under the Associated banner. It is expected that on his return to New York from the Coast within the next few weeks Mr. Powers will have a definite announcement to make regarding this central studio plan. It is believed that in this manner Associated will bring the production of pictures made for release under its banner to a point of efficiency that is certain to reflect in the added worth of the finished product.

Among the many important matters occupying the attention of Mr. Powers on the Coast is preliminary work on the second starring vehicle for Peggy Hopkins Joyce. According to Mr. Powers this picture is destined to be even a bigger special than "The Skyrocket."

While Mr. Powers has been busy on the Coast with plans for the 1926-27 product, Oscar A. Price, president of Associated, has been equally busy in New York. Out of a mountainous mass of details and propositions submitted and precipitated, Mr. Price has made selections which should aid materially in bringing moneymaking pictures to the screens of exhibitors who present Associated Exhibitors product. Not the least of this work has been the reviewing and passing upon of scores of completed pictures which were offered for release.

While not yet ready to announce definite names and titles for all of next year's releases, Associated Exhibitors is in a position to talk about the program as a whole with the belief that it will live up to the highest week-in-and-week-out standards, and that the specials will stand out as among the coming year's best pictures.

In line with the announcement of the forthcoming product, it is particularly worthy of note that Associated has progressed in such a short time to the point where such an announcement might be made. A Herculean task of reorganization has already been accomplished in the reborn Associated Exhibitors, but much still remains to be done to make of the concern the outstanding factor of the industry which its sponsors are certain it will become.

Another fact in connection with the next

year's product that is worthy of mention is the attitude that will be taken on advertising and publicity. Associated Exhibitors announce that every release under their trade mark will receive individual attention in advertising and other methods of selling.

U. A. Foreign Managers in Conference With Abrams

Three leading foreign managers of United Artists Corporation have been called to America by Hiram Abrams, president, for conferences upon sales policy and the product to be distributed by that concern abroad during 1926.

The three heads of the foreign offices who will confer with Mr. Abrams are Maurice Silverstone, general manager of the Allied Artists Corporation, Ltd., of London, in charge of distribution in the British Isles; Guy Crosswell Smith, director general of the Les Artistes Associes, of Paris, in charge of distribution throughout Continental Europe and Ralph Doyle, general manager of the United Artists (Australasia) Ltd., of Sydney, Australia, in charge of distribution in Australia.

Silverstone arrived on the Majestic on Tuesday; Smith will arrive early next week and Doyle shortly thereafter.



Scenes from the Evelyn Brent starring vehicle for F. B. O. titled "Queen O' Diamonds."

Warner Brothers Complete Two Productions

Warner Brothers have completed two more productions for release on the current schedule and they are now being cut and edited. They are "The Night Cry" and "Other Women's Husbands."

Rin-Tin-Tin is the star of "The Night Cry," the story of which is by Phil Klein and Edward Meigher. Players in the cast include June Marlowe, John Harron, Gayne Whitman, "Heinie" Conklin, Don Alvarado and Mary Louise Miller. Herman Raymaker directed.

"Other Women's Husbands" is a Monte Blue, Marie Prevost starring vehicle, which has in the supporting cast Huntly Gordon, Phyllis Haver, Marjorie Gay and John Patrick. The story and scenario are by E. T. Lowe, Jr., and Erle Fenton directed.

Cameramen's College Hears Fox Executives

Technical details in the production of motion pictures were discussed in talks by Fox executives before the Fox News Cameramen's College last week. The talks were given by Edwin C. Hill, scenario editor of the Fox Hollywood studio and by Gerald K. Rudolph, publicity manager. Hill is in New York conferring with William Fox regarding next season's productions, and Rudolph has just returned from a two months' visit to the Fox lot in Hollywood.

McNamara Will Construct Dix Comedy

Paramount has signed Tom McNamara, creator of "Us Boys" cartoons, as comedy constructor for Richard Dix's next picture, "Let's Get Married," production on which was scheduled to start Monday with Lois Wilson in the principal role opposite the star. Gregory La Cava is directing. The picture was adapted for the screen by J. Clarkson Miller from the story by H. A. du Souchet.

Governments To Aid In "Old Ironsides"

COOPERATION of two European governments has been obtained by James Cruze in the filming of "Old Ironsides," for Paramount. Cruze, who is now in Paris with his wife, Betty Compson, cabled Jesse L. Lasky, Paramount production chief, that historical records and data necessary to make accurate the filming of this great American epic have been placed at his disposal. "Old Ironsides" is the story of the frigate, Constitution, founder of the American navy's glorious tradition, which in 1804 led the war against the Tripoli pirates who were at that time exacting tribute from a score of powerful nations.

In the archives of the French and Italian governments is a wealth of historic data about these people, their habits, and the costumes of that period, which Cruze believes will be of invaluable aid in filming "Old Ironsides," which will be a 12-reel super-feature, for road show purposes. The American navy is already cooperating with Cruze and the Paramount organization.

Sees Benefit in Theatre Boom

Ned Marin Says Modern Houses Are Merely Supplanting Antiquated Ones

NED MARIN, western sales manager of First National Pictures, who recently returned from a tour of several weeks which took him clear across the country, sees nothing but a benefit to the picture industry from the large number of new houses that are being built.

Marin sees nothing unusual in the present plans for theatre construction in the west. Commenting on it he says:

"It merely means that the old type house which has become antiquated in its architecture and physical conveniences is giving

place to the modern theatre with all its comforts.

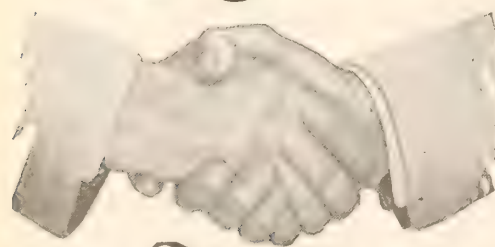
"In many cities and towns in California and other Western states, I found new theatres of the most attractive design under way. I also found that they are intended to supplant the converted opera houses and other old time structures which have been the best that the towns afforded up to the present time. I think that an actual check of the incoming and outgoing theatres would reveal that the total seating capacity is being increased to only a normal degree. As the new theatres are opened the old houses will be closed. The death knell has been sounded for the old fashioned theatres. Therefore, there is no reason to be concerned about the situation. If the antiquated, and in many respects inadequate, houses could be filled, it certainly should be far easier to attract patrons to the more desirable theatres."

Elaborate Preparations for "Beau Geste"

Elaborate preparations are being made at the Paramount Long Island studio for the expedition into Algeria and the Sahara Desert where scenes will be filmed for the production of "Beau Geste," Percival Christopher Wren's dramatic story of the French Foreign Legion. Herbert Brenon, who will direct the production, is busy on the preliminary work of casting and studio officials are organizing a production unit for the most ambitious location trip ever made from the Eastern studio of Famous Players-Lasky Corporation.

Louis A. Sarecky, business manager of the unit, sailed on the steamship Paris for France to prepare the way for Mr. Brenon and a company of players who will leave late in January.

20 Years an Exhibitor



The Friendly Hand

Branch Managers Will Exchange Ideals

A. W. SMITH, JR., sales manager for First National in the Eastern division has arranged a plan whereby branch managers of the company may be brought into closer contact with each other and thereby profit by an exchange of ideas.

Notifications have been sent to the branches telling each manager he will have the opportunity of visiting whatever branch he prefers and also the home office at the close of First National month. The order of the visits will be determined by the standing of the branches in the record made during the period of the sales drive now under way.

The branches included in the plan are New York, S. W. Hand, manager; New Jersey, J. C. Vergesslich, manager; Buffalo, F. J. A. McCarthy, manager; Albany, A. J. Herman, manager; Boston, T. B. Spry, manager; New Haven, M. H. Keleher, manager; Washington, Robert Smeltzer, manager, and Philadelphia, W. J. Heenan, manager.

Bert Roach is Signed to New Contract

Bert Roach, well known comedian has been signed to a new contract by Metro-Goldwyn-Mayer. He has been seen in such M-G-M productions as "Excuse Me," "Don't" and "The Denial," and will probably be seen in the forthcoming production of Rupert Hughes "Money Talks."



Action stills from the Fox production titled "The Golden Strain."

Fox Starts Eight New Pictures

Big Expansion Program at West Coast Plant Keeps Production Force Busy

EIGHT more pictures have gone into production on the Fox West Coast lot, where Winfield R. Sheehan, general manager of the company has inaugurated a half million dollar expansion program. Sol M. Wurtzel, general superintendent of the studios is personally supervising the production program, while the expansion work is being conducted by Ben Jacksen, business manager.

Victor Schertzinger has started work on his fourth Fox production, "Siberia," with a cast that includes Alma Rubens, Edmund Lowe, Lou Tellegen, Paul Panzer, Tom Santschi and Daniel Makarenko.

Frank Borzage has taken a company to Santa Cruz to start shooting "The Dixie Merchant," a screen version of Barry Benefield's novel, in which will appear Madge Bellamy, Jack Mulhall, J. Farrell MacDonald, Claire McDowell, Edward Martin-dale and Harvey Clark.

Tom Mix has started the third of his group of pictures titled, "Tony Runs Wild." Jacqueline Logan plays opposite the star, while others in the cast are Lawford Davidson, Duke Lee, Vivian Oakland, Edward Martindale, Marion Harlan, Raymond Wells, Jack Padjan, Richard Carter and Arthur Morrison. Thomas Buckingham is directing.

Buck Jones has started "The Fighting Buckaroo," a story by Frank Howard Clark, which R. William Neill is directing. In the cast are Sally Long, Lloyd Whitlock, Frank Butler, E. J. Radcliffe, Ben Hendricks, Ray Thomas and Frank Rice.

"The Road to Glory," first picture to be directed for Fox by Howard Hawks has in the cast May McAvoy, Leslie Fenton, Ford Sterling, Rockcliffe Fellowes, Milla Davenport and John McSweeney.

Pauline Starke and Rockcliffe Fellowes have the leading roles in "Dangers of a

Great City," just started under the direction of Chester Bennett.

The Fox comedy department, under the supervision of George E. Marshall, is also preparing a siege of intensive production. This has already started with "Pawnshop Politics," an East Side—West Side comedy which Benjamin Stoloff is directing. Georgie Harris and Barbara Luddy have the principal roles.



Scenes from the latest Richard Barthelmess starring vehicle released through First National, titled "Just Suppose."

20 Years an Exhibitor



The Friendly Hand



Scenes from the Gotham production, "Phantom of the Forest."

Lasky Back From West Coast

Is Enthusiastic Over Production Plans
Perfected During His Trip There

JESSE L. LASKY is back from the coast where he went to discuss production plans for the immediate future. Since his return he has been in conference with William Le Baron, associate producer at the Long Island studio of Paramount for a consideration of pictures to be made at the eastern plant.

Lasky, as may be expected, is most enthusiastic over the coming product of the company. He says that under the general supervision of B. P. Schulberg and Hector Turnbull, associate producers at the Lasky studio, the studio forces have plunged into

the new program that has never been surpassed.

Lasky declares that Bebe Daniels' next picture, "Miss Brewster's Millions" will be one of the outstanding ones of the season. The production is being directed by Clarence Badger and Miss Daniels will be supported by Ford Sterling and Warner Baxter.

Allan Dwan is making a big special, "Sea Horses," from Francis Brett Young's novel. Jack Holt, Florence Vidor and George Bancroft have the principal roles. In preparation also is an original by Ernest Vajda, the Hungarian dramatist, who is in America to write stories exclusively for Paramount. This initial story will be used as a starring vehicle for Pola Negri. Dimitri Buchowetzski will direct.

"The Blind Goddess" is scheduled to go into production on the west coast this week. It will be made under the direction of Victor Fleming. In the cast will be Jack Holt, Esther Ralston, Ernest Torrence and Louise Dresser.

William de Mille's next production for Paramount will be an adaptation of Charles Neville Buck's "The Flight to the Hills." Another of the Zane Grey popular stories, "Desert Gold" will be produced on a big scale. George B. Seitz will direct a cast which includes Shirley Mason, Neil Hamilton, George Rigas, Robert Fraser and William Powell.

"Born to Battle" Next for Tom Tyler

Tom Tyler's next Western starring vehicle for F. B. O. will be "Born to Battle." The story is by William E. Wing. Supporting Tyler will be Frankie Darro, as the Kid, "Sitting Bull," the dog and the pony.

Pickford - Fairbanks Studio Rented by Schenck

Joseph M. Schenck will take over the Pickford-Fairbanks studio during the absence of Doug and Mary in Europe and it will probably be used by the Norma Talmadge and Constance Talmadge companies. Plans are now being considered for the enlargement of the plant in order that the Schenck units may have more room to work.

Taking possession of this studio is merely a temporary arrangement, made necessary because of lack of space at the United lot, where the Schenck interests are now quartered. Mary and Doug hope to leave Hollywood for New York and Europe on January 15th.

"Miss Nobody" Next For Colleen Moore

"Miss Nobody" will be the title of Colleen Moore's next starring vehicle for First National, following "Irene." It was originally called "Shebo" and was taken from a serial story by Tiffany Wells. Anthony Coldeway is preparing the script for the picture, which will be produced under the editorial supervision of June Mathis. Alfred E. Green will direct.

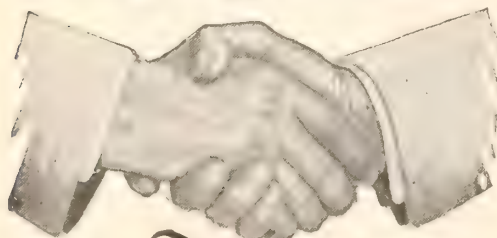
Pauline Frederick Signs New Contract

Pauline Frederick has signed a contract to make four pictures in New York for Excellent Pictures Corporation, of which Sherman Krellberg is president. Miss Frederick is due in New York, January 20th, from the west coast. She only recently returned from a trip to Australia.



Scenes from "Memory Lane," a First National production.

20 Years an Exhibitor



The Friendly Hand

"Amateur Gentleman" For Barthelmess

"The Amateur Gentleman," based on the novel by Jeffery Farnol, has been selected as the second picture Richard Barthelmess will make for Inspiration Pictures under the direction of Sidney Olecott.

Barthelmess is due back from Florida this week-end and will start work immediately on "The Kid from Montana," first of the Sidney Olecott productions in which he is starred. This is an adaptation from the novel, "Q," by Katherine Newlin Burt.

Production Under Way on "Dancer of Paris"

Alfred A. Santell started production this week at the Cosmopolitan Studios in New York on Michael Arlen's "The Dancer of Paris," Robert T. Kane's fourth picture of the season for First National. This will be the first Michael Arlen story to reach the screen. Conway Tearle, Lowell Sherman and Paul Ellis are three of the stars already signed for the new Kane picture.

"Lady of Harem" is New Walsh Production

Paramount has finally decided upon "The Lady of the Harem," as the title for the Raoul Walsh production made under the working title of "The Golden Journey," from the stage play "Hassan," by James Elroy Flecker. Ernest Torrence, Greta Nissen, William Collier, Jr., and Louise Fazenda are featured.

"Taxi Mystery" Under Way for Ginsberg

"The Taxi Mystery," fifth Royal picture for release through the Henry Ginsberg Distributing Corporation, has gone into production on the west coast under the direction of Fred Windermere. Edith Roberts and Robert Agnew have the leading roles, while in their support are Virginia Pearson, Phillips Smalley and Bertram Grassby.

Metro-Goldwyn-Mayer Start New Ones

METRO-GOLDWYN-MAYER have started production in the past week or are about to start production on a number of new pictures. Christy Cabanne started direction this week on "Monte Carlo," a satirical comedy of American tourists in Europe, with Lew Cody in the leading male role. The story is an original by Carey Wilson with adaptation and continuity by Alice D. G. Miller.

Archie Mayo was also scheduled to start direction on the Rupert Hughes story, "Money Talks," with Claire Windsor and Conrad Nagel in the leading roles. The scenario was prepared by Frederic and Fanny Hatton.

Monta Bell's next picture for Metro-Goldwyn-Mayer will be "The Book of Charm," by John Alexander Fitzpatrick. David Torrence and Charles Clary have been added to the cast of "The Auction Block," a Rex Beach story being directed by Hobart Henley with Charles Ray and Eleanor Boardman in the leading roles.

Margaret Livingston Is New Fox Star

FOX FILM CORPORATION has elevated Margaret Livingston to stardom and she will be seen in her first starring role in "Hell's Four Hundred," to be directed by John Griffith Wray. It is an adaptation of Vaughn Kester's novel, "The Just and the Unjust."

The promotion of Miss Livingston is said to be the result of her good work in such pictures as "Havoc," "Wages for Wives," "The Wheel" and "A Trip to Chinatown." Her progress in motion pictures has established her great possibilities in portraying women of the world. In "Hell's Four Hundred" she will be seen as a cabaret girl.

Sierra Pictures Takes N. Y. Quarters

Offices have been opened at 729 Seventh Avenue in New York City by Sierra Pictures, Inc., which is offering on the state right market the serial, "Vanishing Millions," featuring William Fairbanks and Vivian Rich. Among other releases will be a series of six society stunt melodramas, featuring Earl Douglas, a series of four six-reel Mother Love specials, starring Mary Carr, and a series of twelve two-reel Bed-Time Animal stories.

Spence to Write "Too Much Money" Titles

Ralph Spence has been assigned to write the titles for First National's "Too Much Money," which John Francis Dillon recently made in New York under the supervision of Earl Hudson. Lewis Stone and Anna Q. Nilsson are the featured players. The picture is due for early release.

Carewe Starts "Twentieth Century, Unlimited"

Edwin Carewe has started production on "Twentieth Century, Unlimited," his next picture for First National. The cast includes Lloyd Hughes, Mary Astor, Dolores Del Rio, Rita Carewe, Alec B. Francis, Edwards Davis, Clarissa Selwynne and Charles Sellon.

Seena Owen Has Lead in "Shipwrecked"

Seena Owen's first appearance under her new contract with Metropolitan Pictures will be in the leading role of "Shipwrecked." The picture is scheduled to go into production in the near future. It is an adaptation of Langdon McCormick's stage play, "The Storm."

Frank Currier Signs New M-G-M Contract

Metro-Goldwyn-Mayer have signed Frank Currier, veteran stage and screen actor, to a long term contract. He has the role of Arrius in the impending production of "Ben Hur," which was directed by Fred Niblo. Currier has appeared in a number of Metro-Goldwyn-Mayer productions.

Sax Buys Rights to "Woman Who Did Not Care"

Sam Sax has purchased screen rights to the recent Rida Johnson Young novel, "The Woman Who Did Not Care," and it will be produced as a Gotham production for release through Lumas Film Corporation. The story was recently published in serial form in the Metropolitan Magazine and is now being published as a novel. It will be placed into production early in the spring and will be ready for release during the coming season.

M-G-M Signs Scenarists and Title Writers

A number of new contracts have been signed with Metro-Goldwyn-Mayer by scenarists and title writers. Among them are Katherine Hilliker and H. H. Caldwell, well known as writers of titles, sub-titles and other editorial work. The contract with Lew Lipton, writer of comedy situations, has also been extended. A. D. Young, well known scenarist, has been signed to write the adaptation and continuity for "Brown of Harvard."

Fitzgerald Will Produce "Fifth Horseman"

The next J. A. Fitzgerald production to be released through Lee-Bradford will be entitled "The Fifth Horseman." James Fitzgerald, who will direct the picture expects to start work in about ten days. This will be followed by "Mac," which will be produced in the vicinity of Lynchburg, Virginia.

Arthur Rosson Will Direct Raymond Griffith

Arthur Rosson has been signed to direct Raymond Griffith in his next starring comedy, "Fresh Paint," according to Hector Turnbull, associate Paramount producer in charge of the Raymond Griffith unit. Production will commence January 11.

20 Years an Exhibitor



The Friendly Hand

Gotham Will Release Two in January

Lumas Film Corporation has made a slight change in the releasing schedule of their Gotham productions. Instead of releasing "The Phantom of the Forest" in December, as originally scheduled, this picture, starring Thunder, the marvel dog, will go forward to January. There was no December release, but there will be two in January, "The Phantom of the Forest" and "The Speed Limit," with Raymond McKee.

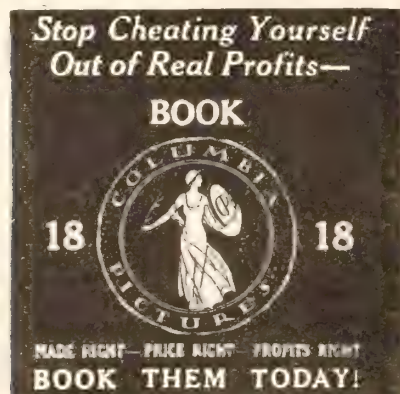
Production work is now well under way on the final three pictures of the Gotham twelve. "Racing Blood," "Hearts and Spangles" and "The Sign of the Claw" will go forward one a month to Gotham franchise holders.

"Our Gang" Letters Radio Holiday Cheer

Letters written by the members of "Our Gang" extending holiday greetings to the children of the world were read by "Uncle Robert," well known radio speaker and philanthropist, last week over stations WHN and WGCP. They were also a part of the ceremonies at the big party for crippled children aboard the S. S. Leviathan on Wednesday, December 23rd.

Sally Long Leading Lady for Buck Jones

Sally Long has been named by Fox as leading lady for Buck Jones in his latest production, "The Fighting Buckaroo." Miss Long is one of the Wampas selection of stars for 1926.



World Premiere Is Set for "Sea Beast"

THE world premiere of the John Barrymore special for Warner Brothers, "The Sea Beast," has been definitely set for Warners Theatre in New York on January 15th. It is proposed to make the opening a gala event. For the premiere a special and articular elaborate prologue is being arranged.

Millard Webb, who directed the picture has been in New York for the past week and is lending every assistance toward making the opening a success. It is the director's first visit to the big city since he became active in motion picture work three years ago.

"Paris At Midnight" Cast Is Completed

Metropolitan Pictures has completed the cast for "Paris at Midnight," which will be a Producers' Distributing Corporation release. Lionel Barrymore is among the latest players signed. He will have the role of a notorious Parisian criminal in this Frances Marion production.

Jetta Goudal has been borrowed from Cecil B. De Mills to portray the leading feminine role. Others in the cast are Mary Brian, borrowed from Famous; Edmund Burns, Emile Chautard and Lillian Lawrence.

Paul Sloane is Preparing "Eve's Leaves"

Paul Sloane of the Cecil B. De Mills staff of directors has returned to the coast after six weeks in New York, and has started preparations for his next picture, "Eve's Leaves." It will go into production early in January with Leatrice Joy in the starring role.

New Division Manager for Warner Brothers

C. C. Ezell has been appointed a division manager of Warner Brothers with supervision over Oklahoma City and Dallas. The appointment was made by Sam E. Morris, general manager in charge of distribution. Ezell's headquarters will be at Dallas. He is a veteran sales executive.

Three Productions Started by Warners

"Leave it to Me," "The Grifters" and "Why Girls Go Back Home" are three new productions started by Warner Brothers last week. The first named is William Beaudine's first feature for the company since his return to the home lot after a six months' leave of absence. Patsy Ruth Miller, John Patrick and Montague Love have the leading roles.

"The Grifters" is the temporary title of the picture adapted from the novel by L. A. Lancaster. The cast so far selected includes Dolores Costello, Dot Farley, John Harron, Matthew Betz, Lee Moran and Gertrude Claire. Roy Del Ruth is directing.

Marie Prevost is starred in "Why Girls Go Back Home," which James Flood is directing from the story by Catherine Brody.

First National to Start "The Savage"

The next picture to go into production at First National's New York studios will be "The Savage," from an original story written for the screen by Ernest Pascal. It will be made under the supervision of Earl Hudson, and will go into production either the first or second week in January. Ben Lyon has been chosen for the featured male role and Fred Newmeyer will direct.

"Sons of Sheik" Next For Valentino

RUDOLPH VALENTINO will return from Europe within the next month to start production about February 15th on his next starring vehicle, "The Sons of the Sheik," a sequel to "The Sheik," one of his most successful pictures. Joseph M. Schenck has purchased screen rights to the new E. M. Hull novel for the star.

Decision to make "The Sons of the Sheik" Valentino's next picture followed a world wide canvass of theatre-goers, through the medium of United Artists executives. Fans were asked whether they would like to see the star in a role similar to "The Sheik," "Blood and Sand," "The Four Horsemen" or "The Eagle." More than ninety percent of the replies are said to have favored "The Sheik."



Stars and featured players appearing in Producers Distributing Corporation releases: Left to right, top row—William Boyd, Marguerite De La Motte, Lilyan Tashman, Clive Brook; bottom row—Leatrice Joy, Edward Burns, Priscilla Dean, Rod La Rocque and Vera Reynolds.

Exhibitors Service Bureau



Attractive lobby arrangement for Warner Bros.' "Kiss Me Again," designed by Manager Ernest Morrison and used to exploit the picture at the Imperial Theatre, Asheville, N. C.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

O. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. B. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

M. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Emprise theatre, Salt Lake.

Sidney Grauman, Grauman's theatre, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS						
Ancient Highway, The	—	4	6	—	58	6,034 ft.
Best People	—	5	6	—	56	5,700 ft.
Golden Princess, The	—	7	4	—	51	6,394 ft.
King on Main Street, The	—	4	7	1	63	6,229 ft.
Stage Struck	—	3	7	1	75	7 reels
FIRST NATIONAL						
Why Women Love	1	2	8	—	60	6,750 ft.
METRO-GOLDWYN						
Go West	—	3	3	5	75	6,256 ft.
UNIVERSAL						
Lights of Old Broadway	—	3	7	1	75	6,437 ft.
Where Was I?	—	1	10	—	67	6,630 ft.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Eddie Zorn, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

H. A. Albright, General Manager, West Coast Langly Theatre Circuit, Los Angeles, Calif.

Claire Meachime, Grand theatre, Westfield, N. Y.

Ace Berry, Managing Director, Circle theatre, Indianapolis.



One of the features of the extra billing for "The Iron Horse" (Fox) at the Fox American, Newark, N. J., was the banner shown in the photo above—arranged by Arnold Davis, manager of the house.

Directing Appeals to Kiddies

Model Campaigns To Interest Youngsters Are Developed By Exhibitors For "Black Cyclone"

AS IT is a picture that is specially well adapted to exploitation, directly appealing to youngsters, and through them to all potential theatre goers, exhibitors have executed many excellent campaigns of this type for "Black Cyclone." For example:

Fay's Theatre, Providence, R. I., one of the most liberal of picture theatres in distributing tickets to youngsters, made sure that no kid in the town would miss this screen treat by advertising a stunt which is sure to capture the children and appeal to the sentiment of the entire community. A display ad of the Fay's in the Providence Journal said:

"If there are any children who, for the lack of the small admission price of 15 cents, are unable to see 'Black Cyclone,' have them come to Fay's Theatre and make themselves known to the manager. We will be glad to have them see the picture as our guests, without charge."

Boys and girls of Hannibal, Mo., were admitted free for the afternoon shows at the Orpheum in that city by merely making a drawing of Rex from any illustration in their advertising and presenting it at the box office of the theatre. No matter how good or how poor the drawing was it meant free admission to the theatre. In addition three prizes were given for the best drawings.

Still another liberal offer was made by the management of the Lincoln Theatre, Lincoln, Neb., who admitted every child at a matinee who brought in a lucky horseshoe. Horseshoes were soon at a premium in Lincoln. They were stacked in the lobby several feet deep, the pile of luck-bringers serving for an additional ballyhoo which brought in many older folks.

In Winston-Salem, N. C., the management of the Ideal Theatre, gave a bar of Baby Ruth candy at the box office to each person purchasing a ticket to the feature.

Advertising "Black Cyclone" as "the talk of the motion picture industry," the Capitol Theatre, Vancouver, B. C., in a tie-up with the Daily Province, offered \$100 in cash

prizes for the best reproduction in color of one of their advertising illustrations.

The New Theatre, Staunton, Va., addressed a special advertisement to parents as to what motion picture their children should see and called attention to the theme of "Black Cyclone." A free matinee for children was given. The copy stated "that it does not make this offer every day for all pictures for the obvious reason that the children's welfare is vastly more important to the New Theatre than their dimes."

Grist Uses Arrows To Bill "California Straight Ahead"

Direction arrows, bearing the title in white letters on a red ground, were used as the main exploitation item for the engagement of "California Straight Ahead," by Manager A. S. Grist at the Rivoli, Greenville. Two hundred of these novelty posters were displayed throughout the city and on roads leading into the town, ten days prior to the opening date.

The stunt evoked quite a bit of discussion, many persons believing it to be a move on the part of California realtors to keep everyone from going to Florida.

During the picture's run a huge arrow with similar copy was hung under the marquee, pointing into the theatre.

Volz Increases Billboard Space For Apollo

Five twenty-four sheet stands are being used now by the Apollo Theatre, Baltimore, managed by John G. Volz, who has just inaugurated this new method of advertising the plays at his theatre. He places three six sheets on each board, each advertising a different show and the dates they are to be shown throughout the week as he changes shows three times weekly.

In addition to this he is using window cards also.

"Lost World" Gets Bigger Drives at Average Cost

The trick of staging a bigger than average campaign without increasing the average advertising appropriation of a theatre was accomplished in Buffalo and duplicated at Niagara Falls, under the execution of Walter Lindlar, First National representative, who was detailed to the assignment of campaigning "The Lost World" at Shea's Hippodrome at Buffalo, and the Bellevue, Niagara Falls.

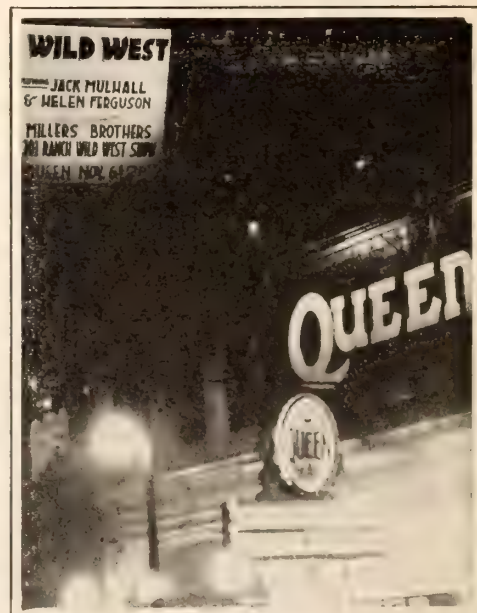
In both instances the houses used average newspaper space, but were successful in gaining the co-operation of newspapers in the Weight Guessing contest and in the use of feature stories and picture layouts. In Buffalo the Public Library officials agreed to insert book marks announcing the engagement of "The Lost World."

Manager Lawrence, of the Bellevue, Niagara Falls, did all the billing that he could get space for, which was six stands. He also put out 2,000 rotos and 200 cards, which was quite a flash for the town.

They also put on a telephone teaser stunt that brought good returns. Phone service is unlimited up there and girls were engaged, who had phones in their homes, to call up every residence listed in the phone book. When the party answered they just said: "I'm looking for The Lost World," and hung up as though disconnected.

Cosmetic Samplers Herald "Paint and Powder"

Face powder, distributed in sample packages through the cooperation of a manufacturer, served as an effective announcement of the showing of "Paint and Powder" at the Audubon and Crotona Theatres of the William Fox circuit in New York. The tie-up was effected by Milton Harris, director of publicity for the theatres. The samplers were enclosed in envelopes bearing an imprint reading "Compliments of Elaine Hammerstein, who will be seen in 'Paint and Powder' at this theatre," and were passed out to patrons of both theatres for several days prior to the opening.



"Wild West" (Pathe) circussed at the Queen theatre, Knoxville, by means of a giant sign illuminated by flood lights. Another evidence of the growing practice of exploiting serials and short features.

250 Contest Replies For 12 Passes For "Romola"

A cross-word puzzle contest, from which 250 replies were received, cost the Queen Theatre, Austin, Tex., just 12 complimentaries and stirred up a great amount of interest in the presentation of "Romola." This stunt was one of the items in a forceful campaign staged for the picture by L. R. Guyer, manager of the Queen Theatre.

Advertising was started well in advance with personal endorsement ads in the newspapers, over 2,000 book markers distributed through high schools and university libraries, and 50 street car cards. Announcement banners were also placed on a truck which was driven about town two days before showing.

Valuable publicity was gained through private showing held for high school teachers of the city. Special invitations, printed at the high school gratis, were delivered to teachers personally.

Among the many excellent window displays secured, was one with a book store, a drug store located in heart of business section, and a jewelry shop which displayed special art cards directly tying-up with photoplay at the Queen. A display in the Chamber of Commerce window three days prior to opening and during showing, attracted a world of attention.

Lobby of theatre was decorated with five foot hand-painted cut-out, with a 10-foot cut-out of Lillian Gish mounted on marquee.

5 and 10 Stores To Sell M-G-M Novelizations

An exploitation tie-up whereby the Jacobson-Hodgkinson Corporation, of New York, will publish novelizations of Metro-Goldwyn-Mayer screen plays for distribution through five and ten cent stores, has been arranged by the exploitation department of M.G.M. The series of books will be known as "Popular Plays and Screen Library," and will be placed on sale in stores of the Woolworth, Kresge and McCrory company throughout the States and Canada.

The first story to reach the public in this form will be "The Midshipman." This will be followed by "Old Clothes," "The Mocking Bird," and others of the Metro-Goldwyn-Mayer productions.



Frontal display for First National's "The Half Way Girl" at the Strand, Nashville, Tenn. Arranged by Manager G. P. Bannaza.



The Royal theatre, Ashland, Wis., takes the lion's share of a window display in a department store to feature the showing of "The Iron Horse" (Fox).

Small Town "Phantom" Ads

Best Features Of Metropolitan Drives Used In Exploitation At Saratoga

IF there is a definite gulf between the type of campaigns which are staged in large cities and small towns, the distance between the two is narrowing at an increasing rate, for while the exhibitor in the town has a smaller stage on which to produce his advertising production, all of the effects which the large city boasts are also at his disposal. Among several recent campaigns in which small town theatres have duplicated, on a miniature scale, of course, but with all the detail included, the big city exploitation for features, is that which was staged in Saratoga, N. Y., for "The Phantom of the Opera" engagement at the Palace Theatre, owned by Harrington and Goldsmith and operated by Ben Strauss.

"The Phantom" went into Saratoga during "dead" season—that is there was no racing—but it came within \$120 of the record made with "The Hunchback of Notre Dame," which played during the height of the racing season when the normal population of Saratoga is doubled.

A parade which escorted the cans of "Phantom" film from the railroad station to the theatre brought out nearly everyone in town. This was advertised several days in advance by a 3-sheet size announcement in the theatre's lobby and in the local newspaper. The ad stated that every boy who was at the station to welcome the picture and marched in the procession to the theatre would receive a bag of candy.

A truck was decorated with red bunting and carried a ten-foot box painted bright red with "The Phantom of the Opera" lettered on both sides.

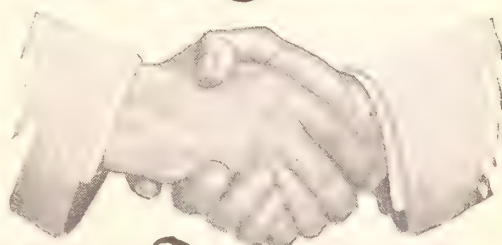
The truck ballyhoo drove on with a great flourish for the theatre. A bass drum beat marching time, and two policemen and six boys tried to keep the "Phantom reception committee" in orderly lines. The kids yelled and cheered until everyone in town knew that something was up. Following the demonstration the candy was distributed in front of the theatre by the policemen and two men from the candy store.

In addition to sharing the cost of the candy, the store gave a complete window to a "Phantom Red" display—this time of red candies instead of gowns—and "Phantom" cards.

Ten other stores also gave window displays of various kinds.

A cut-out which attracted much attention was made from the stock 6-sheet. This shows the figure of a devil peering over the top of the Paris Opera House and clutching it on both sides. The eyes of the devil and the windows of the Opera House were cut out and on this was placed an electric light and a victrola covered by red cloth. The victrola, equipped with a repeater and a small boy to wind it, played the quartet from "Faust" continuously. This novelty was placed in one corner of the lobby.

20 Years an Exhibitor



The Friendly Hand



Display arranged by Manager F. H. Ricketson of the Victory theatre, Denver, for "Little Annie Rooney," United Artists.

Dignified "Lost World" Aids

Mark Strand Theatre, Albany, Exploits Picture in Showmanlike, Clean Campaign

The Mark Strand, Albany, eschews any and all methods that savor of the blatant ballyhoo, rigorously confining itself to dignified showmanship, with the accent stressed on the showman. And its campaign on the engagement of "The Lost World" was planned accordingly.

Two weeks prior to the opening, the Board of Education of Albany was given a pre-view of the picture and endorsed it to all principals, teachers and scholars. At this same showing the ministry and public officials of the city were also present.

The Albany News having run the serialization of the story some time previous regarded the advent of the picture as a definite news event, having to all intents and purposes sponsored it while in fiction form. They ran several stories and photos on the news pages in addition to the routine material on the movie page.

The Albany Telegram ran a half page story with art illustrating the imaginary consequences of a visit to Albany by one of the "Lost World" dinosaurs. This story in the feature section was carried the day prior to the opening of the picture.

The Knickerbocker Press and The Times Union also viewed the advent of "The Lost World" as a news event and carried photos and stories in its news sections accordingly in addition to the quota of space allotted on the amusement pages.

Co-operative tie-ups were effected with the leading stores selling tobacco, wrist watches, sheet music, typewriters and sporting goods for the display of photographs appropriately captioned.

The marquee and the lobby of the theatre were decorated with cut-outs and streamers of the hideous monsters which form one of the features of this picture, and they proved one of the sights of the town. An extra billing force was added for the week and

the city and its environs were thoroughly covered by its energetic billposting brigade.

The campaign was executed by the Mark Strand's Director of Publicity, Anthony Veiller, son of the famous playwright Bayard Veiller, in less than a week with the aid of A. P. Waxman from the home office exploitation department.

Free Nail Polish in Lobby for "Manicure Girl"

Coincident with his showing of "The Manicure Girl" at the Victory, Denver, Manager C. W. Hallock established a real manicure girl in the lobby with an attractive little arch over her table painted with the following: "Step up and get a Bebe Daniels Manicure Free." This stunt attracted a lot of attention.

In addition to the above the picture was exploited through the usual channels.

Offers "Wild West" as a Mid-Winter Circus

Circus advertising was used for "The Wild West," a Pathe serial, by the Queen Theatre in Knoxville, Tenn. The theatre featured a huge sign erected on the roof of the house after a design by W. E. Drumar, general manager of the Southern Enterprises Theatres.

The novelty of offering a circus in mid-winter seems an unusual angle of appeal to capture the interest of amusement seekers, and so it proved at the Queen with "Wild West," which has a story revolving around the Miller Brothers 101 Ranch circus.

Local Film Aids "Slave of Fashion" Engagement

By presenting a local film, a cooperative enterprise on the part of the Charlotte Observer and the merchants of the town, Manager Warren Irvin of the Imperial theatre, that city, obtained unusual advertising support for his presentation of "A Slave of Fashion." The local reel was furnished the theatre gratis and the newspaper and merchants who were represented in the picture gave it widespread publicity, mentioning the picture as a unit of the program on which "A Slave of Fashion" was the feature.

Irvin also sold the Bon Marche department store a tie-up idea, on the strength of which he obtained the leading place in the first cooperative window display that shop has ever made. The artistic mounting of the stills by the theatre's sign painter went a long way toward accomplishing this window tie-up, Irvin reports.

A prominent shop put in a window display featuring sport apparel for women, with a still showing the star arrayed in a snappy sport costume. A small card announced picture title, theatre and play dates.

Tries Separate Bills to Get Matinee Patronage

Great variety is injected into the performances on a Saturday at the Westmount Theatre, Montreal, Manager Allen having adopted the policy of showing several different features at stated hours in order to build up the weak hours during the day. Early on the Saturday afternoon, a programme that is particularly attractive to children is screened. This is followed by the regular attractions. Then again at 5.30 P. M. another different programme is run off for a special supper hour show, after which the regular programme is again screened for the evening performances. This keeps various crowds of people coming all day Saturday. Special attention is paid to the announcing of the different hours at which the various shows are presented.

New Orchestra Installed at "Gold Rush" Presentation

The formal introduction of a new orchestra was offered as an added feature at the opening of "The Gold Rush" at the Palace, Memphis. G. E. Brown, manager of the house, designed a unique trailer in which the new organization was shown as a unit and then pictures of its individual members were thrown on the screen.

The inauguration of the new music policy at the Palace was heavily billed in conjunction with the opening of the Charlie Chaplin comedy, the innovation being tied up with the great popularity of the comedian to good effect in the advance publicity for the show.

Pickford Week Staged by Arkansas Exhibitor

The Palace theatre, Fort Smith, Arkansas, recently staged an all Mary Pickford week.

This exhibitor put on Miss Pickford's "Dorothy Vernon of Haddon Hall," for Monday and Tuesday; "Rosita" for Wednesday and Thursday and her new production of "Tess of the Storm Country" for Friday and Saturday.

"Don Q" Cup to Physically Fit Cleveland Ad

One expective way to get sport page publicity stories was demonstrated when "Don Q," was being shown recently at the Stillman theatre, Cleveland, Ohio.

In a tie-up with the Cleveland Press Fairbanks and the Stillman management jointly offered a loving cup to the best example of physically fit boy between the ages of fourteen and sixteen in the city. All any lad of required age had to do was to go to the nearest Y. M. C. A. local branch and register. There were ten such branches in Cleveland and the boys enrolled at each were given physical tests to select the one most perfect example. Then these ten lads were put through athletic contests such as jumping, running, swimming and other feats calculated to show physical fitness, the winner of the ten receiving the Fairbanks-Stillman theatre cup suitably engraved.

"Iron Horse" Ads On Back Of Restaurant Checks

The stunt which uses the backs of restaurant checks for advertising a show proved effective exploitation for "The Iron Horse" at the Powers' Theatre in Grand Rapids. A scene cut and straight billing under the heading "After Dining See The Iron Horse" was printed on checks used at the restaurant of the Hotel Rowe. Since it is the custom of waiters to place checks on the table face down, there is no escaping notice of the theatre ad of this kind.

Distributed 1,000 "Unholy Three" Auto Tags

One thousand automobile tags reading "Who are the 3?" were recently used to good effect in connection with the showing of "The Unholy Three" at the Gayety Theatre in Ottawa, Ill. Two thousand "Screen Forecasts" were distributed, five hundred of them through the mail and the rest by hand.



Manager Frank Phelps of the Orpheum in Minneapolis, organized a motor parade to back up the exploitation for "Seven Days" done in that city by the trans-continental ballyhoo for the picture conducted by Producers Distributing Corporation. The parade was made possible by a tie-up with a local automobile agency. Phelps is shown standing near the hood of the "Seven Days" car.

Seattle Drive for "Phantom"

Columbia Uses Wide Range Of Stunts In Extensive Campaign For "U" Special

ONE of the most extensive exploitation campaigns attempted in Seattle for a motion picture was put over when "The Phantom of the Opera" played the Columbia theatre. A. J. Kennedy, Universal exploiteer, assisted Robert Bender, manager of the Columbia, and then went on to Spokane and duplicated his campaign there for the Clemmer theatre.

One of the most effective stunts was the lighted shirtfront on a singer dressed in evening clothes.

The man went out on the streets at night, would stop on a busy corner and start to sing. As he finished his song, he would

push the button and "The Phantom of the Opera, Columbia, Now" would flash out of the white shirt front.

Another big attention-getter was a special balloon which had a lifting capacity of about seven pounds. It was painted a bright red with "The Phantom of the Opera" lettered in silver. It flew above the theatre for a week. After the opening a 30-foot figure of the "Phantom" made of light wire and a skeleton head, dressed in a red China silk cape and a big red hat with a sweeping plume, was hung between two fine wires and attached to the balloon.

On the night before the opening a special radio tie-up was made. By remote control a rehearsal was broadcast on the picture, with the orchestra, singers and a crowd of men and women from the theatre and the Universal Exchange for the audience.

Ten cut-out figures from the 24-sheet were mounted on beaver-board and skirt lettered.

Through a tie-up with a local candy company a new box of chocolates called "The Phantom" packed in a beautiful red box was put on the market.

Another tie-up that took nearly all of the remaining windows was effected with a beauty preparation. The manufacturing company put on a special drive on their product with living models in all of the big downtown stores. Each woman visiting the theatre was presented with a 50-cent package of the product. Twenty drug stores, three big department stores and several beauty parlors, making a total of over 30 windows were lined up in this tie-up.

Cards on the spare tires of taxicabs, 5000 napkins for lunch counters and soda fountains, four styles of special cut-out figures, special paper, little red figure cut-outs, "Phantom Red" windows in millinery stores, 200 telephone hangers and 500 small cards for street cars, hung by a string and printed on both sides, were some of the accessories used.



Photo above shows the crowds attracted to the Cameo theatre, Paris, France, for "The Lost World" (First National), which played there eleven weeks. Manager Reginald Ford of the Cameo uses American exploitation methods, and the success of his enterprise is graphically told in this snapshot.

Make Civic Event Of Drive For "Keeper Of The Bees"

An event of civic importance was worked up in connection with the campaign which preceded the opening of "The Keeper of the Bees" in Los Angeles, where the adaptation of the Gene Stratton-Porter novel played at the Pantages Theatre.

By means of a tie-up with the American Reforestation Association, public schools of Los Angeles and the Los Angeles County Park Commission, more than 500,000 public school children planted 350 young carob trees in the school yards throughout the metropolis of the Southwest on Monday, Nov. 15th.

The city-wide tree planting was sponsored jointly by F. B. O. and Mr. Alexander Pantages. Public speeches were made by city officials as well as noted society women and many of the school orchestras and bands turned out to render appropriate musical selections while the ceremonies were under way.

Later in the week a single sycamore tree of gigantic proportions was planted in Pershing Square, Los Angeles, by little Gene Stratton, grand-daughter of Mrs. Porter, who appears in "The Keeper of the Bees."

Slide Campaign Announces "The Merry Widow"

H. C. Farley, manager of the Empire, Montgomery, Ala., found the means of giving the orchestra a definite place in an advertising campaign. This was for "The Merry Widow," which Farley announced long in advance with the use of slides and an orchestral rendition of the lilting "Merry Widow" waltz.

The campaign was started two weeks ahead of play date. Directly following news reel, orchestra played "The Merry Widow" waltz, after which slide was flashed on screen asking the audience if they remembered the waltz from the famous operetta of 20 years ago. This was followed by another slide announcing that operetta had been made into the best picture of the year. Being entirely different from any other form of advertising ever before employed by the theatre, it proved most effective.



George E. Carpenter's "street workers" for his showing of "The Road to Yesterday" at the Paramount-Empress, Salt Lake. The ballyhoo artists were recruited from the student body of the University of Utah.

Granada's "Kiddie Revue" Scores Big Success

The kiddies' revue at the Granada Theatre, San Francisco, was really a musical show in miniature, week of Dec. 12. There were 35 youngsters in the act. There were individual dances and songs and picturesque grouping with telling effect. It was not only the individual work of the juvenile but also the ensembles that are enjoyable.

Verne Buck and his synco-symphonists furnished music for the miniature revue as well as giving musical interpretation for the feature picture.

Nebraska U Aids Drive For "Lost World" at Lincoln

For his showing of "The Lost World" at the Lincoln, Lincoln, Neb., Manager Chas. F. Shire was fortunate in securing the co-operation of the University of Nebraska. This institution loaned the theatre miniature animals, exact reproductions of the ones

used in the photoplay, which were placed in a leading shop window along with two three-sheet and three one-sheet cut-outs.

Additional publicity was gained through two articles written by one of the University's professors. The first article was published in the Sunday issue of the Lincoln State Journal and dealt with the life and habits of the prehistoric animals, accompanied by a number of drawing illustrations. The second write-up made its appearance mid-week, and stressed the authenticity of the production, and the merits of the photoplay in general.

Ace Of Spades Sandwich Is Ballyhoo For Serial

Four sandwich men with big cardboard aces of spades fore and aft proved well worth their pay in exploiting the "Ace of Spades," a new Universal serial, at the Doan Theatre, in Cleveland, Ohio. The cards carried the name of the theatre and the play date. In addition to acting as perambulating sign boards, the men distributed heralds and special tickets.

Another stunt worked out for this campaign by Kenneth A. Reid, manager of the house, was an arrangement with six of the grade schools in his territory whereby he gave a free ticket to the chapterplay each week to the boy and girl having the best weekly standing in each grade.

Louisville Ministers Aid Alamo "The Fool" Drive

As a result of a private screening of "The Fool," given by the Alamo Theatre, Louisville, for the ministers of the city, the clergymen gave valuable assistance to the theatre in its publicity campaign for the picture.

A campaign of personal visits was made to the 156 local ministers enlisting their individual support in putting the engagement over successfully. As a result of the canvass, twenty-one ministers used "The Fool," as the text for their sermons on the following Sunday. The newspapers carried special stories on the help the picture was receiving from local ministers.



Views of the lobby of the new Mosque theatre at Newark, N. J., showing the liberal use made of lobby frames and wall cases to announce the showing of Universal's "The Phantom of the Opera."

"Perfume Idea" Presented Loew's State in Los Angele

Fanchon and Marco's "Perfume Idea" was the presentation attraction at Loew's State Theatre, Los Angeles, for the week of December 19 to 25th. This is a very elaborate number, with setting by Jai Marchon and masks by Miles Marchon, and features an ensemble effect in which girls are dressed in costumes representing the different French perfumes.

The presentation opens with the tenor aria from La Tosca sung by Albert Rappaport. The setting is a large perfume bottle against a black drop. Miles Marchon as a slave is lying at the bottom of the bottle. He performs a dance and bows in Lucinda Beatty who interprets the fragrance of perfume, seated in front of a perfume bottle which glides across the stage.

Two hits of the presentation are Eddie Willis as Golli Wogg and Alma Ortega in a Russian costume with an exaggerated mask. She does a Charleston in hoop skirts that brings a big laugh. Natalie Harrison does a fancy dance in a very effective pink creation.

Display Of Sailor's Knots Feature "Midshipman"

Manager Charles F. Shire augmented his regular newspaper and posting campaign for "The Midshipman" with a lobby display which proved a successful business-builder.

The chief feature of exhibit was a three sheet display board carrying the different kinds of knots used in the navy.

In addition, a local university loaned the theatre signal flags, which were strung from top of roof to each side of theatre's marquee, making a very effective flag display. Mounted on top of marquee were 18 three-sheet cut-outs and one twenty-four sheet.

Another noteworthy unit of this campaign was the putting out of 25 one sheets, supplied by recruiting station, the copy of which was a direct tie-up with the photoplay at the Rialto.



Cutout display in lobby of the Rex theatre for First National's "The Live Wire." 24-sheet cutout of star was mounted on rosin paper. Whites of eyes and teeth were cutout and backed with translucent paper and illuminated by flasher from behind.



Fashion show staged by the Arcade theatre, Jacksonville, Fla., as an exploitation attraction for Metro-Goldwyn-Mayer's "The Midshipman" by Manager Guy O. Kenimer. The stunt was put on in co-operation with a large department store, which furnished the costumes and models, local beauties.

'Merry Widow' Well Exploited

Strong Stunt and Newspaper Campaigns Mark
Engagements Of Feature In Many Theatres

THE success which has attended many extensive campaigns staged to exploitation engagements of "The Merry Widow" at first run theatres, places this production among the outstanding offerings from the exploitation standpoint. Since the picture combines the two essentials of big exploitation possibilities—a quality of entertainment that is widely appealing and possession of exceptionally effective publicity angles—it has continued to roll up a list of campaigns which compares with the best records of recent "exploitation" productions.

In general the campaigns have been more or less similar—a condition due to the fact that the majority of the drives have been of the big order and therefore employed the angles offering the greatest possibilities for newspaper and merchant co-operation. The "mysterious Merry Widow" stunt has been staged with eminent success in several large cities, not only the newspaper tie-up angle of the stunt, but merchant co-operation being introduced on a large scale.

Two recent campaigns which embraced the outstanding stunts developed for "The Merry Widow" were drives put on by the State Theatre in New Bedford, Mass., and the Royal, Wilmington, N. C.

In New Bedford the "find the Widow" contest was launched as the exploitation ace by Manager Veitz of the State Theatre.

He gave a new twist to the contest by advertising a new "widow" each day for four days and awarding a valuable cash award for each "widow" captured. The New Bedford Times was induced to sponsor the competition, and contributed over twenty columns of publicity. Added strength was given the idea when both the newspapers and the local stores ran double-truck ads daily in which the attention of the public was called to the fact that "The Merry Widow" would be in their store at a certain time of day.

During the run Mr. Veitz secured permis-

sion from the street railway company to place a large cloth banner on the sides of one of their newest and best looking cars.

Manager George Bailey, of the Royal Theatre, Wilmington, N. C., also used a "Merry Widow" contest in co-operation with the *Morning Star*.

On Wednesday, the "Merry Widow" arrived in town and people started to congregate on the street corners, discussing the contest. Several women started to look for the widow. The first day she was worth \$25, the second \$35, her price increasing \$10 each day. Thursday a large crowd collected and the services of the *Star's* advertising department were called into service and the idea was sold to the merchants.

Character Sketches Used As "Iron Horse" Teasers

The Oliver Theatre, South Bend, Ind., introduced the characters under their character names in advance teaser ads for "The Iron Horse." The ads were in two-column measure and carried a cut of the player in character make-up. Beside the cut appeared copy describing the character but omitting the title of the picture and the name of the theatre.

A sample of the copy used follows:

"Here Is Davy Brandon, Our Hero. He's Not a Sheik. Not a Caveman. Not a Lounge Lizard. He's Just a Welcome Type of Rugged Young American Manhood in the ———. He Will be a Sensation After Nov. 29. (To be continued.)"

In this manner the principal interpreters of "The Iron Horse" were introduced to South Bend, one by one, for a week before the regular house advertising on the engagement was started.

With First Run Theatres

NEW YORK CITY

Capitol Theatre—
Film Numbers—His Secretary (Metro-Goldwyn-Mayer), Aesop Fable (Pathe), Capitol Magazine (Selected).
Musical Program—"Mignon" (Overture), "Christmas Carols" (Vocal), "In A Toy Shop" (Ballet Corps), Organ Solo.

Strand Theatre—
Film Numbers—Bluebeard's Seven Wives (First National), Topical Review (Selected).
Musical Program—"Mark Strand Frolics of 1926" (Special Stage Presentation).

Warner's Theatre—
Film Numbers—Lady Windermere's Fan (Warner Bros.), Warner News Weekly (Selected).
Musical Program—"La Boheme" (Overture), "Lucia" (Duet), "Spirit of the Fan" (Fantasy).

Rivoli Theatre—
Film Numbers—A Kiss for Cinderella (Paramount), A Fancy (Color Film), Rivoli News.
Musical Program—Special Orchestra, "The Melting Pot" (Special Stage Presentation), Organ solo.

Rialto Theatre—
Film Numbers—The Enchanted Hill (Paramount), Peter Pan (Paramount), (Morning only), Niagara In Wintertime (Scenic), Rialto Cinemevents (Selected), The Gold Push (Pathe Fable).
Musical Program—"Morning, Noon and Night" (Overture), "Christmas Novelty" (Organ), Aria from the "Barber of Seville" (Soprano), Banjo Synco-pators.

Colony Theatre—
Film Numbers—Phantom of the Opera (Universal), Continued.

Embassy Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Apollo Theatre—
Film Numbers—Stella Dallas (United Artists), Continued.

Astor Theatre—
Film Numbers—The Big Parade (Metro-Goldwyn-Mayer), Continued.

Geo. M Cohan Theatre—
Film Numbers—Ben Hur (Metro-Goldwyn-Mayer).

Cameo Theatre—
Film Numbers—Irish Luck (Paramount), Cameo Pictorial (Selected), Aesop Fable.

Musical Program—"Eileen"
(Overture), "Irish Medley" (Soprano Solo), Organ.

BROOKLYN

Mark Strand Theatre—
Film Numbers—Tumbleweeds
Mr. Exhibitor: Ask at the Film Exchanges for the



It's little to ask for, but it's the only reliable aid you can give your musicians to help put the picture over

LYRIC THEATRE
Today and Tomorrow
A Riotous Romance of Wall Street and the West

WILLIAM FOX presents
CHARLES JONES
in
Western Luck
—ALSO—
SPAT FAMILY COMEDY

Good effect in one column ad for "Western Luck" (Fox). Arrangement gives prominence to theatre, feature title and comedy offering. Ad of the Lyric Theatre, Tulsa, Okla.

(United Artists); Topical Review (selected).
Musical Program—"Rondo Capriccio" (piano solo); "Popular Medley" (xylophone); "Russian Hymn," "Russian Folk Song," "Asleep in the Deep" (male quartette); "Lady of the Nile," "Five Feet Two," "Everybody Stomp" and "The Storm;" and Boellmann's "Minuet" (Suite Gothique).

LOS ANGELES

Forum Theatre—
Film Numbers—The Verdict (Truart), Bachelor's Baby (Educational), International News and Kinograms.
Musical Program—Vaudeville.

Hillstreet Theatre—
Film Numbers—The Fighting Cub (S. R.), Adventures of Mazie (F. B. O.), Aesop Fable, International News.
Musical Program—Vaudeville.

Loew's State Theatre—
Film Numbers—The Beautiful City (First National), Marvels of Motion (Red Seal), Kinograms and International News.
Musical Program—"Dance of the Hours" (Overture), Special Stage Presentation.

Pantages Theatre—
Film Numbers—The Ancient Mariner (Fox), Pathe News.
Musical Program—Vaudeville.

Metropolitan Theatre—
Film Numbers—Cobra (Paramount), Pathe Comedy, Pathe News, Aesop Fable.
Musical Program—Prologue to Feature (Overture), "Italian Melodies."

Million Dollar Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Rialto Theatre—
Film Numbers—The Pony Express (Paramount), Continued.

DES MOINES

Capitol Theatre—
Film Numbers—Joanna (First National).

Des Moines Theatre—
Film Numbers—A Kiss for Cinderella (Paramount), Pathe News.
Musical Program—"Marimba Band."

Strand Theatre—
Film Numbers—Womanhandled (Paramount), So's Your Old Man (F.B.O.), Kinograms.
Musical Program—Stage presentation.

BOSTON

Beacon Theatre—
Film Numbers—Three Faces East (Producers Dist. Corp.), Clash of the Wolves (Warner Bros.), Comedy (Educational), News (International).
Musical Program—Overture, organ.

Fenway Theatre—
Film Numbers—Three Faces East (Producers Dist. Corp.), Clash of the Wolves (Warner Bros.), Fables (Pathe), News (Pathe).
Musical Program—Overture, organ.

Gordon's Washington Street Olympia Theatre—
Film Numbers—Clothes Make the Pirate (First National), Comedy (Educational), News (Pathe).
Musical Program—Overture, orchestra.

Loew's State Theatre—
Film Numbers—Old Clothes (Metro-Goldwyn-Mayer), Comedy (Pathe), News (Pathe).
Musical Program—Overture, orchestra and organ.

Metropolitan Theatre—
Film Numbers—A Kiss for Cinderella (Paramount), Topics of the Day (Pathe), News (Pathe).
Musical Program—Overture, organ.

New Boston Theatre—
Film Numbers—Where Was I? (Universal), Our Gang (Pathe), News (Pathe).
Musical Program—Overture, orchestra and organ. Vaudeville.

St. James Theatre—
Film Numbers—Wages for Wives (Fox), Comedy, Flaming Flappers (Pathe), Topics of the Day (Pathe), Fables (Pathe), News (Pathe).
Musical Program—Overture, Novelty number.

BALTIMORE

Century Theatre—
Film Numbers—The Only Thing (Metro-Goldwyn-Mayer), The Peace Makers (Fox), News (Fox).
Musical Program—"A Christmas Fantasia" (Overture including eight selections: "Joy to the

World," "Christmas Chimes," "Adeste Fideles," "Nazareth," "Birthday of a King," "Cantique de Noel," "Guiding Star," and "Silent Night"), "Ballet Russe" (Ballet Corps).

Garden Theatre—
Film Numbers—The Calgary Stampede (Universal), Control Yourself (Fox), Felix the Champ (Educational), News (Fox).

Musical Program—Vaudeville.
Orchestra. Organ.

Keith's Hippodrome—
Film Numbers—The Danger Signal (S. R.), Good Morning Madame (Pathe), The Green Archer (Pathe Serial), News Weekly (Pathe), Aesop Fable (Pathe).

Musical Program—Vaudeville.
Orchestra. Organ.

Warner's Metropolitan—
Film Numbers—East Lynne (Fox), English Channel Swim (Pathe), News Weekly (Pathe) Weaving Rugs in Morocco (Pathe color).

Musical Program—"Christmas Carols" (Overture), Orchestra, Organ.

New Theatre—
Film Numbers—A Son of His Father (Paramount), Santa Claus (Kleinschmidt Comedy), News Weekly (Pathe).
Musical Program—"Christmas Fantasy" (Overture), "Collegiate" and other popular hits (Jazz Band), Orchestra, Organ.

Parkway Theatre—
Film Numbers—Sally, Irene and Mary (Metro-Goldwyn-Mayer), Santa Claus (Kleinschmidt Comedy), News Weekly (Educational).

Musical Program—"Beneath the Holly" (Overture), Orchestra, Organ.

Rivoli Theatre—
Film Numbers—The Beautiful City (First National), News

DOMED
STARTING TODAY ALL WEEK
SYD CHAPLIN
"THE MAN ON THE BOX"
Eclipsing all his previous successes.
A Riot of Fun

PROGRAM INCLUDES
USUAL DOME
FEATURETTES
PHIL HOWARD
The Radio Artist
Singing "I'm a Fool"
WITH JOE MACE
And His Orchestra
Deluxe Performances
At 3:15, 7:15, 9:15
Usual Dome Prices

The Dome Theatre's, Youngstown, Ohio, display for "The Man on the Box" (Warner Bros.)

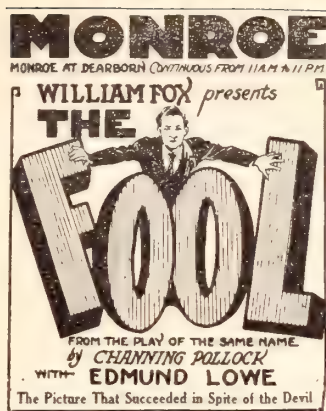
Weekly (Pathe), Papa, Be Good (Pathe).
Musical Program—"Zampa" (Overture), Terpsichorean Novelty "Merry Christmas" and "Santa Claus' Medley" (Organ Selections), Orchestra, Organ.

SEATTLE

Blue Mouse Theatre—
Film Numbers—Lady Windermere's Fan (Warner Bros.), Aesop Fable, International News.
Musical Program—"Musical Hits of 1925" (Overture).
Coliseum Theatre—
Film Numbers—Little Annie Rooney (United Artists), Continued.
Columbia Theatre—
Film Numbers—The Road to Yesterday (Producers Dist. Corp.), The New Champ, International News.
Musical Program—"1925 Revue" (Overture), "Songs of Yesterday" (Vocal).
Liberty Theatre—
Film Numbers—Classified (First National), Good Cheer, International and Liberty News.
Musical Program—(Overture), "Yuletide Songs" (Quartette).
Pantages Theatre—
Film Numbers—Who Cares, Aesop Fable, Pathe News.
Musical Program—Vaudeville.
Strand Theatre—
Film Numbers—A Kiss for Cinderella (Paramount), Pathe Review, Fox News.
Musical Program—"Spirit of Xmas" (Novelty Overture).

ST. PAUL

Astor Theatre—
Film Numbers—The Woman Hater (Warner Bros.), The Uneasy Three (Pathe), Pathe News.
Musical Program—"Venetian Carnival" (Orchestra), "A Night in Venice."
Capitol Theatre—
Film Numbers—The Best People (Paramount), Ko Ko in Toy-



Good contrast between black tone of theatre mane and gray color of title. Figure of man seems excess baggage. Two column display for "The Fool" (Fox) used by the Monroe Theatre, Chicago.

land, Fish for Two (Scenic), News.
Musical Program—"Indoor Circus."
Garrick Theatre—
Film Numbers—The Splendid Road (First National), One Wild Ride (Pathe), Garrick News (Selected).
Musical Program—"Light Cavalry Overture" (orchestra).
Princess Theatre—
Film Numbers—The Clash of the Wolves (Warner Bros.), The Heart Breaker (Fox), Kinograms.
Musical Program—Organ overture.
Strand Theatre—
Film Numbers—The Ancient Mariner (Fox), Comedy (Imperial), Kinograms.
Musical Program—Organ overture.
Tower Theatre—
Film Numbers—The Masked Bride (Metro-Goldwyn-Mayer), Don't Tell Dad (Pathe), Pathe News.
Musical Program—"No, No, Nanette" (overture), Song and Dance Act.

SALT LAKE CITY

American Theatre—
Film Numbers—Where Was I (Universal), International News Newspaper Fun (F. B. O.).
Kinema Theatre—
Film Numbers—Let Women Alone (Producers Dist. Corp.), Pathe Review, International News.
Pantages Theatre—
Film Numbers—The Ancient Mariner (Fox).
Paramount Empress Theatre—
Film Numbers—As No Man Has Loved (Fox), Pathe News.
Victory Theatre—
Film Numbers—Little Annie Rooney (United Artists), Aesop Fable, Pathe News.

ST. LOUIS

Missouri Theatre—
Film Numbers—A Kiss For Cinderella (Paramount), Missouri Magazine (Selected).
Musical Program—Orchestral overture, Organ accompaniments. On stage—"Circus Week" (ten circus acts).
St. Louis Theatre—
Film Numbers—Keep Smiling (Assoc. Exhibitors).
Musical Program—Orchestral and organ numbers, Vaudeville.
Loew's State Theatre—
Film Numbers—The Masked

Bride (Metro-Goldwyn-Mayer), News (Selected).
Musical Program—Orchestral overture presentation "Father Time" (Don Albert's Loew's State Symphony Orchestra), Organ accompaniment. On stage, "A Parisian Night" (atmospheric prologue), Harpist.
Grand Central, West End Lyric and Capitol Theatres—
Film Numbers—Infatuation (First National), Kinograms.
Musical Program—Orchestral, vocal and dance numbers.
Delmonte Theatre—
Film Numbers—The Best Bad Man (Fox), Comedy, News, Fables.
Musical Program—Orchestral overture and popular numbers.
King and Rivoli Theatres—
Film Numbers—Madame Behave (Producers Dist. Corp.), Pathe comedy, News.
Musical Program—Orchestral and vocal numbers. On stage, Juvenile song and dance revue.

CLEVELAND

Stillman Theatre—
Film Numbers—Little Annie Rooney (United Artists), International News.
Musical Program—"Second Hungarian Rhapsody" (overture), "Doctor Tinkle Tinker" (vocal), "Toyland" (Prologue), "March of the Toys" (dance ensemble).
Allen Theatre—
Film Numbers—A Kiss For Cinderella (Paramount), Pathe News, Topics of the Day (Pathe), Scenic, Annette Kellerman novelty reel (Pathe).
Musical Program—"Finlandia" (overture), "From 1900 to 1926" (dance band novelty), (aded attraction).
State Theatre—
Film Numbers—Womanhandled (Paramount), International News.
Musical Program—Organ overture, Vaudeville.
Park Theatre—
Film Numbers—The Magpie (Paramount), Hot Doggie (Educational), Cartoon, Topics of the Day (Pathe), Pathe News.
Musical Program—Classical Jazz Revue.
Reade's Hippodrome—
Film Number—The Ancient Mariner (Fox), Flaming Flappers (Pathe), International News (Universal).
Musical Program—Medley of old time Favorite Airs (overture), Vaudeville.
Keith's East 105th St.—
Film Numbers—The Ancient Mariner (Fox), Good Cheer (Pathe), Aesop's Fables (Pathe), Pathe News.
Musical Program—Operetta Arias (overture), Vaudeville.
Circle Theatre—
Film Numbers—Black Cyclone (Pathe), A Dog's Life (Pathe), Aesop's Fables (Pathe),

Shootin' Indians (Pathe), Pathe News.

BUFFALO

Shea's Hippodrome—
Film Numbers—A Kiss For Cinderella (Paramount), Good Cheer (Pathe), Hippodrome Review (Selected).
Musical Program—Overture to "The Student Prince" Organ solo. "Dance Creation."
Loew's State—
Film Numbers—The Keeper of the Bees (F.B.O.), Buster's Nightmare (comedy), Loew's Minute Views (Pathe).
Musical Program—Hits from "Rose Marie" (overture), Vaudeville.
Lafayette Square --
Film Numbers—My Son (First National), Pathe comedy, Lafayette News, (Kinograms).
Musical Program—Selection from "Nanette" (overture), Organ solo, vaudeville.
Shea's Norrth Park—
Film Numbers—Don Q (United Artists), Christie comedy, North Park Review (Selected).
Musical Program—"Orpheus in the Underworld" (overture), Organ solo.
Olympic Theatre --
Film Numbers—Bad Company (Associated Exhibitors), The Overland Limited (S. R.), Olympic News (International).
Musical Program—Selections by Serenaders.
Palace Theatre --
Film Numbers—Below the Line (Warner Bros.), Mermaid comedy, Palace Review (International).

DETROIT

Capitol Theatre—
Film Numbers—Womanhandled (Paramount), News (Pathe), Aesop Fable, Comedy (Educational).
Musical Numbers—Orchestra, organ, vocal quartet.
Broadway-Strand Theatre—
Film Numbers—Storm Breaker (Universal), International News.
Musical Program—Organ.
State Theatre—
Film Numbers—Stage Struck (Paramount), Kinograms, Comedy (Educational).
Musical Program—Orchestra, organ, banjo duo.
Adams Theatre—
Film Numbers—That Royle Girl (Paramount), Kinograms.
Musical Program—Orchestra, organ.
Fox Washington Theatre—
Film Numbers—Thank You (Fox), Fox News, Comedy (Fox).
Musical Program—Organ, singer.
Madison Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Pathe News.
Musical Program—Orchestra, organ.

Now PRINCESS Now



Good art work and strong contrast of black and white give decided punch to this ad of the Princess, Hartford, Conn., for First National's "The Scarlet Saint."

TRAILERS SELL SEATS
NATIONAL SCREEN SERVICE
YOUR MOST EFFECTIVE SALESMAN

INDIANAPOLIS

Circle Theatre—

Film Numbers—Joanna (First National), Novelty Film (Pathe), News (Universal).

Musical Program—Overture, "A Trip to Hawaii" (Stage presentation).

Colonial Theatre—

Film Numbers—Sporting Life (Universal), Comedy (Universal), Aesop Fable, News, (Universal).

Musical Program—American Harmonists.

Apollo Theatre—

Film Numbers—A Kiss For Cinderella (Paramount), Imperial Comedy (Fox), News, (Fox).

Musical Program—Orchestra, organist, singing comedian.

SAN FRANCISCO

California Theatre—

Film Numbers—A Kiss for Cinderella (Paramount), Flight that Failed (Peerless), International News.

Musical Program—"Fairy Tales" (Overture) "Caprice Viennois" (Violin) "Arrival of Santa Claus" (Stage Presentation).

Loew's Warfield Theatre—

Film Numbers—Soul Mates (Metro-Goldwyn-Mayer), Yes, Yes, Babette (Educational), Felix the Cat (Peerless), International News, Kinograms.

Musical Program—"Orpheus" (Overture), "Lonesome Me" (Orchestra), "Salad Ideas" (Presentation).

Imperial Theatre—

Film Numbers—The Gold Rush (United Artists), Fox News.

Musical Program—"Fins and Feathers" (Organ), "Camp Fire and Minning Songs."

St. Francis Theatre—

Film Numbers—The Wanderer (Paramount), Hodge Podge (Educational), Silvery Art (All Star), International News.

Musical Program—"Memoirs of the Orient" (Overture), "Introductory Oriental Bacchanal" (Presentation).

Cameo Theatre—

Film Numbers—The Lucky Horse-shoe (Fox), Little Red Riding-hood (Universal), International News.

Musical Program—"Christmas Carols, New Year Songs."

Granada Theatre—

Film Numbers—Sporting Life (Universal), The New Champ (Peerless), Walloping Wonders (Pathe), Pathe News.

Musical Program—"California Juvenile Trio" (Special) "Automatic Stage New Year Concert." (Presentation).

Union Square Theatre—

Film Numbers—Midnight Secret, Fox Comedy, Pathe News.

Musical Program—Vaudeville.

Golden Gate Theatre—

Film Numbers—Why Women Love (First National), Sweet Marie (Fox), Aesop's Fable, Pathe News, Pathe Review.

Musical Program—Vaudeville.

MINNEAPOLIS

New Aster Theatre—

Film Numbers—The Ancient Mariner (Fox), Adventures of Mazie (F. B. O.), News (Fox).

Musical Program—Organ Overture.

Garrick Theatre—

Film Numbers—Sally, Irene and Mary (Metro-Goldwyn-Mayer), The Flaming Flappers (Pathe), Nine of Spades, Garrick News (selected).

Musical Program—"Jingle Bells" (Male quartet and organ with orchestra), "Bamboola" (organ).

Lyric Theatre—

Film Numbers—Raffles (Universal), Madame Sans Gene, Kinograms (Educational).

Musical Program—Organ overture.

Strand Theatre—

Film Numbers—Irish Luck (Paramount), Soup to Nuts (comedy), Strand News (selected).

Musical Program—Orchestra overture. Holiday specialty.

State Theatre—

Film Numbers—Clothes Make the Pirate (First National), Felix (comedy), State News Digest (Selected).

Musical Program—"The Night Before Christmas and the Day After" (orchestra overture). "The Old Woman Who Lived in a Shoe." (Kiddie Revue).

PHILADELPHIA

Stanley Theatre—

Film Numbers—The Keeper of the Bees (F. B. O.), Stanley Magazine.

Musical Program—"Zampa" (Overture), "Santa Claus" (Xmas Fantasy), Tenor solos, "Stanley Xmas Party" (Diversissement).

Fox Theatre—

Film Numbers—The Ancient Mariner (Fox), Fox News.

Musical Program—Overture: "Around the Christmas Tree" (overture), "Liebesfreud" "From the Canebreak" & "Meditation" (Violin solos), "A Christmas Fantasy" (dance numbers), Song recital of old time favorites.

Stanton Theatre—

Film Numbers—Don Q, Son of Zorro, (United Artists).

Karlton Theatre—

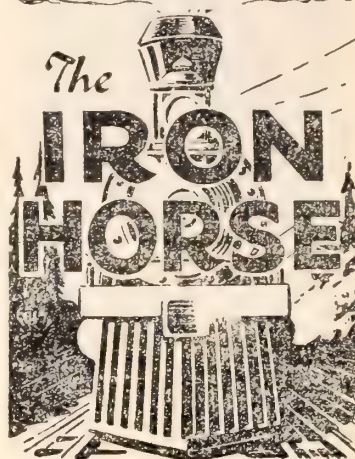
Film Numbers—Tessie (S. R.).

Arcadia Theatre—

Film Numbers—Old Clothes (Metro-Goldwyn-Mayer),

THE FILM THAT RAN FOR
ONE YEAR IN NEW YORK
IS STILL RUNNING
AT THE CAPITOL

Haymarket, London, W. At 5, 6, and 9
(Court Perf. 1.30-1.11. Sundays—6 & 8.



Vigorous One column display for
"The Iron Horse," (Fox) used
by the Capitol Theatre, London,
England.

Marionettes (fantasy), Fox
News.

Palace Theatre—

Film Numbers—The Unguarded
Hour (First National).

Victoria Theatre—

Film Numbers—Go Straight
(Paramount).

Capitol Theatre—

Film Numbers—The New Com-
mandment (First National).

Aldine Theatre—

Film Numbers—The Big Parade
(Metro-Goldwyn-Mayer).

CINCINNATI

Capitol Theatre—

Film Numbers—A Kiss For Cin-
derella (Paramount), Capitol
News (Selected).

Musical Program—Orchestra.

Walnut Theatre—

Film Numbers—Clothes Make The
Pirate (First National), Topics,
Fables, News (Pathe).

Musical Program—Orchestra.

Strand Theatre—

Film Numbers—Bobbed Hair
(Warner Bros.), Sky Hooks
(Comedy), Pathe News.

Musical Program—Orchestra.

Lyric Theatre—

Film Numbers—The Pony Express
(Paramount), Kinograms.

Musical Program—Orchestra.

Gifts Theatre—

Film Numbers—Seven Sinners
(Warner Bros.), Little Red Rid-
ing Hood, Kinograms.

Family Theatre—

Film Numbers—Peacock Feathers
(Universal), Felix Grabs His
Grub, Fox News.

KANSAS CITY

Newman Theatre—

Film Numbers—A Kiss For Cin-
derella (Paramount), Newman
Mirror of the World (Selected),
Newman Current Events
(Local).

Musical Program—"A Musical
Cocktail" (Overture), New
Year's Follies (Specialty), Song
Diversissement, Organ Solos.

Liberty Theatre—

Film Numbers—Where Was I?
(Universal), Aesop's Fables,
Little Red Riding Hood (Uni-
versal), International News.

Musical Program—"Poet and
Peasant" (Overture), (Organ
Solos).

Royal Theatre—

Film Numbers—Pretty Ladies
(Metro-Goldwyn-Mayer), Over
There And Abouts (Pathe),
Royal Mirror of the World
(Selected), Royal Current
Events (Local).

Musical Program—"New Year's
Selections" (Overture), Organ
Solos).

Mainstreet Theatre—

Film Numbers—Clothes Make the
Pirate (First National), Pathe
News and Educational Short
Subjects.

Musical Program—"New Year's
Selections" (Overture), (Organ
Solos).

Pantages Theatre—

Film Numbers—Camille of the
Barbary Coast (Assoc. Exhibi-
tors), Pathe News, Aesop's
Fables).

Musical Program—Atmospheric
Selections (Overture), (Organ
Solos).

CHICAGO

Chicago Theatre—

Film Numbers—The Beautiful
City (First National), Literary
Digest, International News,
Christmas Film (Special Reel),
Good Cheer.

Musical Program—"Cavalleria
Rusticana," (Overture), "Fan
Dance," (Specialty), "Don't
Forget To Remember," (Organ
Solo), "Way Down South,"
(Specialty).

Tivoli Theatre—

Film Numbers—The Midshipman
(Metro - Goldwyn - Mayer),
International News, Christmas
Film (Special Reel), Bachelor
Babies.

Musical Program—"Morning,
Noon & Night" (Overture),
"The Lost Chord," (Specialty),
"A Reverie" (Organ Solo),
"Marie Macquarrie Harp En-
semble" (Presentation).

Uptown Theatre—

Film Numbers—The Grand Duch-
ess and the Waiter (Para-
mount), Weekly & Digest,
Christmas Film (Special Reel),
Comedy (Selected).

Musical Program—"Scenes Hon-
groise" (Overture), Myrtle
Leonard, Soloist (Specialty),
"Cinderella" (Presentation).

McVickers Theatre—

Film Numbers—Hands Up (Para-
mount), News Weekly (Pathe).

Castle Theatre—

Film Numbers—Go West (Metro-
Goldwyn-Mayer).

Roosevelt Theatre—

Film Numbers—The Phantom of
the Opera (Universal).

Orpheum Theatre—

Film Numbers—The Road to Yes-
terday (Producers Dist. Corp.).

Monroe Theatre—

Film Numbers—When the Door
Opened (Fox).

Senate Theatre—

Film Numbers—The Man On The
Box (Warner Bros.), Our Gang
(Pathe), Newsreel.

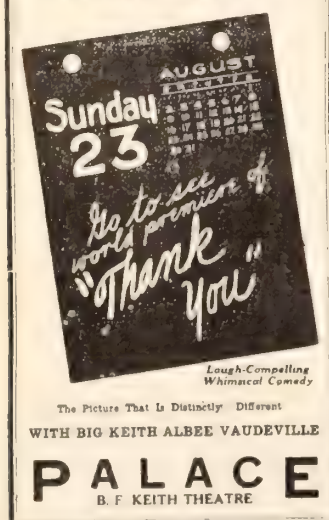
Musical Program—"A Trip to
Toyland" (Stage Presentation),
Organ Novelty.

Harding Theatre—

Film Numbers—The Man On The
Box (Warner Bros.), Comedy
Newsreel.

Musical Program—"Cinderella"
(Stage presentation), "Baccha-
nale" (Overture), Organ Novel-
ty.

Make a
Note Now



Effective use of the Calendar idea
in a display for "Thank You" (Fox)
by the Palace Theatre, Cleveland.

Short Subjects and Serials

Advocates Serials For Laugh Month

SERIALS are advocated for Laugh Month by E. Oswald Brooks, serial sales manager of the Pathe Exchange, who declares that while every good serial must be of melodramatic action and thrills, it must also have comedy relief.

"Our producers do not hesitate to introduce logical comedy sequences in most every weekly chapter," says Brooks. "Just a touch of the whimsical comedy element here and there; occasionally a streak of comedy or burlesque helps wonderfully to relieve the tension of the audience."

"It is certainly not out of place to suggest that a Pathe serial like 'Play Ball,' 'Into the Net' or 'The Green Archer' would be welcomed on the screens of the country during the month dedicated to laughter."

Charles Lamont is Directing Mermaid Comedy

Charles Lamont, who for some time past has been directing the Educational Juvenile comedies, is now directing Lige Conley and Estelle Bradley in a new Educational-Mermaid comedy. Upon the completion of his present work he will again assemble the youngsters and complete the series of six juvenile comedies Educational will release.

Theda Bara Starts Her First Short Comedy

Theda Bara has started on her first short feature comedy for Pathe release at the Hal Roach studios. She is being directed by Richard Wallace. In the supporting cast are Tyler Brooke, Jimmie Finlayson, Fred Malatesta and Joe Madison. Other players have still to be added to the cast.

Billy Dooley is Recovering From Operation

Billy Dooley, Christie comedian, is rapidly recovering at his home from a recent operation, and will be back before the camera in a few days. He had just finished his latest comedy, "A Salty Sap," when he was taken sick while doing his vaudeville act at a Los Angeles theatre.

Bray has Completed "Dinky Doodle" Cartoon

Filming has been completed by Bray Productions on the next of the "Dinky Doodle" series for F. B. O. release. It is titled "Dinky Doodle in the Restaurant." Walter Lantz appears in this subject together with the cartoon characters.

William Goodrich Directs Johnny Arthur

William Goodrich is directing Johnny Arthur in the fourth of the latter's Educational-Tuxedo comedies. Virginia Vance has the leading feminine role.

Sixth
in the
Series
of
Cartoons
Being
Run in
Motion
Picture
News
in
Connection
with
National
Laugh
Month

"Don't put all your eggs in one basket."



"That basket doesn't look big enough to carry all those eggs. Put some in the other one. It's safer!"

Fox Changes Laugh Month List

"Fighting Tailor" placed on Schedule;
Three Full Length Comedies Added

A SLIGHT change in the release schedule of Fox comedies for Laugh Month has been made with the substitution of "The Fighting Tailor" for "Officer of the Day." The former is the second of the "East Side, West Side" series featuring George Harris and Barbara Luddy.

Other Fox comedies scheduled for release the first half of the month include "Cupid a la Carte," of the O. Henry series; and "His Own Lawyer" of the Helen and Warren Married Life series, adapted from Mabel Herbert Uner's newspaper stories. The whole list of Fox comedies available for Laugh Month includes fourteen two-reelers, released during November, December and January.

In addition to the short subjects, Fox has an imposing trio of full length comedies for late in the month. They are "The First

Year," "A Trip to Chinatown" and "The Cowboy and the Countess."

"The First Year," based on the John Golden stage success, will be released January 24th. Kathryn Perry and Matt Moore will be seen in the leading roles. Frank Borzage directed.

"A Trip to Chinatown," scheduled for release January 31st, is the first of the Charles Hoyt comedies recently purchased by Fox. Margaret Livingston and Earle Foxe are the principals, while in the supporting cast are F. Farrell MacDonald, Anna May Wong, George Kuwa, Marie Astaire, Gladys McConnell, Harry Woods and Hazel Howell. Robert Kerr directed.

Buck Jones is the star of "The Cowboy and the Countess," with Helena D'Algy playing opposite him and Harvey Clark in a leading comedy role. This picture is also for release on January 31st.

Resume of Current News Weeklies

FOX NEWS CONTINUITY, VOL. 7, NO. 25: Los Angeles, Cal.—Largest and smallest of round-the-world ships, one 697 feet long, other only 34, meet in harbor; Schenectady, N. Y.—New Western Gateway bridge, a mile long and spanning the Mohawk river, is formally opened; Vienna—First pictures of new president of Austria. Here's the newest dance since the Charleston and called the New Yorker; Cambridge, Mass.—Boy athletes of Harvard, member of Pi Eta club, prepare to play feminine roles in college comedy; Scotland—Sportsmen of the British Isle create a new style in dogs; Bryn Mawr, Pa.—Teams of girls compete at Lacrosse; Gray Harbor, Wash.—Driven inshore by fierce storms in North Pacific, thousands of sea gulls search the surf for food; Shamokin, Pa.—Lucky are these people living in the anthracite region where coal lies just under the surface; Vincennes—Due to a labor shortage, France employs women in its cartridge factories to supply Morocco army; New York City—U. S. Army engineers dynamite solid rock on bed of world's greatest harbor to clear channel.

FOX NEWS CONTINUITY, VOL. 7, NO. 26: Paris, France—Modified bull-fight, with all the thrills but minus the kills; Philadelphia—Gen. Smedley D. Butler of Marine Corps fame resigns as police head; Marysville, Cal.—Harvest of the Nation's rice crop is hastened by modern machinery; Frascati, Italy—In part payment of war debt, Germany restores to Kingdom of Italy, the beautiful Falconieri villa; Paris, France—For first time, a lioness is on the passenger list of the airplane line that crosses English Channel; Scotland—In St. Andrew, where game of golf originated in year 1452, everybody enjoys the pastime today; Emory, Ga.—Entire G. W. Hutchinson of family—father, mother and three children, are students at Emory College here; Mt. Lassen, Cal.—One of America's hottest spots, winter or summer, is this volcanic mountain dotted with boiling lakes; How Girls Are

Trained to be Fashion Models—In New York, thousands pose professionally and recruits are added daily; Bend, Ore.—Lumbermen of Central Oregon pine forests set new production record of a million feet per day; North Atlantic Storms Batter Ocean Liners—Heaviest seas in years batter giant Aquitania on trip from New York.

PATHE NEWS NO. 104: Ormond Beach, Fla.—J. D. Rockefeller arrives in South for winter! Brooklyn, N. Y.—Champion soccer teams appear in annual benefit game! New York City—Nominate new Ambassador to Spain! Washington, D. C.—Court-martial fails to dampen spirits of Col. Mitchell! (Except Detroit) Detroit, Mich.—After making \$100,000 in six professional grid games, Red Grange is forced to cancel football matches because of injuries; Mosul, Asia Minor—Settle problem which threatened pace of eastern Europe! New York City—Can Babe Ruth come back? Washington, D. C.—Battle to make U. S. member of World Court opens in Senate! With the British Fleet—Exclusive pictures of life aboard His Majesty's giant battleships; Detroit, Mich., (Detroit only)—Wuxtra! Wuxtra! Old newsboys sell papers; Notch, Missouri (Kansas City only)—"Uncle Ike" oldest U. S. postmaster.

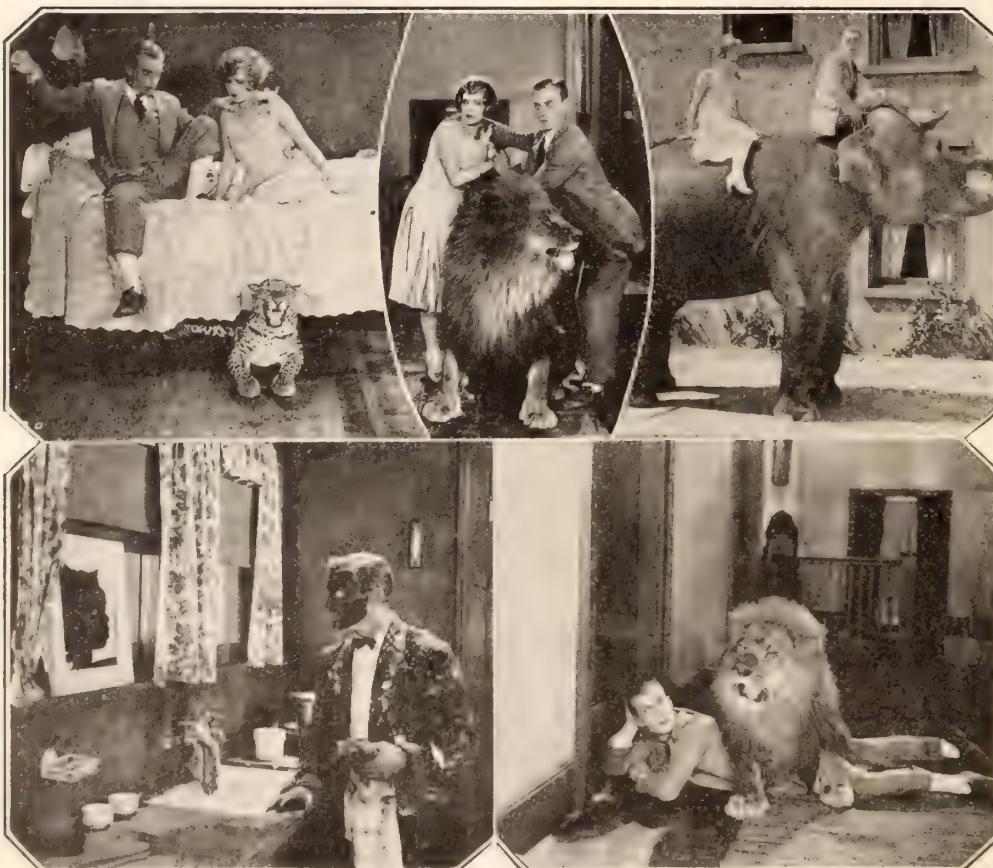
PATHE NEWS NO. 1: Seattle, Wash.—Seniors shine shoes for holiday charities; Wilmington, Del.—Special chemicals will prevent annual loss of millions in oil fires! With Great Britain's Pride of the Sea—H. M. S. Hood in action! In the Limelight—Oust Philadelphia's clean-up man borrowed from Marines; Berlin, Germany—German Communists protest \$30,000,000 payment to ex-Kaiser! New York City—Two thousand kiddies find holiday cheer aboard S. S. Leviathan! Queensberry, Scotland—Guard safety of Britain's bridge.

INTERNATIONAL NEWS NO. 105: Calcutta, India—Mohammedan hosts in amazing mass prayer; New York City—If you want to reduce here's Babe Ruth's system; Long Island, N. Y., (Omit Philadelphia)—Daddy of airplanes still rides the skies; Philadelphia, Pa., (Philadelphia only)—Movie questions keep "EMO" on the jump; New York City—Wall street adopts artists' smocks; Philadelphia, Pa., (Philadelphia only)—Bryn Mawr students adopt Lacrosse; Belleville, Ill., (Kansas City and St. Louis only)—Kris Kringle takes to the skies; Paris, France—Pampered pets of Paris hold annual court; Los Angeles, Cal.—Do you want your baby never to cry? Along the Snake River, Idaho—Mail carriers defy treacherous rapids; Abyssinia, Africa—Zoo hunters invade Abyssinian jungles for rare specimens.

INTERNATIONAL NEWS NO. 106: Philadelphia, Pa.—Gen. Butler fired as boss of police; Los Angeles, Cal. (Omit Phila.)—Kids flock by hundreds to Charleston "School"; Philadelphia, Pa. (Philadelphia only)—Yuletide festivities gladden hearts of kiddies; Dover, Eng.—Great steamer saved after disastrous crash; Washington, D. C.—Mrs. Coolidge brings cheer to hospital youngsters; New York City—Mr. Joe Mendi spruces up for the new year; International News Reel presents Greatest Thrills of 1925 Sports—1, Red Grange, Illinois iceman, proves the football sensation of the year; 2, Nurmi, the Phantom Finn, smashes running records of all time; 3, Jack Dempsey retains the world's heavyweight boxing championship by devoting all his time to being a model husband; 4, the classic Kentucky Derby goes to Flying Ebony who shows his heels to a big field of contenders; 5, The U. S. Cavalry School at Ft. Riley, Kansas, sets a new standard in cross-country riding; At Sea—1, great American fleet completes longest cruise in its history battling rough seas to a triumphant home-coming; 2, fire claims two great coast-wise steamers—the Lenape, shown here, and her sister ship the Comanche; 3, thirty war time vessels worth a million a piece are consigned to the flames by Uncle Sam. Aviation—The U. S. dirigible Los Angeles establishes long distance cruising records in journeys over land and sea; 2, but her sister-ship the Shenandoah, meets disaster in a storm over Ohio; 3, Britain establishes an air patrol above the Pyramids; 4, the smoking craters of Mt. Etna are invaded by an intrepid Italian fiver. In the Public Eye—1, Calvin Coolidge begins his "second" term as President of the U. S. with brilliant inaugural ceremonies; 2, Gen. Van Hindenburg assumes the presidency of Germany amid the acclaim of his countrymen; 3, Premier Mussolini tightens his hold on the destinies of Italy with the Fascist legions standing firmly behind their idol.

KINOGRAMS NO. 5145: New York—Canadian and New York hockey teams formally open new Madison Square Garden with Canadians winning international match; Washington, D. C.—Col. Mitchell is sentenced to five years exile from army; Yellow Springs, Col.—Antioch College starts movement among youth of land to conserve Christmas trees by yearly planting; Santa Rosa, Cal.—Ernie Nevers, famous Western football star, signs as a professional for \$50,000; Kansu, China—Chinese use river as opium growing aid, taking advantage of ingenious irrigation system; Somewhere in California—Screen comedians show how to laugh during National Laugh Week; San Francisco—Youngsters on coast enjoy December day on beach.

KINOGRAMS NO. 5146: Paris—Paris Bourse in panic as franc reaches new low level; Washington, D. C.—Col. Mitchell, sentenced to exile from army, receives many messages of cheer from his friends; Cambridge, Mass.—Harvard football warriors become chorus ladies in college musical show; Washington—World court and wet or dry issues agitate nation's lawmakers as sixty-ninth Congress gets down to work; Wellesley, Mass.—Naturalist tames a partridge, known as one of the shyest birds; Rome, Italy—Tall Italian stirs crowds as he walks through streets and parks; New York—Babe Ruth begins training for next baseball season with strenuous daily program in gymnasium.



Humorous scenes from "Live Cowards," an Educational release.

"Flashes of Past" New Two-Reeler

"FLASHES OF THE PAST" is to be released by Pathe as a two-reel subject. It was issued originally in connection with the Pathe New Fifteenth Anniversary film and met with such approval that its issuance as a two-reeler was decided upon. It is a comprehensive review of the historic events of the last fifteen years, and brings back to the screen the important happenings throughout the world as presented by Pathe News.

Newspapers in all parts of the country devoted much space to reproductions of scenes from the film in both rotogravure and black and white sections. Subsequently at the request of members of the National Press Club it was given a private showing at Keith's Theatre in Washington.

Century Feminine Stars a New Screen Departure

Having taken over the vote, boyish haircuts, the gubernatorial chair in at least one state, and various other strongholds of the male, the fair sex is likely to usurp man's position in still another field—that of stardom in screen comedies, is the declaration of Julius Stern, president of the Century Film Corporation, makers of Century Comedies.

Two years ago, with one exception, no feminine player had ever been starred in two-reel comedies since the days of Mable Normand. Then the Century Comedy company decided to try two-reelers with feminine stars.

Wanda Wiley was the first comedienne to be elevated to stardom, and soon after, Edna Marian was made a Century star.

The first series of comedies starring these two capable young performers were so popular, that both were given long-term contracts.

In little more than a year, Miss Wiley and Miss Marian have become two of the leading attractions of the short-subject field, and threaten to eclipse the many masculine stars. Both of these stars have made several extra good comedies for Laugh Month release.

Blanche Mehaffey Signed to Universal Contract

Blanche Mehaffey, former Follies girl, and more recently the Mamie Shannon of Universal's "His People," has been signed to a long time Universal contract. She is the second of the "His People" cast to be so signally honored. George Lewis, who played her prize-fighting sweetheart in the picture, is the other.

Miss Mehaffey was born in Cincinnati and graduated from Lasell Seminary in Philadelphia. From the Seminary she graduated directly into Mr. Zeigfelds' justly famous Follies Seminary. She appeared with Will Rogers on the New Amsterdam Roof. From the Follies, it was an easy jump to bathing girl comedies, and she had been in moving pictures almost two years before she was offered this first opportunity to play a dramatic role. Her success in it was the determining factor in the minds of Universal officials in giving her a long time contract.

Newsreel Boosts Laugh Month

International and King Feature Syndicate
Add to Interest in Coming Event

A SPECIAL Laugh Month section in International Newsreel No. 1, the current issue, and a full page layout now being sent out to newspapers all over the country by the King Feature Syndicate, mark two important steps during the past week in the drive for National Laugh Month.

The newsreel section included a peek behind the scenes, showing several popular newspaper cartoonists at work. Included in the subject are Billy De Beck, creator of Barney Google, and George McManus, the pen-daddy of Mr. Jiggs. The International Newsreel cameraman caught McManus drawing some special cartoon adventures of Mr. Jiggs tied up with Laugh Month. Mal St. Clair and Adolphe Menjou were present during the taking of these pictures. These two stars are ardent supporters of the

Laugh Month idea and are shown watching and applauding the work of the cartoonists in furthering the Laugh Month propaganda.

The Laugh Month page being sent out by the King Feature Syndicate is a lay-out showing the leading comic cartoonists of that syndicate, at work drawing cartoons of their famous proteges. Included in the page are Harry Herschfield, with his great character, Abie the Agent; Cliff Sterrett, with Pa Perkins; Jack Lait with Gus the bus boy; Russ Westover, with Tillie the Toiler; Billy De Beck, with Barney Google and Sparkplug, and George McManus, with Mr. Jiggs.

The page is headed "Laugh and the World Laughs With You," one of the Laugh Month slogans. Each sup-caption on the page refers to Laugh Month.

Pathe Lists Comedy Releases

Sennett and Roach Comedies and Other
Features for Second Laugh Month Week

PATHE'S list of releases for the second week of Laugh Month includes Mack Sennett and Hal Roach two-reel comedies, an Aesop's Film Fable, "Topics of the Day" and other features.

"Wide Open Faces" is the title of the Mack Sennett comedy release. It was di-

rected by Lloyd Bacon. In the supporting cast are Thelma Parr, Eugenia Gilbert, Marvin Lobach and Leo Willis.

The "Our Gang" holiday comedy produced by Hal Roach and directed by Robert McGowan is titled "Good Cheer." The gang encounters a whole army of Santa Clauses. Mary Korman, Farina, Micky Daniels, Joe Cobb, Jackie Condon, Johnny Downs and Jay Smith all contribute to the fun.

"Three Blind Mice" is the Paul Terry animated cartoon for Laugh Month, while "The Mystery Ship" is the title of the sixth chapter of the Pathe serial, "The Green Archer," a picturization of the Edgar Wallace novel of the same name. Allene Ray and Walter Miller are the featured players.

"All Astride" is a Grantland Rice "Sportlight." Rice shows how the horse is still supreme in the cattle country, as a means of transportation in the rough mountain roads, on the polo field and the race track.

Pathe Review No. 2 presents "Plundering the Sea," a camera record of the Arcturus Oceanographic Expedition released in co-operation with the New York Zoological Society; "Innocence," pictorial studies of babyhood a Pathe color living painting; "A Date in Egypt," stealing sticky fruit from the stately palm.

Two issues of Pathe News complete the Pathe schedule for the week of January 10th.



Scenes from "The Mystery Ship" No. 6 of "The Green Archer," a Pathe serial release.

FABIAN'S Branford

Newark first-run plays

"SILVER ART"

One-reel skiing special this
Week.

729 7th Ave.



N. Y. City

Edwin Miles Fadman, Pres.

Pre-release Reviews of Features

The Lawful Cheater

(B. P. Schulberg—4946 Feet)

(Reviewed by George T. Pardy)

AUTHORSHIP and direction of this feature are credited to Frank O'Connor, who may rest content in the belief that nobody will try to steal those doubtful double honors. The plot is a blatant absurdity, even for underworld stuff where allowance is always made for melodramatic exaggeration, and its continuity lost in a bewildering maze of ragged complications. Clara Bow as the heroine, clad in boyish garments, not that such attire is necessary to the story's development, but merely because she looks good in the male get-up, throws a lot of ginger into an impossible role. Jack Wise does very well as a sinister thug and Edward Hearn and George Cooper score as the fraternal crooks. It's a fine cast and the excellent work of the players shines out the one bright spot in an otherwise incredibly foolish picture. There are a number of rather stereotyped thrills, but the action moves swiftly.

THEME. Melodrama, underworld atmosphere. Treats of girl's adventures in reclaiming brothers from crooked ways and her final marriage to wealthy young chap.

PRODUCTION HIGHLIGHTS. Uniformly good acting by principals and supporting cast. Scene where Molly finds the buried bonds. Quick action and surprise finish.

EXPLOITATION ANGLES. Feature Clara Bow. Bill as underworld story with melo thrills and stress heroine's ruse and self-sacrifice for brothers.

DRAWING POWER. Plot lacks stability of purpose or logic. Only fit for theatres where bill is frequently changed.

SUMMARY. Underworld melo. Has confused, impossible plot, puts over a few thrills, but outside of good acting offers nothing important from box office standpoint.

THE CAST

Molly Burns.....	Clara Bow
Richard Steele.....	Raymond McKee
Johnny Burns.....	George Cooper
Roy Burns.....	Edward Hearn
Detective.....	Fred Kelsey
Sam Riley.....	John Prince
Lazardi.....	Jack Wise

Author and Director, Frank O'Connor.

SYNOPSIS. Molly Burns comes to New York and discovers her two brothers are crooks. She meets and falls in love with Dick Steele. In order to reform her brothers she pretends to turn crooked and has them go to work as a supposed protection for them from the police, arranges a bank robbery and in digging under the building finds package of bonds. All of which turns out to be a plot by Molly to straighten out her brothers. She succeeds and weds Steele.

The Lawful Cheater

(Schulberg)

PRESS NOTICE

CLARA BOW, starring in "The Lawful Cheater," will be the main screen attraction at the _____ Theatre on _____. This is an underworld melodrama, replete with thrills and romance in which Miss Bow scores a hit as a young girl who comes to New York, finds her two brothers mixed up in crooked activities, and sets herself to reform them by audacious means, apparently turning crook and arranging a bank robbery. She is successful in her efforts, after undergoing a variety of astonishing adventures, and a love affair with a young son of a wealthy father ends happily for the girl and lover.

Raymond McKee, George Cooper, Jack Wise, Edward Hearn, Fred Kelsey, appear in support.

CATCH LINES

One girl against a whole gang of criminals. And "The Lawful Cheater" cheats the cheaters at their own game!



Clara Bow, who appears in "The Lawful Cheater," a B. P. Schulberg production.

Defend Yourself

(Dependable Films—5000 Feet)

(Reviewed by George T. Pardy)

PATRONS who revel in underworld melodrama with sensational and sentimental angles sharply developed ought to find this one much to their liking. Director Dell Henderson has injected a lot of snappy action into it, and though far from being suitable entertainment for the first-run houses, the picture should prove a satisfactory attraction in certain localities where full-blown romance garnished by crook trimmings and tearful episodes usually has a successful appeal. Dorothy Drew is pretty and alluring as the excessively good young lady who remains uncontaminated by the unhealthy atmosphere of a notorious cabaret where she earns her living as a masked dancer, and saves her pennies for the support of a crippled brother. Miss Dupont does very well in the role of Smiley Bill Curtain's jealous gal, and Robert Ellis gives a capable performance as young Dr. Poole. Sheldon Lewis' impersonation of cynical, unscrupulous Smiley Bill is a clever bit of work.

THEME. Crook melodrama. Girl dancer in underworld cafe supports sick brother, wins doctor's admiration, escapes villainous wooer and weds physician.

PRODUCTION HIGHLIGHTS. Beginning of Lou's love affair with Poole. Underworld atmosphere. Trapping of Poole by thugs. His escape. Shooting of Smiley Bill.

EXPLOITATION ANGLES. Play up heroine's unselfishness and devotion to brother. Stress romance with doctor, melodramatic and sentimental phases.

DRAWING POWER. Should do good business in the smaller houses.

SUMMARY. Sensational incidents, sentimental angles and crook atmosphere combine to make this a good buy for state rights market. O.K. for small house trade.

THE CAST

Louisa Nolan.....	Dorothy Drew
The Mouse.....	Miss Dupont
Doctor Poole.....	Robert Ellis
Smiley Bill Curtain.....	Sheldon Lewis

Author, Frank Beresford. Director, Dell Henderson.

SYNOPSIS. Lou Nolan's father, an underworld character, is shot and killed. She supports her crippled brother, Stevie, in whose case young Dr. Poole is interested, by filling an engagement as masked dancer in a sporting cafe. There she meets Curtain, the crook who killed her father. When Curtain's girl, The Mouse is hurt Poole attends her, does not recognize Lou but arouses Curtain's jealousy. Poole is trapped by Curtain who announces his instant marriage to Lou. The Mouse shoots Curtain, Poole escapes, finds Lou and secures her promise to be his wife.

Defend Yourself (Dependable Films)

PRESS NOTICE

THE fleeting shadows of mystery, the stress of stirring melodrama, the warm glow of sentiment and romance; all combine to make colorful and entertaining "Defend Yourself" a unique picture scheduled to be shown at the _____ Theatre on _____. The story deals with the love adventures of a girl who dances in a notorious New York cafe to obtain funds with which to support and effect the cure of a crippled brother, a throbbing drama set against brilliant backgrounds, starring beautiful Dorothy Drew.

She is supported by an excellent cast, including Miss Dupont, Robert Ellis, Sheldon Lewis and others.

CATCH LINES

The glitter and dazzle of night life in the world's greatest city, the sorrows of side-streets where lost souls wander and grope for a fresh start in Gotham, a girl's brave battle against odds!



Dorothy Drew, who appears in Dependable Film Corporation's "Defend Yourself."

The Great Jewel Robbery

(Kerman Films—4800 Feet)

(Reviewed by George T. Pardy)

THE members of that large-sized contingent of movie-goers who delight in crook melodramas geared up to the high speed mark should find "The Great Jewel Robbery" much to their liking. While there is nothing particularly new about the plot, its slam-bang action, physical combat thrills and comedy angles are pretty certain to satisfy the amusement demands of average house patrons, director John Ince having apparently carried out a resolution to make the picture a gingery affair from start to finish. Also, there is plenty of variety in the proceedings, as the arch-crook and his pals engage in a hunt for the first stolen, then lost jewels, which the head villain transferred to the hero's person in a moment of panic. It's all far-fetched hokum, but spicily entertaining just the same. Herbert Rawlinson is cast in a role that suits him exactly, that of a man-about-town with a taste for adventure, Grace Darmond registers effectively as a sprightly female cop and the support is capital.

THEME. Crook melodrama. Girl detective searches for stolen jewels, is finally captured by bandits with man she loves, but both are rescued at crucial moment.

PRODUCTION HIGHLIGHTS. Comedy mixup between hero, heroine, villain and valet in the apartment house. The kidnapping, pursuit, fight, and scene where police arrive.

EXPLOITATION ANGLES. Make the most of the title in your ads. Feature Herbert Rawlinson. Tell 'em it's a comedy scream and melodramatic knockout.

DRAWING POWER. Suitable attraction for average house.

SUMMARY. Hands out melodramatic punches in plenty, has good comedy relief, moves fast, provides regulation under world atmosphere, both Herbert Rawlinson and Grace Darmond do good work in leads, will entertain masses.

THE CAST

Steve Martindale.....	Herbert Rawlinson
Doris Dunbar.....	Grace Darmond
McGroody.....	Frank Darmond
Hooper.....	Carlton Griffith
Mrs. Hooper.....	Marcella Daly
Cootie Joe.....	Chester Conklin

Author Not Credited. Director, John Ince.

SYNOPSIS. Doris Dunbar, detective, on the trail of stolen jewels, visits the Red Mill inn, where the thief, Hooper, and Steve Martindale, man-about-town, are drinking. Hooper in temporary fear of discovery, switches the jewels to Steve's pocket. Later, many complications arise when he tries to recover them. Doris and Steve are made prisoners in the thieves' hangout. He finds that she is his childhood sweetheart. Foiled in attempting to escape, they are rescued by the police and decide to become partners for life.

The Great Jewel Robbery (Kerman Films)

PRESS NOTICE

VIVIDLY exciting situations that go over with a bang, rich comedy and romantic lure combine to make "The Great Jewel Robbery" one of the Season's most attractive films. This picture comes to the theatre on _____ and narrates the adventures of a young girl detective in running down the theft of a bag of valuable gems, her meeting with a man who turns out to be her childhood sweetheart, the trapping of the pair by the bandits and manner in which fortune befriends them. Herbert Rawlinson is the hero with Grace Darmond in the heroine role.

The supporting cast includes Frank Darmond, Carlton Griffith, Marcella Daly, Chester Conklin and other lights of the screen.

CATCH LINES

What would you do if a crook dropped gems in your pocket? And what steps would you take if he tried to regain them? See how Martindale solved the problem in "The Great Jewel Robbery"!



Herbert Rawlinson, who appears in Kerman's "The Great Jewel Robbery."

The Midnight Flyer

(F. B. O.—6200 Feet)

(Reviewed by George T. Pardy)

THIS is as spectacular a railroad melodrama as has ever been filmed, travels at lightning pace and goes the limit for sensational thrills. It will surely prove a good box office asset and entertain a large majority of the fans. The race between the runaway train and pursuing engine puts over a terribly realistic punch and there are various other lurid situations, such as the scene in the engine cab when a drunken fireman forces his engineer to jump off the gangway by threatening him with a red-hot poker. Railroad men may want to know why one of the occupants of the runaway train didn't apply the air brakes from within and thereby halt the madman's proceedings, but the general public is not apt to know or care about technicalities, and when all is said and done "The Midnight Flyer" amply fulfills its purpose of providing vividly exciting entertainment. Cullen Landis is an acceptable hero, Charlie Post a distinctly repulsive villain, Dorothy Devore a sweetly attractive heroine and the support is O. K.

THEME. Melodrama. Engineer dismissed on cowardice charge redeems himself by saving Midnight Flyer from collision, is reinstated and wins girl he loves.

PRODUCTION HIGHLIGHTS. Scene where David is driven out of engine cab by drunken fireman. Sustained fast action, thrills, romance and chase of special.

EXPLOITATION ANGLES. Bill as ultra-sensational railroad melodrama, crammed with thrills, play up fight in engine cab and the wild chase of Midnight Flyer. Feature Cullen Landis and Dorothy Devore.

DRAWING POWER. Good card wherever high-powered, sensational melo is popular.

SUMMARY. Hits the high spots of speedy action and melodramatic thrills. A well photographed railroad romance with a sure realistic kick. Has audience appeal.

THE CAST

David Henderson.....	Cullen Landis
Mary Baxter.....	Dorothy Devore
Mel Slater.....	Charles Post
Silas Henderson.....	Charles Mails
Young Davey.....	Frankie Darro
Liza Slater.....	Claire McDowell
Mother Henderson.....	Barbara Tennant

Author, Arthur Guy Empey. Director, Tom Forman.

SYNOPSIS. David Henderson, engineer, is discharged because he deserts his engine when menaced by drunken fireman Mel Slater. Latter is discharged and later he boards a special train, throws off the engineer and starts it on a mad, runaway race. Dave jumps on a freight engine, runs it abreast the flying special, springs to the other engine, conquers Mel in a fierce fight and saves the train. He is reinstated and wins the girl he loves.

The Midnight Flyer (F. B. O.)

PRESS NOTICE

A SMASHING melodrama of railroad life, "The Midnight Flyer," which lovers of action pictures with vivid backgrounds cannot afford to miss; is scheduled for its initial local showing at the _____ Theatre on _____. Cullen Landis plays the hero, a young engineer, dismissed on charges of cowardice, who redeems himself by saving The Midnight Flyer from collision with a runaway special at the risk of his life. Landis' jump from one racing engine to another lists as one of the most spectacular feats ever filmed.

Dorothy Devore is the charming heroine, with Charles Post, Frankie Darro and other favorite players in important roles.

CATCH LINES

A rushing, roaring kaleidoscope of staggering scenic marvels! See the dastardly plot to wreck the Midnight Flyer, get the thrill when the young engineer leaps from one flying train to another. A realistic wonder!



Cullen Landis, the hero of "The Midnight Flyer," F. B. O.

That Old Gang of Mine

(Kerman Film Corp., Inc.—4900 Feet)

(Reviewed by George T. Pardy)

A GOOD program picture that, if properly exploited, ought to give satisfaction at the box office. Its appeal is altogether sentimental and probably the fans who must have thrills and red-hot action won't care much about it, for the story is purely a human interest affair, dealing with the taming effect a simple ballad, that brings back boyhood memories, has on the inflamed passions of a couple of rivals for political leadership. But its great sob stuff, make no mistake about that! The childhood scenes are beautifully handled and get over in great style, the scraps, reconciliations, laughter and tears of the kiddies will win sympathetic response from the most hardened cynic and make an especial hit with the women folks. The acting is excellent, with Maclyn Arbuckle scoring hard in the role of Senator "Big" Jim Walton, ably seconded by Tom Brown as his political rival, and Brooke Johns as the sweet-voiced musician. The support is O. K., and Mae Tully's direction adequate. A genuine "heart" film.

THEME. Sentimental drama. Echoes of an old song bring peace between political rivals Walton and Pierce. They revisit scenes of their boyhood, have a reunion of the childish gang members, now adult men and women, and combine forces.

PRODUCTION HIGHLIGHTS. The skilled direction, good local color and atmosphere. Boyhood scenes. Episode where song calms down threatened fight. Sentimental lure.

EXPLOITATION ANGLES. Bill as picture that will carry adult patrons back to boyhood days, play up the kid-mischief and sentimental appeal. Go after feminine trade strong. You can also interest juveniles in the child gang stuff.

DRAWING POWER. Suitable for neighborhood and smaller houses.

SUMMARY. A well directed, cleverly acted heart drama. No plot worth speaking of, film's strength lies in straight sentimental appeal of childhood memories angle.

THE CAST

Senator Jim Walton.....Maclyn Arbuckle
Tom Pierce.....Tom Brown
Musician.....Brooke Johns
Author Not Credited. Director, Mae Tully.

SYNOPSIS. Political rivalry between Senator Jim Walton and Tom Pierce assumes such bitterness that it threatens to disrupt their party on the eve of a primary election. Matters reach a climax at a meeting when a speech by Walton arouses Pierce and a fight seems likely. The singing of "That Old Gang of Mine" by Brooke Johns restores peace, brings back past memories, Jim and Tom revisit boyhood scenes and bring together old acquaintances from all walks of life. Harmony is restored and the erstwhile rivals combine forces for an unbroken front to the opposition party.



Maclyn Arbuckle, appearing in "That Old Gang of Mine," a Kerman Film production

That Old Gang of Mine (Kerman Films) PRESS NOTICE

THERE'S a world of heart appeal and sentimental lure in "That Old Gang of Mine," based on the well-known song by Irving Berlin, which comes to the Theatre on _____. This film, starring Maclyn Arbuckle is pronounced by critics all over the country to be one of the most touching and tenderest stories ever reproduced on the screen. It deals with the political quarrels of two party leaders who were chums in boyhood, a bitter fight at a meeting and peace restored by the singing of the ballad which brings back childish memories.

Maclyn Arbuckle is at his best in the leading role of Senator "Big" Jim Walton.

CATCH LINES

A picture playing wonderful music on your heart-strings, bringing the kind of tears you like to shed, regaining lost days in memory; an unforgettable story of smiles and sighs, of youth and old age.

The Northern Code

(Lumas Film Corp.—5600 Feet)

(Reviewed by George T. Pardy)

THIS romance of the Canadian woods fulfills all the requirements demanded by lovers of open air adventure and provides good entertainment. It is decidedly well photographed against dazzling snow-bound landscapes, the locations and atmosphere admirably suited to the swift swirl of melodramatic action and Leon De La Mothe's direction leaves nothing to be desired so far as smooth continuity and neat interlocking of the situations are concerned. He didn't have a startlingly original plot to begin with, but his skillful handling of the material, aided by the excellent work of the players, are important factors in developing its interest and imparting fresh flavor to otherwise familiar episode of life in the great Northwest, as usually depicted on the screen. The average fan will like the picture, sympathize with the pretty, persecuted heroine as portrayed by Eva Novak and applaud hero Robert Ellis in the vigorous scrap which terminates with the villain hurtling to a just doom over a beetling cliff.

THEME. Melodrama. Canadian North settings. Wife thinks she has slain brutal husband, weds another, husband reappears but meets death in fight with successor.

PRODUCTION HIGHLIGHTS. Attractive scenic shots. Marie's flight and rescue by Louis. Scene where villainous husband, supposed to be dead, returns. Fight between Louis and Raoul.

EXPLOITATION ANGLES. Boost as strenuous melo of Canadian woods. Play up love interest and thrills. Feature Eva Novak and Robert Ellis.

DRAWING POWER. Should win wherever stirring melodrama holds patrons.

SUMMARY. Offers interesting romantic complications, has plenty of punch and fast action, attractive scenery and colorful atmosphere. Good melodrama.

THE CAST

Marie La Fane.....Eva Novak
Louis La Blanc.....Robert Ellis
Raoul La Fane.....Francis McDonald
Pere La Blanc.....Josef Swickard
Pierre De Val.....Jack Kenney
Senorita Mendez.....Claire De Lorez
Mama La Blanc.....Ray Hampton
Author, Everett C. Maxwell. Director, Leon De La Mothe.
Photographed by Donald Parker.

SYNOPSIS. Drunken Raoul La Fane, Canadian trapper, attacks his young wife Marie. She fires revolver at him, he falls and Marie, dreading arrest for murder, flees into the snow wilderness. Louis La Blanc aids and weds her. Later, Raoul appears again. Marie reveals her secret. Louis trails Raoul. In the fight which follows, Raoul falls over a cliff and dies. Louis returns to Marie and informs her there is no longer any bar to their future happiness.



Eva Novak appearing in "The Northern Code," a Lumas Film release.

The Northern Code (Lumas Films)

PRESS NOTICE

A GLOWING romance of adventure and loyal love is offered by "The Northern Code," a melodrama staged amidst the snows of the great Canadian Northwest, which is scheduled to be shown at the _____ Theatre on _____. This thrilling story treats of the flight of an ill-used young wife from her home, in the belief that she has slain her brutal husband. She weds a man who truly loves her, but Fate intervenes in the re-appearance of the villain she supposed to be dead. How she and her faithful lover eventually find happiness is told in a climax brimful of suspense and action.

Eva Novak and Robert Ellis fill the leading roles.

CATCH LINES

A drama enacted against a background of the world's most picturesque scenery, a wife fighting for her very life with a jealous, brutal husband; the survival of the fittest, that is "The Northern Code."

The Knockout Kid

(Rayart Pictures—4901 Feet)

(Reviewed by George T. Pardy)

THIS is a snappily amusing comedy melodrama, in some respects following the usual Western plot formula but starting off at a distinctly different angle. For the hero, Jack Lanning, son of a millionaire, is first seen as visitor in a fierce boxing bout, whereupon he is cast off by his father, who has a decided aversion to prizefighting. Which sends Jack off on his travels accompanied by his faithful colored valet, Snowball, they head for Texas and run into a peek of trouble by the way, with more to come when they reach Cactus Flats. The adventures of the pair have a serio-comic tinge, the thrills are on the tap but humor predominates and Jack Perrin proves himself a fine specimen of an athlete, with Martin Turner, as "Snowball," getting the lion's share of the laughs, and Molly Malone registering effectively as heroine Jennie. The picture should stack up O. K., with all fans who like lively Westerners. Photography is attractive, lighting good, action fast and Harry Webb's direction commendable.

THEME. Western comedy-melodrama. Hero disowned by wealthy father because of pugilistic propensities, is nearly lynched as cattle-rustling suspect in Texas, has variety of adventures, evades widow's love advances, wins her niece.

PRODUCTION HIGHLIGHTS. Neat balancing of thrill and comedy values. Fight scene. Holdup en route to Texas. Hero's adventures on ranch. Romantic development.

EXPLOITATION ANGLES. Feature Jack Perrin. Bill as Westerner with exciting punch and lots of funny side issues. Stress prize ring idea.

DRAWING POWER. Should please wherever brisk Westerners are in demand.

SUMMARY. Western comedy melo, good for program purposes. Action moves merrily, offers plenty of broad comedy, interpolated with fights, narrow escapes and other forceful situations. Jack Perrin O. K. in lead. Support adequate.

THE CAST

Jack Lanning.....	Jack Perrin
Jenny Jenkins.....	Molly Malone
Widow Jenkins.....	Eva Thatcher
Piute Sam.....	Bud Osborne
Snowball.....	Martin Turner
Ranch Foreman.....	Ed Burns
Assistant Foreman.....	Jack Richardson
Author, Forest Sheldon. Director, Harry Webb.	

SYNOPSIS. Jack Lanning wins a prizefight and thereby loses his father's esteem. He goes to Texas with his colored valet, Snowball, is nearly hanged on suspicion of being a cattle-rustler, evades the advances of an amorous widow and makes love to her niece. Jack saves a ranch payroll from raiding bandits, beats up the leader and clears himself, finally placating the widow, who weds a foreman, and gets the girl he wants.



Jack Perrin, star of "The Knockout Kid," a Rayart release.

The Knockout Kid (Rayart Pictures)

PRESS NOTICE

JACK PERRIN, starring in "The Knockout Kid," a Western comedy-melodrama, will be the main screen attraction at the — Theatre on —. This film, a real riot of laughs and thrills, presents hero Jack Lanning, who wins a prizefight and is in consequence disowned by his wealthy wrathful dad, who has no use for pugilism. So Jack and his colored valet go to Texas where the former runs into a net of trouble, is taken for a cattle-rustler and nearly lynched is almost compelled to wed a widow twice his age and falls in love with her niece.

Molly Malone is the heroine, with Martin Turner, Eva Thatcher and others in support.

CATCH LINES

Jack Lanning was not content to live the soft life of a millionaire's son. He loved adventure, excitement, uncertainty. And he got 'em all in plenty on the Texas Border. Don't miss "The Knockout Kid."

A Desperate Moment

(Ginsberg Distributing Corp.—5781 Feet)

(Reviewed by George T. Pardy)

THIS title is altogether too modest: Instead of one desperate moment there are scores of 'em, from the time the good ship sets sail with hero, heroine, unwelcome suitor, gal's daddy aboard, and an unsuspected gang of thugs concealed in the hold, up to the final scrap between survivors of the burned vessel and natives on a tropical isle. Never an instant when there isn't something strenuous doing: Members of the crew are murdered in detail by the gumshoe bandits, the schooner goes up in flames, and all the horrors of shipwreck follow in due course. Raw blood melodrama, all right, but good action stuff, touched up with comedy in the early reels. A program attraction possessing excellent box office possibilities, sure to please a majority of fans, even if it won't appeal to the high-brow bunch. Jack Dawn's direction snappy and forceful, acting above average, photography fine. Wanda Hawley a ten-strike in the heroine role, Theodore Von Eltz O. K. as gallant hero, Sheldon Lewis a hit as beastly gangster.

THEME. Melodrama, marine settings. Stowaway thugs gain possession of yacht, which burns, survivors reach tropical island, are rescued by passing steamer.

PRODUCTION HIGHLIGHTS. Violently exciting melodramatic action. Comedy relief. Hero's fight with gangsters. Ship on fire. Adventures on island.

EXPLOITATION ANGLES. You can safely promise six most exciting reels the greediest admirer of high tension melo could desire. Boost as lurid romance of the sea. Feature fire scene. Play up Wanda Hawley and Theodore Von Eltz.

DRAWING POWER. A likely card for neighborhood and smaller houses.

SUMMARY. A crackerjack marine melodrama. Puts action through at hurricane pace, has strong romantic appeal, comedy seasoning. Will please all fans who want lots of excitement for their money.

THE CAST

Virginia Dean.....	Wanda Hawley
Captain John Reynolds.....	Theodore Von Eltz
Blackie Slade.....	Sheldon Lewis
Percy Warren.....	Leo White
Jim Warren.....	Dan Mason
Peter Dean.....	James Neil
Sam.....	Bill Franey

Author, Coral Burnett. Director, Jack Dawn. Photographed by Roland Price.

SYNOPSIS. While on a yachting trip with her father, Virginia Dean falls in love with Captain Reynolds. The schooner is seized by thug stowaways, who set Dean and the crew adrift, holding Virginia and Reynolds prisoners. The vessel catches fire and is abandoned, its survivors reaching a tropical island. The gangsters reform, but their leader Blackie incites natives to attack the party. Blackie is slain, the others rescued by passing steamer. Reynolds and Virginia are united.



Wanda Hawley, appearing in "A Desperate Moment," a Ginsberg release.

A Desperate Moment (Ginsberg Dis. Corp.)

PRESS NOTICE

LOVERS of exciting melodrama can confidently look forward to a real treat when "A Desperate Moment" makes its debut on the screen of the — Theatre on —.

This is a marine romance unsurpassed for vivid thrills, smashing action and beautiful photography, starring Wanda Hawley and Theodore Von Eltz. A yacht seized by thug stowaways, the crew set adrift, hero and heroine kept prisoners, the ship burning to the water's edge, wild adventures of the survivors on a tropical isle; a riot of strenuous action and tender love appeal!

Sheldon Lewis contributes a great performance as leader of the gangsters, with Leo White, Dan Mason, James Neil and other well-known players appearing in support.

CATCH LINES

A gripping tale of love, romance, mystery and adventure on sea and land.

The Wives of the Prophet

(Lee Bradford—6600 Feet)

(Reviewed by George T. Pardy)

OFFERING a plot out of the ordinary trend, beautifully photographed and well directed, this picture ought to do good business in the state right's market. The title should draw them in and the adventures of the young lawyer hero, pitchforked by fate into the odd position of expected Prophet of a fanatical religious sect, are sufficiently colorful and varied to please all admirers of melodramatic romance. The scenes depicting the marriage ritual which takes place in the dark, winding recesses of a huge cave, are remarkably well filmed and impressive examples of excellent camera technique, lending realistic atmosphere and curiously bizzare effect to the narrative. Orville Caldwell is a capable and pleasing hero, Alice Lake charming in the heroine role, Violet Mersureau is good to look at as Alma, second choice among the Prophet's spouses, and Warner Richmond scores as her loyal lover. Pretty Ruth Stonehouse is a graceful appealing Rachael, and shares dramatic honors with the star.

THEME. Melodrama. Young lawyer is hailed as expected Prophet by religious sect, five wives selected for him, but he escapes with one girl he loves.

PRODUCTION HIGHLIGHTS. Snappy direction. Colorful atmosphere. Scenes in cave during marriage ritual. Hero's fight with moonshiners. Escape with heroine.

EXPLOITATION ANGLES. Play up title. Bill as unique romance with melo thrills. Stress hero's scrap with mountaineer keepers of whiskey still, storm effects, marriage ceremony, his escape with girl. Feature principals.

DRAWING POWER. Has general audience appeals, good for average house.

SUMMARY. Registers as pleasing program attraction. Has unusual plot, puts over melodramatic punches in capable style and offers interesting scenic shots of mountain, wood and water, as well as fascinating cave interiors.

THE CAST

Howard	Orville Caldwell
Judith	Alice Lake
Alma	Violet Mersureau
The Patriarch	Harlan Knight
Rachael	Ruth Stonehouse
Ben	Warner Richmond
William Neil	Maurice Costello

Author, Opie Read. Director, James A. Fitzgerald. Photographed by Larry Williams.

SYNOPSIS. A religious sect in Tennessee mountains expect a Prophet for whose coming five girls are selected as his wives. Young Howard, lawyer, accidentally witnesses yearly ritual, makes sketch of Judith, one of the entrants, which is reproduced in tattoo on his breast. He is declared by elders to be the Prophet and united to Judith. Later, he escapes to the outer world with the girl, having won her affections.



James A. Fitzgerald, director of "The Wives of the Prophet," a Lee-Bradford release.

The Wives of the Prophet (Lee-Bradford)

PRESS NOTICE

A FASCINATING romance, vibrating with dramatic fire and strenuous action is set forth in "The Wives of the Prophet," scheduled as the leading attraction for the screen of the

Theatre on ——. This unique story deals with adventures of a young lawyer whom accident throws into the midst of a strange religious community in the Tennessee mountains, by whom he is hailed as an expected Prophet, and provided with five wives. How he finally escapes with the one girl he loves is told in a series of wonderfully thrilling situations, beautifully filmed, with Alice Lake and Orville Caldwell in the leading roles.

CATCH LINES

They insisted upon providing him with five wives, although he only wanted one! What would you do if a set of fanatics hailed you as a Prophet, and death was the alternative to disobedience?

The Enchanted Hill

(Paramount—6326 Feet)

(Reviewed by George T. Pardy)

AS Westerners go, this picture ranks above the average on account of superior acting, skilled direction, extra-fine photographic effects and a plot culled from a story by Peter B. Kyne, an author who always manages to put dynamic punches into his work, in this case faithfully reproduced on the screen. It's a good vehicle for Jack Holt, providing that undaunted film-rescuer of fair dames with plenty of opportunities for exhibiting his athletic prowess, horsemanship and gunplay, and he fights and loves his way through the feature with reckless gallantry and care-free abandon. Besides the romance between hero and heroine, there's a secondary love affair which is brought to a happy conclusion, all of which heart stuff is neatly balanced by unrestrained melodrama raging regardless, with airplane and machine gun added to the weapons usually utilized in cracking Western thrills. When it is stated that a buried treasure mystery also develops, this film surely deserves an O. K. on the quantity angle.

THEME. Westerner. Hero falls in love with girl-owner of adjoining ranch, foils enemies of both and wins her.

PRODUCTION HIGHLIGHTS. Scene where Holt holds up attackers with machine gun. Scrap between Holt and Beery. Water-cure episode. Colorful scenic shots. Rapid action and double romance development.

EXPLOITATION ANGLES. Tie up with bookstores on Kyne novel. Boost as actionful Westerner, original plot. Feature Holt's fight with Beery and machine gun stunt.

DRAWING POWER. O. K. wherever Holt is favorite or fast melo holds 'em.

SUMMARY. Well produced and beautifully photographed Westerner, machine gun and airplane stunts adding force to melodramatic phases. Colorful atmosphere. Jack Holt at his best in leading role. Acting satisfactory.

THE CAST

Lee Purdy	Jack Holt
Gail Ormsby	Florence Vidor
Jake Dort	Noah Beery
Hallie Purdy	Mary Brian
Conchita	Matilde Comont
Link Halliwell	Richard Arlen
Ira Todd	George Bancroft

Author, Peter B. Kyne. Director, Irvin Willat. Photographed by Al Gilks.

SYNOPSIS. Lee Purdy owns the Enchanted Hill ranch. He falls in love with Gail Ormsby, owner of the adjoining property. The Ormsby manager, aware of buried treasure on both ranches, plots to defraud Gail and kill Lee. Latter, aided by his cowboy pals, successfully fights off enemies, at one time repulsing them with a machine gun. In the end the plotters are foiled, the treasure mystery solved and Lee wins Gail.

The Enchanted Hill (Paramount)

PRESS NOTICE

JACK HOLT, peerless rider, fighter and screen lover, comes to the — Theatre on —, in his latest and best picture, "The Enchanted Hill." This is a bright and breezy Westerner, offers a unique plot and is presented by a cast of extraordinary talent. Holt appears as a ranch owner, in love with a girl who possesses the adjoining property and at first regards him as her enemy. In time she is forced to come to him for aid which he gives, foils the villain who tries to defraud her and kill him, and wins her love.

Florence Vidor gives a fine performance in the heroine role, supported by a galaxy of notable screen favorites.

CATCH LINES

All about a man and a girl who love each other, and yet they were enemies! The story of their adventures, rich in thrills, tenderness and comedy, is one of the most human every filmed.



Jack Holt, star of "The Enchanted Hill," a Paramount production.

The Cowboy and the Countess

(Fox—Six Reels)

(Reviewed by Frank Elliott)

IT looks like Fox is grooming Buck Jones for bigger and better things if this first vehicle of the new year is to be taken as a criterion of what is to come. Here is a fast moving story that is decidedly better than any tale given this star in the past. It is also better mounted and the supporting cast is of a classier calibre, containing such names as Helen D'Algy, the beauty discovered by Rudolph Valentino, and Diana Miller. The picture opens with a thrilling storm and auto wreck which is realistically staged. Later the action shifts to a mythical kingdom overseas where the audience is treated to some action-packed rodeo scenes, the kidnapping of the countess and the stirring climax in which Buck and his lady fair are cornered in an abandoned castle but here a couple dozen rough looking customers prove no equal for Buck, and in the end we find the cowboy and the countess on their way to say, "I do."

THEME. Modern romantic drama in which a cowboy goes to the rescue of his royal lady love and saves her from a scheming duke.

PRODUCTION HIGHLIGHTS. The storm and rescue of the royal party. Rodeo for the countess, kidnapping. Fights in the old castle.

EXPLOITATION ANGLES. Play up Buck Jones and leading lady. Boost White Eagle, the wonder horse. Put out cowboy ballyhoo.

DRAWING POWER. A safe bet for houses catering to western fans.

SUMMARY. One of the best Buck Jones has offered his admirers, good story, satisfying cast and attractive mounting. White Eagle, Buck's clever horse, does some real acting and in addition to a goodly quota of thrills, this one has a lot of fun.

THE CAST

Jerry Whipple.....	Buck Jones
Countess Justina.....	Helen D'Algy
Nanette.....	Diana Miller
Edwin Irving Mansfield.....	Harvey Clark
Slim.....	Monte Collins, Jr.
Duke de Milos.....	Fletcher Norton
White Eagle, the horse.....	By Himself

By Maxine Alton and Adele Buffington. Directed by R. William Neill. Photographed by Reginald Lyons.

SYNOPSIS. John Whipple, daredevil of the range, rescues the Countess Justina and her party, when their car is wrecked during a storm. John falls in love with the Countess. He tours Europe with his cowboy pals in a Wild West show. The Duke de Milos has loaned the Countess' father money on condition that he gives him his daughter. John puts on a show in the palace court and then kidnaps the Countess whom he eventually weds.

The Cowboy and the Countess
(Fox)

PRESS NOTICE

"THE Cowboy and the Countess," the most pre-tentious as well as thrilling film-play in which Buck Jones has appeared to date, comes to the theatre, commencing _____. In this picture Buck has a story that is different from his usual western themes for soon after the action starts we find the hero and his ranchmen in Europe where they rescue a countess from a villainous duke. Jerry Whipple, cowboy daredevil, portrayed by "Buck," is in love with the countess.

The star is supported by beautiful Helen D'Algy, Diana Miller, Harvey Clark, Jere Austin and many others.

CATCH LINES

The daredevil of the plains wins the daughter of royalty, almost starts another European war doing it. The popular hero of action pictures and wonder horse, White Eagle, in the greatest thriller of his career.



Buck Jones, star of "The Cowboy and the Countess," a Fox production.

Bluebeard's Seven Wives

(First National—Eight Reels)

(Reviewed by Frank Elliott)

CREDIT Robert Kane with bringing something new into the light of the screen sun. It is "Bluebeard's Seven Wives," as merry a comedy of feature length as we've seen in lo, these many moons and with a laugh record that exceeds any recent release by a safe margin. Here is an hilarious burlesque of the "illum bizness," from the big director down to the "snappiest press agent along Broadway." Patrons will not soon forget the scenes dealing with "the making of a star," or the transformation of John Hart, bank teller, into Don Juan Hartz, sheik extraordinary and screen lover incomparable. Because it is burlesque we will have to overlook an not overly smooth continuity and the picture would be improved by cutting down the Romeo and Juliet sequence which slows up the action. However almost everyone will get a kick out of this one. The subtitles are especially good. Ben Lyon is really good this time. Lois Wilson is her usual appealing self and Sam Hardy, Dick Bernard and Andrew Mack supply much humor.

THEME. A comedy dealing with the efforts of a film producer to make a bank clerk into a great screen lover.

PRODUCTION HIGHLIGHTS. The film studio scenes "Arrival" of Don Juan and his introduction to the press. The elopement and chase of John and Mary. Ben Lyon's work as Don Juan.

EXPLOITATION ANGLES. Play up Ben Lyon, Lois Wilson, Blanche Sweet. Tell the folk this one exposes the inside workings of the movie makers.

DRAWING POWER. Should go over big in any house, with a little exploitation.

SUMMARY. One of the "different" offerings of the new year. A rare picture of the type that makes 'em laugh. Real box office names in the cast. Well mounted but a bit too long.

THE CAST

John Hart.....	Ben Lyon
Mary Kelly.....	Lois Wilson
Juliet.....	Blanche Sweet
Gilda La Bray.....	Dorothy Sebastian
Kathra Granni.....	Diana Kane
Gindelheim.....	Sam Hardy
Partners in the Film Business.....	Dick Bernard
	Andrew Mack

By Blanche Merrill and Paul Schofield. Directed by Alfred A. Santell.

SYNOPSIS. John Hart, teller in a bank, is fired because of a shortage in his account. He gets a job in a movie studio, is believed a "find," and all concerned start in to make him a star. His name is changed to Don Juan Hartz and he is "planted" on an incoming steamer. Then comes the press agent's scheme to marry him to seven wives. But John balks after several marriages, runs away and marries his sweetheart Mary.

Bluebeard's Seven Wives
(First National)
PRESS NOTICE

A REAL novelty is promised patrons when "Bluebeard's Seven Wives," comes to the _____ theatre, commencing _____. Here we have the delightfully droll tale of a bank clerk who is suddenly made over into a great screen lover by a fast working press agent. The publicity man evolves a scheme to make him a Bluebeard of the screen, by "marrying" him to seven wives. But John at the height of his fame, runs away and weds his wheatcake throwing sweetheart. Ben Lyon does the best work of his career as John Hart alias Don Juan Hartz and he is supported by an excellent cast, including Lois Wilson, Blanche Sweet, Sam Hardy, Dick Bernard.

CATCH LINES

The story of an actor who married his way to fame. They tried to marry him to seven wives to make him famous as a modern Bluebeard—but he ran away with his waitress sweetheart.



Blanche Sweet who appears in "Bluebeard's Seven Wives," a First National release

Regional News from Correspondents

THE property of the People's Amusement Corporation at New Athens, Ill., known as the Community Theatre, seating 500 persons, was sold at public auction on December 29th. The brick building was included in the sale.

Maurice Davis, formerly exploiteer in this section for Universal Pictures, has assumed his new duties as director of publicity and advertising for Loew's State Theatre, St. Louis.

W. G. Bishop, exploiteer for Metro-Goldwyn-Mayer Pictures in

St. Louis

the St. Louis territory, is moving his family to St. Louis from Oklahoma City. Bishop has established his headquarters in St. Louis.

Many of the exchanges in St. Louis held Christmas parties on Christmas Eve or the day after Christmas. Chief among the celebrations were those of the Uni-

versal Boosters Club held on December 26th, and the F. B. O. Santa Claus party on December 24th. At the latter celebration manager Tom McKean was presented with a handsome wrist watch, the gift of the employees of the exchange.

John Meyers, of the Standard,

Cairo, Ill., was a visitor of the past week. Other callers were Tom Reed, Duquoin, Ill.; Green Luttrell, Jacksonville, Ill., and S. E. Pertle, Jerseyville, Ill.

Claude McKean, manager of the Memphis, Tenn., Fox exchange spent the Christmas holidays with his parents. His father, G. E. McKean, is manager of the St. Louis Fox exchange. Claude was accompanied by his wife and family. Oliver Yanda, cashier of the Fox Memphis office, also spent the Christmas holidays in St. Louis.

New York and New Jersey

MORRIS SCHARGE, owner of the Lyric and Band Box Theatres in the Fordham section of New York City, has recently taken over the Park Theatre, 180th Street and Boston Road. It is expected that it will take about two weeks to complete the alterations.

As a token of appreciation, Joe Hornstein has given a ten per cent bonus to all of his employees for their efforts during the past year.

Harry Shepherd, formerly one of the managers of the Suchman Brothers Enterprises in Bronx, has recently taken over the Alpha Theatre at Belleville, N. J. Harry is spending considerable money on alterations and there is every indication that he will put this house over.

Levy Brothers, also known as the Franklin Operating Company, are building a new theatre at Bedford Avenue and Lincoln Place, Brooklyn. The house is reported as having a seating capacity of 2,500.

A fire occurred in the booth of the Broadway Theatre, Yonkers, about ten-thirty last Tuesday evening which resulted in the replacement of two new machines. The Broadway belongs to the Chrystmos circuit.

A. J. Reddy, New Jersey salesman for the Independent Movie Supply Company, had an automobile accident last Monday morning while on the way to Newark. His new Essex skidded into a Newark lamp post and is now in the repair shop. Reddy is still on the job with several broken ribs.

Joseph Stern and Louis Golding have taken a fifteen-year lease on a theatre building in Millburn, N. J., which contains a theatre seating 1,000, three stores and seven offices. The theatre will be opened on March 1st, 1926.

Equipment sales are still going strong in this zone according to a recent report from the Independent Movie Supply. Installations include William Salkin's Monroe Theatre at First Avenue and 76th Street, scheduled to open January 15th, Siccardi's Liberty at Plainfield, N. J., opening Xmas Day, Ruckle Brothers Palace, Bergenfield, N. J., and The Dumont Theatre, Dumont, N. J., the latter

house to open about January 15th. Others are Goulding's New Roslyn Theatre at Roselle, N. J., Faulkner's Madison Theatre, Faulkner's Strand at East Orange, The Olympic, Newark, and Bolognino's 58th Street Theatre, New York City. The 58th Street house will open on Xmas Day. A partial list of equipment includes 12 Powers Projectors, Seven Powerlite Low Intensity, a General Electric Hi-Intensity and Seven Westinghouse Generator Sets.

Joseph R. Riker, Office Manager for the Commonwealth Film Corporation, is fast achieving popularity with the exhibitors by sincere efforts to help them.

During the height of the "Blumstein" month he has on numerous occasions called upon the exhibitors on his own time and from the stage has given Commonwealth Pictures quite a boost.

Several more theatre openings are reported for this zone. Morris Kutinsky's new Strand, Jersey City, opened on Xmas Day and the Lyric at Elizabeth, N. J., is also reported as having re-opened on the same date. The Capitol at Millburn, a 1500 seat house, will have its first night on January 15th and the Park Theatre, Yonkers, belonging to George Walsh, expects to open on January 10th.

Roth Brothers' New Strand Theatre over in Jersey has its premiere slated for Monday evening, December 28th, and a lot of prominent exhibitor and exchange men are expected to be present. The Strand seats about 1500 and is reported as being the last word in modern theatre construction. Its policy will be motion pictures only.

According to Howell's Cine Equipment Company, A. H. Schwartz of Brooklyn has quite a theatre building program under way. Mr. Schwartz recently placed an order for twenty-seven Simplex Projectors for the following theatres: The Avenue U Theatre, Brooklyn, The Flatbush Avenue, The Flushing, The Freeport, The Huntington, The Fort Washington, The Bayshore, Queens Village and the Baldwin, L. I. Most of these houses will be opened after January 15th.

Other theatres recently installing equipment from Howell's in-

clude the Geo. M. Cohan Theatre, Broadway, New York City, The Rivoli, the Broadway Paramount house, The Cosmo, Stadium and Harlem Grand Theatres, which belong to the Harlem Circuit of Theatres and Paramount's new theatre at San Salvador. Joe Hornstein expects to move into his new quarters in the Embassy Theatre building about February 1st.

Roth Brother's Strand Theatre, Summit, N. J., held its Premiere Monday night, December 28th, and from all reports the affair was most successful. Two mayors were there, one from Summit and one from Morristown, the latter city being the headquarters of these enterprising brother exhibitors. President Woodhull of the M. P. I. O. was present and all the director-exhibitor members of the New Jersey organization were also among the guests of the evening. Joseph M. Seider and Sydney Cohen, both unavoidably detained, expressed their regret at not being able to attend. Most of the New York and New Jersey exchange managers and salesmen were also on hand to look over the new house, which is of single floor design and seats about 1500. Leon Mumford and I. H. Roth were in charge of the reception committee.

Howell's staff were there to take charge of the projection, which was furnished by two Simplex machines, two Peerless Arc and Hertner Transverter. Seats were installed by the American Seating Company, sign by Strauss, lobby fixtures by the Libman-Spanjer, and the curtains are controlled by two Allentown curtain motors.

The policy of the Strand will be straight pictures and a change will be made three times a week. Roth Brothers also operate the Lyons and Palace Theatres in Morristown and control the Lyric, the only other Summit playhouse. They are also connected with the Matthew Chrystmos circuit.

Clarence Cohen, brother of Sydney Cohen, has struck out for himself in the exhibition end of the industry. He has recently taken over the United Theatre at Freehold, N. J., and after new equipment has been installed and the

entire house redecorated, will re-open sometime in January. The United seats about 1000.

San Francisco

J. DON MERONEY, who for the past two years was one of the popular ones connected with the Granada Theatre, has been made an assistant to Harry David, general manager of the Alexander and Coliseum Theatres that were recently taken over by Herbert Rothchild.

Among the new group of salesmen and changes that have taken place in the personnel of Associated Exhibitors, Frank J. Alberti is the latest announcement from the local exchange who is to have the San Joaquin Valley and coast territory.

A. W. Mather of the Princess Theatre, Honolulu, and other motion picture interests in the island resort, is making his annual holiday visit to San Francisco.

Nat Martin, the new sales manager of the western and northern division of First National, was a three-day visitor at the local exchange recently, holding several sales meetings.

With the \$500,000 Irving Theatre occupying the block on Irving Street between 14th and 15th avenues rapidly nearing completion, plans for a second show house on this commercial thoroughfare of the Sunset were announced by Ward Cox of Cox Brothers. The Cox Theatre will be built on the western end of Irving at the corner of 46th Avenue and will be joined by seven stores. Work on this project to seat 400 persons will start at once.

In the general change of officials connected with Associated Exhibitors, Ben Simpson, who has been the local exchange manager, steps out and R. S. Stackhouse steps in. Stackhouse comes from the Salt Lake district, where he served Warner Bros. as branch manager.

Manager Armstrong of Sanger has plans drawn for a new house at Sanger. Work scheduled to start the early part of 1926 and rushed to completion.



Cleveland



C L. BELLINGER, owner of the building in which the Marvin theatre, Findlay, is situated, is himself running the Marvin now. George Dupuis was the former lessee of the house. The Marvin was closed for a week following Dupuis' failure to renew his lease. Bellinger will continue to operate it.

Peter Laki has purchased the Park National Theatre, west 14th street and Starkweather avenue, Cleveland, from M. Kaplan, and the entire building of which the theatre is just one unit. He has changed its name to the Lyric and is opening on New Year's day.

Ben Levine, who runs the Erie Theatre, Cleveland, is branching out. He has purchased the Grand Central Theatre from M. Kaplan.

Max and Joe Schagrin, the exhibitor twins of Youngstown, were in Cleveland last week, having lots

of fun by confusing everybody in the Film Bldg. They look alike and dress alike, and many a film salesman repeated his sales talk to the same one when he thought he was talking to the other. They own and personally manage the Park Theatre in Youngstown.

John Kessler, of the Alhambra Theatre, Canton, who almost cashed in his checks when taken suddenly ill in Columbus during the State Exhibitor Convention, is sufficiently recovered to take up the routine of business again. He was here visiting the exchanges last week and arranging dates for bookings.

Jules Schwartz has been busy fixing up his Homestead Theatre for the new year. He has renovated the house from the front door to the rear exit. New decoration throughout, complete new stage setting, which includes new

scenery, new carpets and two new projection machines—Motiographs. So now the Homestead is all ready to start the new year in fine style.

Walter F. Brandt has resigned as assistant manager of the Cleveland Metro-Goldwyn exchange. His plans for the future have not been announced.

C. L. Peavy has been appointed manager of the F. B. O. branch exchange in Atlanta. Peavy has been connected with the Cleveland F. B. O. sales force for the past three years. Prior to that he was manager of the Cleveland Hodgkinson office.

Norman Vibbard has resigned from the local Pathe sales force.

Bill Slimm,—do you remember him? He used to own and manage the Marquis Theatre in Cleveland. And he was very active in the local exhibitor associa-

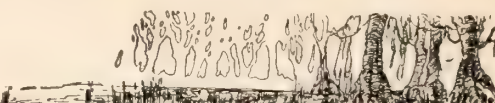
tion. That was before he sold his theatre and started selling jitneys. Well, Slimm has moved down to Dennison, Ohio, and he's in business with John Vail, who is also a former exhibitor.

George Dumond, general manager of Warner Brothers' Theatres, has been in town for the past week and says he'll have something interesting to announce in a few days relative to the Circle Theatre, which is Warner Brothers' local house.

There were few out-of-town exhibitor guests at the Film Exchange Bldg. last week. Among them, however, were: Oscar Smith, Apollo, Oberlin; L. J. Burkhart, Hippodrome, Crestline; W. L. Beckham, Artcraft, Toledo; M. C. Nobel, Opera House, Orwell; T. P. Smith, Majestic, Akron, and H. F. Decker, Liberty, Vermillion.



Florida



CONSOLIDATED Amusements, a corporation of Tampa, Florida, which is owned jointly by the Famous Players-Lasky Corporation and local business men, who own and operate four of the leading downtown theatres of Tampa, announced today the transfer of their interests to the Publix Theatres Corporation.

There would be no change in the management or policy of the company, it was stated. The Victory will continue to play the Keith Vaudeville the first three days of the week and De Luxe features the last four. The Strand and Franklin presenting first-run features and the Grand the second runs.

Jno. B. Carroll is general manager for the corporation, and also handles the Victory, with George

B. Peck in charge at the Strand, J. H. McLaughlin at the Franklin and O. G. Finley at the Grand.

The new company announced they will build four new houses in Tampa and its suburbs, which will include the new Tampa theatre, now building and which will be ready for business early in the spring.

Several of the real estate development companies are using motion pictures to boost the sales of their property. Shows are given each night, with a lecturer describing the property as the films are shown.

D. A. Stewart has decided to dismantle his Hyde Park Skydome and place it in a better location. He has two or three locations in view, but said that he had about decided to place it in the northern

section of Tampa, as it is developing very rapidly out there.

The Strand, Tampa, has discontinued the Saturday morning Kids' Matinees. These morning shows were started at the close of school last spring and have been drawing big business, but with the opening of school the business fell off somewhat and Manager Peck decided to discontinue them until school closes again.

The new theatre at Frostproof, now being built by Frank Thompson, has been leased to R. J. Brewton, of Sebring, for a period of five years. It is expected the house will be completed and ready for business by the new year.

Harry Gordon, who has been operating the Avalon at Inverness for the past year, was in Tampa this week looking over the many changes. Harry is a Tampa man

and spent several years in the motion picture business before taking over the Avalon.

A. W. Jones made a tour of the southwest portion of the State looking for a location for an airdome. He finally decided that the time was ripe for a negro house in Ocala, which has a large negro population and no house for them, so he is now building an airdome there for the benefit of the colored people.

There will be seats for over 1,000, and the entire center section will be covered. This section will also have a dance floor so that certain nights of each week dances can be given following the regular performance. Ernest says he will call his new house the Palace Airdome, and that he will make it so attractive that it will live up to its name.



Atlanta



IT IS a far cry from cow-punching to managing a film exchange, but William G. Minder has bridged the distance and now holds the managerial reins of Associated Exhibitors' Atlanta exchange. Mr. Minder hails from Texas, home of plainsmen and cow-punchers, and as a youth he followed the range in the Lone Star State.

John R. Barton, manager of the Universal Film Exchanges, Inc., at Jacksonville, is winner of the third prize—\$250—in the Cochrane Month Drive inaugurated by Universal several weeks ago, and in which each of the more than eighty exchanges participated. In addition to the prize awarded to Mr. Barton each member of his staff received an extra week's salary.

J. J. Franklin, district manager for Famous Players-Lasky Corporation, is expected to return to Atlanta from New York on Christmas Eve.

C. L. Freeman, Pathe representative, spent last week-end in Atlanta and will probably remain in town over the holidays.

Leander Boston, booker for Pathe Charlotte exchange, who formerly worked in the Atlanta office, is here this week and will spend the Christmas holidays with his family and friends.

Joe Jeffries, representative for the Harold Lloyd Corporation, spent last Saturday, Sunday and Monday in the Atlanta exchange. Mr. Jeffries left Monday night for Washington.

O. K. Bourgeois, who has been traveling Alabama and Tennessee for Pathe during the past four

weeks, returned to Atlanta last Saturday and will remain here during the holidays.

Tom Little, Atlanta branch manager, and Bill Specht, salesman for Producers Distributing Corporation, returned this week from a trip throughout the Tennessee territory.

Cornelia Mays, secretary to W. H. Anderson, Pathe manager, left Thursday for Macon, Ga., where she will spend the holidays with relatives and friends.

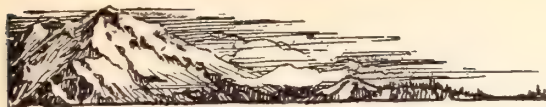
George R. Allison, general manager for Fox Film Corporation in Atlanta, spent the past week in New York, but is expected back in time to spend the holidays here.

Earle Griggs, exploiteer for Universal Pictures, left Atlanta last Saturday night for Birmingham and Montgomery, Ala. Mr.

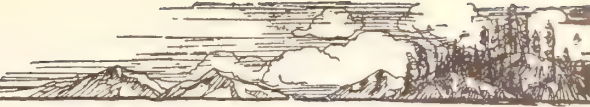
Griggs returned to Atlanta yesterday.

Rufus Davis, popular and well-known manager of Liberty's Charlotte exchange, paid a visit to Atlanta this week, brightening Film Row with his warm smile and glad hand for everybody. Rufus returned to Charlotte Wednesday.

For the benefit of the victims of a tornado which recently swept over portion of Mississippi, Mrs. J. B. Devore, owner of the Yazoo Theatre, Yazoo, Miss., turned over her playhouse to Mayor E. P. Swain who received the proceeds of the entire day's performances. The entire cost of the theatre overhead was borne by Mrs. Devore. It was estimated that the storm sufferers would have at least \$500 added to the neighborhood budget.



Seattle



RUMORS to the effect that Jensen-Von Herberg, theatre circuit operators of the Northwest, had abandoned their lease on the Sunnyside Theatre, Sunnyside, Washington, were declared without foundation last week, and it was definitely announced that the house would be taken over in February, 1926 for operation by this organization. No word as to the personnel who will operate the house has been made public.

Harry C. Arthur, managing director of the theatres operated by the Producers' Distributing Corporation, known as the Cinema Corporation of America, spent several days in Seattle last week, and watched the progress of the new house being built here for his company. Work is being rapidly carried on, and the cement for the foundation has already been laid and set.

W. D. Gross, theatre operator of Alaska, closed his Coliseum Theatre in Juneau recently, and has been entirely renovating it prior to a formal opening shortly after the first of the year. In addition to decorating and renovating the house, Mr. Gross has entirely re-seated it.

Seattle's Film Row took on a holiday aspect last week, when most of the sales representatives for the various exchanges returned to this city to spend the holidays with their friends and families. Most of the "road boys" will remain in Seattle over the beginning of the New Year, then will return to the grind in an attempt to make 1926 "bigger and better."

Salvatore Santaella, well known as a popular orchestra conductor in several Pacific Coast houses, closed his season's engagement at Al Finkelstein's Strand Theatre last week, and has returned to Los Angeles where he will soon open an engagement. Arthur Clausen, first violinist at the Strand when Santaella presided at the piano, has assumed the directorship of the Strand orchestra, which has been reduced in size and removed from the stage to the orchestra pit, as formerly.

Dr. E. V. Bethel of Helena, Montana, last week sent word to this city that he will reopen the Liberty Theatre in that city early in January of next year. The house has been closed for almost two years, and is being entirely redecorated and remodeled prior to the

opening. It will be operated under a strict motion picture policy.

John McGill, owner and manager of the Community Theatre in Port Orchard, spent a short time on Film Row last week, booking holiday and new year attractions for his house.

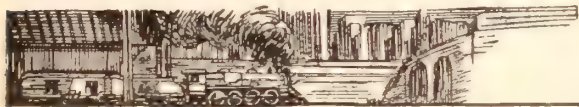
Another out-of-town visitor was Earl D. Mix of the Fensler Theatre, at Deer Park, Washington. Mr. Mix recently took over the active management of the house from Miss Agnes K. Fensler, and was here clearing up several business and film transactions prior to the beginning of the new year.

Seattle theatre managers, aided and assisted by their orchestra conductors and musical directors, outdid themselves in supplying appropriate Christmas entertainment to their patrons during the festive week. Manager Leroy V. Johnson of the Liberty presented his annual Christmas Carol offering, this year featuring an exceptional male quartet. Sam K. Wineland, at Manager Frank Steffy's Coliseum Theatre, offered a review of 1925 song and dance hits, admirably played by his 30-piece Concert Orchestra. At the Columbia, Francesco Longo's All-Artist Orchestra

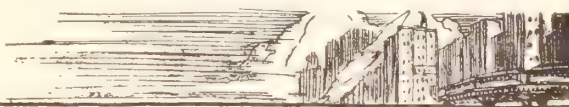
had a special Christmas offering that more than pleased Manager Bender's patrons, as well as the listeners-in on Radio KFOA, over which their program was broadcast on Christmas Day. At John Hamrick's Blue Mouse Theatre, Leonard Hagen and his Blue Mouse Music Masters presented an attractive Holiday Pot-Pourri, in an elaborate electrical setting arranged by the Blue Mouse technical and presentation staff.

M. Kenworthy of Moscow, Idaho, announced last week that his new Kenworthy Theatre in that city will be ready for its formal opening early in January. It is a 650-seat house embodying all the latest details of construction, and is being entirely furnished and equipped by one of the leading theatre supply companies in this city.

Oliver G. Wallace, concert organist at the Liberty Theatre in this city, has been gaining much added publicity in recent weeks through his novel entertaining after the evening shows at the Club Lido, a new night club in Seattle.



Chicago



DAN LEDDERMAN, western sales director of Associated Exhibitors, was in Chicago last week, conferring with Exchange Manager Johnnie Mednikow.

Clyde Eckhardt, of Fox Film Corporation, was visiting the Chicago exchange this week and from here, went to Minneapolis, where he and Mrs. Eckhardt will celebrate Christmas with the latter's family.

Joe Wolf, special representative of Associated Exhibitors, is for the present working out of the Chicago office.

Leo and Harry Brunhild were to leave the day before Christmas for a trip to Charleston, Savannah and other points in the East.

Elmer Dunas, brother of Phil Dunas, Minneapolis manager for Universal, is now covering Western Illinois for this company.

William Baker is now covering the south side for Universal, and

Robert Funk is again selling in Northern Indiana, his old territory.

Louis Ring has taken over and will open the Fine Arts Theatre at Monmouth, Illinois, shortly. This was formerly the Opera House. Mr. Ring will conduct it as a combination picture, stock and road-show house.

Manager Bill Brumberg of Universal had the exchange redecorated and the office now presents a bright and cheerful appearance.

A syndicate, of which Frank Ragen, widely known in Chicago as the owner of the famous Ragen Colts Ball team, and head of the Jackson Park Hospital, is president, plans to build a 2,960 seat motion picture theatre to occupy the triangular block bounded by Exchange avenue, Saginaw avenue, 75th and 76th streets in Windsor Park. John Ebersson will draw the plans for the theatre and commercial building.

Louis P. Newhafer of Ascher Brothers is authority for the statement that Feder and Halper will take over Ascher's Terminal Theatre when the new Terminal is opened, which will be very shortly. Feder and Halper now operate the Capitol at Kedzie and Lawrence, and other houses. Ascher's old Terminal has approximately 800 seats.

Cecil Maberry of Producers Distributing Corporation plans to leave for California on a business trip about January 7th.

Harry Scott, general sales manager of Pathe, and Pat Campbell, feature sales manager, were in Chicago last week for a conference with District Manager Fred Aiken, Exchange Manager James Gillick and branch managers from nearby cities.

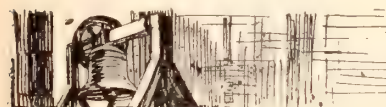
Recent additions to Paramount's Chicago staff include John E. Ryder, who was appointed city

sales manager to fill the vacancy created by the resignation of Eddie Roscan, and B. A. Tomte becomes assistant booker under William Hamm.

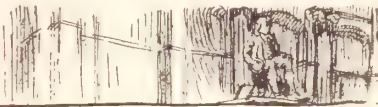
A new stage and heating plant are being installed in the Eagle Theatre at Livingston, Illinois.

Many film men and exhibitor friends of Roscoe Cochran, of the Strand Theatre, Robinson, Illinois, but who resided at Carmi, will regret to hear that he has passed away.

Several Southern Illinois theatres are reported as having closed. The Opera House at Irving will be dark until after the holidays; the Princess Theatre at Orangeville is going out of business and the Liberty Theatre, Freemanspur, has closed on account of poor business, as did the Home, at Donnellson; the Liberty at Thompsonville, and the Victory at Farmersville.



Philadelphia



AFTER having been a member of the F. B. O. sales force for the past two years, Sid Sugarman has become affiliated with the Philadelphia office of Associated Exhibitors and will cover the Jersey section of this territory.

The East Coast Theatres Company, in which Oscar Neufeld and Sam Stiefel have the controlling interest, has recently purchased the opera house at Swedesboro, N.

J., from J. B. Fox. The house has been closed for repairs and will open early in January. This purchase of the house now gives the East Coast Theatres Company a chain of twelve in this territory.

Harry Knapp, chairman of the Pennsylvania Board of Motion Picture Censors, left recently for a several weeks' visit in California. Mr. Knapp will visit the Hollywood studios but not in an

official capacity. During his absence, the affairs of the Board will be in the hands of Mrs. E. C. Kniver and Henry Starr Richardson.

Reservations have been closed for the big dinner dance to be given by the M. P. T. O. of Eastern Penna., Southern N. J. and Delaware at the Benjamin Franklin Hotel on the evening of January 3rd. More than 300

plates will be set and leaders of the industry in this section will attend. It is the first formal dinner dance that has been given by this organization.

The Wayne theatre at Hawley, Pa., had its formal opening on Christmas Day. There are 250 seats in the house, which will have a daily change of pictures and will carry an admission scale of 10c and 15c.



Kansas City



"I LIKE the West; it's my home," said Alexander Pantages, who stopped off to spend a day in Kansas City Tuesday, he being en route to his home in Los Angeles.

Mr. Pantages spent most of the day inspecting his Kansas City house, which he had not seen since it opened about four years ago.

Roy Pierce, bandit who shot David Harding three years ago, Mr. Harding then being manager of the Liberty Theatre, Kansas City, and now president of the Capitol Enterprises, has been recaptured. Pierce, who was serving a 6-year term at the Missouri penitentiary, and who escaped, was captured in Kansas City Monday in a raid on an apartment house.

Marcus Loew was in Kansas City Saturday to confer with Herbert M. Woolf, an official of the Midland Theatre and Realty Company in reference to the new \$2,000,000 Midland Theatre being planned for Kansas City. Although Mr. Loew would make no statement concerning the proposed theatre, it is understood that Mr.

Woolf and M. B. Shanberg, another Midland official, will go to New York in a few days to complete negotiations on the theatre with Mr. Loew.

The Mainstreet and Globe Theatres, Kansas City, continue to reap a harvest of publicity and box office stimulation from Charleston dance exhibitions in which the public furnishes the contestants.

Pathe has tied up with the Kansas City Star in a Santa Claus feature and parade being staged by the Star. Motion pictures of an opening parade and other details are to be given national circulation.

While Mr. and Mrs. Buttagole, members of the Orpheum Theatre orchestra, Kansas City, were at the theatre Friday night their home not only robbed, but the thieves who entered also set fire to the house, burning it to the ground. Silverware and Christmas gifts were stolen.

Among the out-of-town visitors along the Kansas City movie row this week were: John Hostettler,

head of the Hostettler Circuit, Omaha, Neb.; Fred Osborn, Howard, Kas.; William Parsons, Pershing Theatre, Joplin, Mo.; H. McClelland, Gayety, Richmond, Mo.; F. G. Weary, Farris Theatre, Richmond, Mo.; C. L. McVey, Dreamland, Herington, Kas.; S. H. Harvey, Colonial, Pittsburg, Kas.; M. W. Hubble, Hubble, Trenton, Mo.; Mrs. H. Winkler, Mainstreet, Lexington, Mo.; A. F. Perkins, Schnell Theatre, Harrisonville, Mo.; S. A. Andrews, Olathe, Kas.; Hugh Gardner, Neosho, Mo.

Another busy week on Kansas City's movie row. The Warner Bros. came near shattering a record when the 7-day period ranked second to the record week of October. Every Warner picture which is to show at the Pantages Theatre, Kansas City, which recently became the outlet for Warner product, is dated, Louis Reichert, branch manager for Warner, said. Roy Thompson, Warner representative who resigned, asserts that he will not leave the industry, but become affiliated with

some exchange in the next few days.

C. E. Gregory, Metro-Goldwyn branch manager, was hustling about over the Kansas and Missouri territory this week in effort to swell the December bookings of his company.

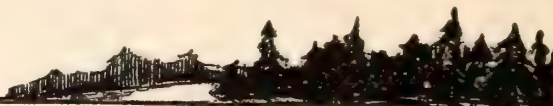
W. E. Truog, assistant sales director for Universal, whose headquarters is Kansas City, has returned from a ten-day trip in which he visited Universal exchanges of the territory.

Sam Goldflam, who resigned as manager of the Tenth Street Theatre, Kansas City, Kas., to accept the position as manager in charge of sales of the Arrow Special Productions, began his new duties Monday.

"Rube" Melcher, who has been managing the Waldo theatre, suburban house of Kansas City, for Midwest Film Distributors, Inc., announces that he will go on the road for his company and that he will be replaced as manager of the Waldo by Claire Woods, formerly with United Artists.



Southeast



THE Christmas spirit has invaded film row. E. F. Dardine, manager of Universal entertained the entire force at his beautiful country home on Saturday evening, December 19th, where an elegant turkey dinner was supplied. After dinner the evening was spent in dancing and various games. This is an annual affair with the Universal. Mr. Dardine has been manager of the Charlotte office for 13 years and entertains the employees twice a year. The employees presented Mr. Dardine with a handsome Christmas remembrance.

W. T. Robinson, of Belmont, N. C., was along film row this week arranging his bookings for the coming year.

Otto Hartsoe, owner of the N. Newton Theatre, Newton, N. C.,

motored to Charlotte the past week with his family to do their shopping for Christmas. Mr. Hartsoe also visited the exchanges along the row.

T. B. Smith, who owns the Gem Theatre, at Clinton, N. C., and the Trio Theatre, Farmville, N. C., has taken over the Princess at Ayden, N. C. Mr. Smith was a Charlotte visitor the past week along film row arranging bookings for his new theatre.

Charlotte, which is always a good movie town, had the opportunity the past week to meet Miss Irene Rich. Miss Rich was accompanied by Mrs. Sam Warner, who formerly was Miss Lena Basquette, a premier dancer, of the Zeigfield Follies. They were guests of the Broadway Theatre, one of the Warner chain of theatres.

Charles Picquet, president of the M. P. T. O., called a meeting of the executive committee in Charlotte the past week at which time they discussed the advisability of having their annual mid-winter meeting. The committee decided that instead of having the mid-winter meeting that about the middle of January they would hold a banquet in Charlotte at which affair it is understood they will have the exchange managers and exhibitors from the State meet over the banquet table as they feel this will be an opportunity to get a better understanding and in fact it is a get-together affair of exhibitors and exchange men. Mr. Picquet's ideas are to create a good feeling and have a continued existence of harmony between the exchanges and the exhibitors.

Mr. and Mrs. Hugh Owens entertained the Famous Players office force at a dance at the American Legion Hall on the evening of December 22nd at which time the employees presented Mr. Owens with a handsome gift.

The Metro-Goldwyn force had a community Christmas tree in their office on the evening of December 23rd, at which time presents were distributed, each employee receiving a gift. The members of the Liberty Film exchange, for whom Metro-Goldwyn handles the physical distribution in this territory were also parties to the community tree. After the distribution of the gifts a light luncheon was served.

C. N. Peeler, of the Victory Theatre, Mooresville, N. C., was a Charlotte visitor the past week. Charlotte visitor the past week.



Detroit



JIMMIE MINTER, general manager of the American Booking Corporation in Detroit, left for a holiday trip with his family to visit relatives in Greenville, Texas.

Hiram R. Lapham has been appointed secretary of the American Booking Corporation in this city at a recent meeting of the board of directors. Mr. Lapham has been treasurer of this company previous to his latest appointment.

Harry Goldstone of the Phil Goldstone Productions stopped to visit a few of his friends in Detroit while en route to New York last week.

Miss Anne F. Morris, cashier of

the A. B. C., has been counting the days when she will become the wife of some lucky fellow whose name she would not tell at this writing. However, we understand it's all going to take place February 7th.

Harry Scott, general sales manager for Pathe, held a sales meeting at the local office last week.

Walter Liebman, branch manager of Associated Exhibitors in Detroit, attended the divisional sales meeting held in Cleveland last week.

The Universal Theatre on Michigan avenue in Detroit was sold this week to J. C. Spurlock, a

newcomer in the business, and he reports business to be very good.

Quo Vadis Theatre in Detroit was bought by Wm. J. Black, who formerly operated the Gratiot and Lakewood Theatres in this city.

A new theatre opened this week in Lachine, Mich., by Thomas Schroeder, who owns the electric light plant in that town.

Plans have just been O. K'd for enlarging the old Crystal Theatre in Detroit, and when finished it will seat about 2,500. Arthur Baehr, owner of this house, is also building a new theatre out on Michigan avenue which he expects to open next Labor Day.

Lew Thompson, central division

sales superintendent of Associated Exhibitors, paid a short visit in Detroit last week in regard to the sales campaign on several of his company's pictures.

Henry Koppin will take over the Ferndale Theatre on April 11th, and the Garden Theatre on April 20th. Both these houses have been under the management of his brother George who has just purchased the Campau Theatre in Hamtramck.

The Theatorium Theatre has been purchased by Harry Oppenheim who also owns the Arcade Theatre in this city. He will immediately start renovating this house.



Des Moines



MANAGER Costen of the Eastern Iowa Theatres Company on his recent trip to Des Moines announced that this corporation had added two more theatres to their string in eastern Iowa. They are the Crystal Theatre at Earlville and the Garden Theatre at Lisbon. This makes about a dozen theatres controlled by Mr. Costen's company.

C. A. Hunerzerg, who is opening up the theatre at Parkersburg which was formerly operated by Bean and Prusha, is spending over eighteen hundred dollars in new equipment for the theatre. He has purchased from the Exhibitors' Supply Company at the Des Moines office a new Simplex machine and a Medusa screen and the complete equipment for the theatre. Mr. Hunerzerg is a newcomer in the theatre business. He bought the lease previously held by Bean and Prusha, who own another theatre at Winterset.

The Pathe office staff organized as the Kahn Krowing Klub enjoyed a hilarious time at their party at the Pathe office last week. And this week they rejoiced in their presents from the New York office—ten dollar gold pieces all around.

The new lighting effects of the

Rialto Theatre at Fort Dodge, one of the Blank houses, which is managed by Mr. Touney, were installed in time for the Christmas season.

Recent theatre changes in Iowa were the Coliseum at Lamoni, which was bought by Graceland College from the Haskins Company, and the purchase of the Plaza Theatre at Ackley by J. E. Trovas from C. E. Cross.

The roads in southern Iowa are badly drifted, says Tom Gabrio, who covers that territory for Metro-Goldwyn.

Mr. and Mrs. Carl Reese spent the holidays at Peoria, Illinois. Mr. Reese is salesman for Metro-Goldwyn in northeastern Iowa. Mr. and Mrs. Davis spent Christmas with Mrs. Davis' folks at Chariton and Rose Johnson, stenographer, was at Ogden.

The Royal Theatre at Highland bought a new machine from the Exhibitors' Supply Company last week.

E. J. Tilton, manager for First National, was presented by the office staff with a lovely silk lounging robe, while Arthur Johnson, booker, was given a swell fountain pen set.

H. A. R. Dutton, president of the Exhibitors' Supply Company,

was in Des Moines last week from the Chicago office.

Henry Scott, general sales manager from the New York office, visited Pathe last week.

Frank Shipley, manager of the Rialto Theatre, Des Moines, presented each of the employees of the theatre with a Christmas gift. He received as their gift to him a gold cigarette and match case.

The Opera House at Maynard was sold recently. C. J. Grantham was formerly owner of the Opera House.

Jack Georgan bought the Princes Theatre at Bettendorf from F. J. Georgan. The Loeb Theatre at Galvan has also changed hands. A. J. Loeb sold the house.

At Leeds, Iowa, the Leeds Theatre, formerly owned by Mike Danese, was bought by Antone Roper.

Homar Drefke has bought the Kay Theatre at Marcus. The house was sold to Mr. Drefke by K. J. Livingston.

S. R. Nelson is the new owner of the theatre at Brayton which he bought from William Fries. The theatre was known as Our Theatre.

The Strand and Odeon at Marshalltown have been sold by A. H.

Blank to the Hostettler Amusement Company of Omaha.

M. A. Gabrielsen has bought the Crystal Theatre at Crystal from Floyd Winter.

The Rivoli Theatre at Elcador was sold by E. C. Veenschoten.

At Kanawha, Iowa, the theatre has changed hands. Mrs. D. G. Woodward bought the house from H. Roskamp.

Visitors in Movie Row were Manager Shuneman of the Isis Theatre at Webster City and Costen of the Eastern Iowa Theatres Company.

The Des Moines Film Board of Trade has set January 4 as the date for a big get-together. There will be a banquet at the Hotel Fort Des Moines, to which exhibitors, as well as exchange men are invited. A number of theatre men have already made their reservations through the managers of the film exchanges or the office of the Film Board in the Iowa Building, with Miss Mary Benjamin, secretary and treasurer of the board. W. E. Banford, of Metro-Goldwyn, president of the Film Board, has appointed Manny Gottlieb, branch manager for Universal, to take charge of the arrangements for the banquet.



Cincinnati



ED KEENE of the Oxford Theatre, Ohio, did most of his Christmas shopping while in the city booking several pictures just before the Holidays.

Dave Helbig, considered the heaviest film salesman in the business here or anywhere else is now taking care of the city trade for F. B. O.

H. J. Michaelson, manager, and Jack Kendall, salesman for F. B. O. returned from a trip through Kentucky last week.

J. Horwitz is now the new manager for Associated Exhibitors succeeding Lon Muchmore resigned. Muchmore is now with the local Famous Players organization.

Jos. Mayer, late of the Metro-

Goldwyn force is now selling for Associated Exhibitors.

Danny McNutt, the quite little manager of the State Theatre, Dayton, O., one of the Libson houses, was in the city last week.

George Gamble is to succeed Bill Danziger at the local Paramount office in the capacity of exploiteer. Bill will assume his new duties for the same firm in the Chicago offices at once.

C. E. Peppiatt, local manager for Famous Players, spent the holidays at his home in Atlanta, Georgia.

Tom Lindsay, office manager for Famous Players, showed the real Christmas spirit on Santy's day, by taking an orphan from one of the local orphanages home with him for the day.

Mrs. Walker of the Lyric Theatre, Lynchburg, O., and a couple of the little Walkers, were in the city just before Christmas doing some shopping.

George Jackson of the Lincoln Theatre, Springfield, O., was in the city last week booking several pictures. The Lincoln is an exclusive colored house.

The entire personnel of the Universal Charleston office attended the party given by the local Universal Joy Club last Saturday evening. They brought their wives and sweethearts and everything and a good time was had by all. Miss Miles the biller for the Charleston office showed the local crowd how to do a real Charleston, while Spotsy Porter and his twelve

inch cigar was another feature of the program. During the evening Fred Strief, local manager, was presented with a beautiful desk set in appreciation of the many favors he has shown his organization.

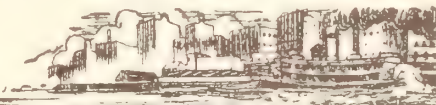
John Kaiser, of the Royal Theatre, Chillicothe, O., spent several days with the local exchange managers talking over new contracts.

John Gregory of the Liberty Theatre, Springfield, O., and George Turlukins of the Colonel and Majestic theatres, Middletown, O., were two more exhibitors to visit the film buildings during the holidays.

Connie Myers, operator for Famous Players, spent her holidays with her folks in Toledo.



Houston



FRANK O. STARZ, publicity chief for Interstate Amusement Company, is in Houston on a business trip. Mr. Starz made his home in Houston for more than a year before he was promoted to the home office, Dallas, Texas.

Ralph Morrow, Dallas film exchange manager, was in Houston several days last week. Mr. Morrow makes a trip through south Texas every other month. He reports good business throughout the entire theatre territory.

Several weeks ago it was general comment along theatre row that a theatre would be built in conjunction with the Kerby Lumber Co. office building. This comment has been verified by Jesse H. Jones, the builder, and it has been made public that a theatre will occupy the lower floors. This new playhouse will seat between 1,500 and 2,200 people. Universal will lease the house if reports run true to form.

Elliot S. Forman has been an-

nounced as manager of the Palace Theatre. Mr. Forman hails from New York State and has been identified with several of the leading film and vaudeville organizations of the East. He is no stranger to Houston, however, as he has been connected with several road attractions playing Houston in the past years.

Vaudeville as added attraction announced by Wm. Harwitz, Jr., of the Texan and Iris Theatres several weeks ago is going over

with a bang according to the management. It is the Bert Levy vaudeville and is played in conjunction with the regular picture program.

Maurice Shummerman's automobile was destroyed by fire several days ago when several machines were burned in front of the Strand Theatre. Smoke rushed into the theatre and patrons were put on the run thinking it was a theatre fire.



Buffalo



ONE of the most successful private previews ever staged in Buffalo was put on in the Chinese room of the Hotel Statler by Richard C. Fox, manager of Vital Exchange, Inc., on the evening of December 15. More than 200 exhibitors, members of the Buffalo Federation of Women's Clubs and city officials were in attendance. Preceding the showing of the feature, Mr. Fox entertained his guests with some choice short subjects. An orchestra was on hand to accompany the pictures and to play for the dancing which followed. A buffet luncheon also was served. Following the presentation, Howard J. Smith of the Palace Theatre, spoke briefly and Mr. Fox responded.

Among the guests were District Attorney Guy B. Moore; Mrs. Howard J. Smith, Palace, Buffalo; Mitchell Fitzer, Empire, Syracuse; Edgar Weill, former manager of the Strand, Syracuse; Howard I. Smith, Palace, Buffalo.

Nick Vassiliadis, of the Clinton-Strand Theatre, Buffalo, who went over the "hot sands" at the recent ceremonies held at Gmilia Temple, Nobles of the Mystic Shrine, wishes to thank every exhibitor and exchange man for their efficiency in "giving him the works." Nick states that he "sure got them!" Front seats were occupied to see Mr. Vassiliadis win the Fez and the next day he arose at

6 P. M. just in time to open the theatre.

The employees of the Victoria Theatre, one of the links in the new Mark-Strand chain and one of Buffalo's largest community theatres, staged their annual Christmas party and banquet in the lobby of the house Wednesday evening, December 30. A sumptuous dinner was served by a caterer. During the repast there were brief talks by Walter Hays, vice president of the Mark-Strand interests; Eugene Falk, secretary-treasurer and Arthur L. Skinner, manager of the Victoria.

Manager George Cruzen generously loaned the Palace Theatre to the city of Lockport Thursday afternoon, December 24, for the staging of the Lock City's program of Yuletide carols, which was put on by a chorus of 400 school children on the stage of the house and radiocast by station WMAK. L. J. Carkey manager of the Rialto in Lockport also put on a party on Christmas Day with Santa Claus as a special attraction for the children.

Charley Hayman, president of the Strand Amusement Company of Niagara Falls, and Herman Lorence, manager of the Bellevue Theatre, gave a Christmas dinner last Friday night in the Prospect House at the Falls, for the house staffs, musicians, stage hands and all actors appearing in the various

vaudeville acts at the Strand, Bellevue and Cataract. The dinner was given after the final performance and was arranged particularly for the benefit of the actors and musicians away from home at Yuletide.

Lockport had its first complete midnight show starting at midnight, New Year's eve, when Manager George T. Cruzen put on a complete program at the Palace Theatre. Favours were distributed and a great time was had by all.

Eddie Weinberg was in charge of the arrangements for the big Christmas party given Saturday, December 26, in the Strand Theatre, Niagara Falls, for the boys and girls of Niagara Falls, N. Y., Niagara Falls, Ont., and LaSalle, N. Y. The show was put on by the Strand Amusement Company, operating the Strand and Cataract Theatres, and the Niagara Falls Gazette. The show started at 10 A. M. Everything was free. Presents were distributed.

Louis Schindler, for many years cashier at the Pathe office has been appointed booker. He succeeds George Canty who will now represent Pathe in the Syracuse territory.

Harry E. Lotz, who recently resigned as district manager for Associated Exhibitors, expects to announce his new connection soon after the first of the year.

Frank C. Moynihan and Frank C. Young, manager and assistant manager respectively of the Albany Vital exchange, came home to Buffalo for the holidays last week end. Richard C. Fox, district manager for Vital, has appointed Nathan Cohen a member of the Albany sales force.

J. H. Michael, manager of the Regent, and Charlie Bowe of the Frontier, are expected to put on a ballet number at the Movie Ball to be given in the Hotel Statler on the evening of January 4 by the Film Board of Trade. The way tickets have been selling it looks like a record breaking crowd will be in attendance.

Al Beckerich of Loew's State, took advantage of his street car posters to wish Buffalonians "A Merry Christmas and a Happy New Year." The cheering message flashed forth from the rear of some several hundred trolleys.

Many of the boys along Film Row are the possessors of fat checks which came as Christmas bonuses for fine sales showings during the past year. We expect to see some new motor cars parked in front of the exchanges soon.

Hub Taylor of Pathe says the life in the polar regions has nothing on existence these days on the southern tier where the temperatures have been down around 25 below.



Minneapolis



MORRIS ABRAMS, Metro-Goldwyn exploiteer, in the Northwest, who is flitting from spot to spot, has just returned from Grand Forks and is now back in Milwaukee.

Benny Berger of the Grand Forks Metropolitan and Strand Theatres, paid a visit to the Twin Cities on business last week.

A. B. Leak, Paramount manager for the Northwest, has just returned from Devils Lake, Minot, Valley City, Williston and Jamestown, North Dakota.

Little Jack Horner has nothing on Archie Miller at Minot, according to Mr. Leak. Archie, a former Minneapolis exhibitor, once manager of the Gayety burlesque house, now owns two theatres in Minot, runs the bill posting plant, has an interest in a few banks and things and runs a big wheat farm outside of town.

John Pillar at Valley City is going around telling everybody that Santa Claus needn't bring him anything this year. He calls his brand new theatre enough for one season.

John Wilson of the Orpheum Theatre at Minot, has left for California to spend the winter.

John Snyder made a trip from Williston to Minot for a special showing of Paramount product during Mr. Leak's visit in the Dakota city.

Irene Fox of the Grand Theatre, Warroad, Minn., is running the theatre alone now. The brother who has been helping her died recently. The theatre was closed for a few days on this account.

C. J. Sonin of the New York office of Metro-Goldwyn is doing his purchasing agenting in Minneapolis just now.

A. M. Fischer, manager of the Metro-Goldwyn Minneapolis branch is on a trip to northern Michigan.

Rethna Fischer, ten-year-old daughter of Mr. Fischer, is recovering rapidly after undergoing a serious operation recently. Mrs. Fischer, who was also in the hospital, has recovered.

H. B. Smoots of the Lowell Theatre at Little Falls, Minn.,

was in town last week visiting the film distributors.

Mrs. M. E. Brinkman of the Grand Theatre at Bemidji, Minn., came down to Minneapolis recently to do her booking.

E. T. Gomersall, manager of the Minneapolis Fox office, is just back from Cedar Rapids, Waterloo, and Des Moines where he looked after the Fox business.

Fox salesmen all came into the Twin Cities Saturday for a conference. Some of them remained at home for the holidays but others took advantages of a few good days to get another whack at the territory.

A. L. Sorenson has taken over E. T. Roemheld's Garden Theatre at Phillips, Wis., the Fox organization reports.

Cecil Mayberry of Producers Distributing Corporation, visited Minneapolis the other day in one of his trips about the district of which he is in charge.

J. E. O'Toole, manager of the Minneapolis Producers Distributing Corporation office, spent most of the week in North Dakota.

Mrs. Dan Eselin, whose husband, the veteran owner of the Ione in Minneapolis, died recently, is now doing the booking for the house and is expected to carry on.

Harry Scott, general sales manager of Pathe exchanges, paid a visit to the Minneapolis office Saturday on a tour out of the New York offices.

When the heating plant exploded in the Claremont Theatre at Claremont, Minn., H. K. Brown, the owner, announced that there would be no theatre there until March.

Leo Adler, Pathe branch auditor, is auditing in Minneapolis just now.

A couple of strangers in town the other day turned out to be J. A. Gowdy of the Grand Theatre at Cannon Falls, Minn., and William Tragsdorf of the Trags at Neillsville, Wis. In spite of the fact that they are located not a great way from Minneapolis, they haven't been seen here in a month of Sour Sabbaths.

From Duluth, Minn., comes the word that Blackmore Brothers have taken over the Orpheum Theatre there and will make it a first run picture theatre. This gives Duluth six first run houses, the others being the Lyceum, Strand, Garrick, Lyric and Zelda.

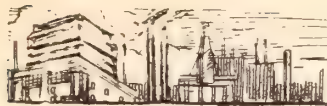


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St. Louis



NOAH BLOOMER of the Rex Theatre, Belleville, Ill., has purchased the Gem Theatre, Mascoutah, Ill., from Frank Leitz.

M. B. Shamber of Kansas City, Mo., is said to have made Billy Mueller of Jefferson City, Mo., an offer for his two houses in Jefferson City and one in Sedalia, Mo.

E. M. Biddle, exhibitor of Paoli, Ind., is a patient in the hospital at West Baden, Ind., and his condition is reported to be very serious.

Skouras Brothers Enterprises plan to entirely remodel the office building section of the Grand Central, Grand boulevard at Lucas avenue.

Julius K. Johnson, brought to St. Louis from Hollywood as guest organist for the St. Louis Theatre, will continue at that house indefinitely, according to an announcement of the management.

The Eagle Theatre, Livingston, Ill., is being remodeled. A stage and new heating plant are being installed.

The Hiway Theatre, Delta, Mo., has changed hands. The new management plans to convert the house to other uses. It will not reopen as a theatre.

Brown's Theatre, Cabool, Mo., has reopened under new management. **Sherman Brown** is the new owner.

The father of **Phil Cohn**, owner of the Lyric and Avenue Theatres, East St. Louis, Ill., died on December 14th.

Mr. and Mrs. Phil Heyde, Olney, Ill., have gone to the Hot Springs National Park for a vacation trip.

The Opera House, Eminence, Mo.; Princess, Arenzville, Ill.; which swept the business section of that city. It is being repaired.

The Liberty Theatre, Paris, Mo., is closing on Monday nights because of a slump in business.

Many theatres in this trade territory have been closed in recent weeks. Included are: Russellville Theatre, Russellville, Mo.; Steffenville, Mo.; Newark, Mo.; Opera House, Irving, Ill.; New Haven Theatre, New Haven, Mo.; Princess, Arenzville, Ill.; Liberty, Freemanspur, Ill.; Public School, Toledo, Ill.; Home, Donnellson, Ill.; Liberty, Thompsonville, Ill., and Victory, Farmersville, Ill.

Loew's State Theatre, St. Louis, Mo., has donated a handsome silver trophy that will be emblematic of the Municipal Soccer Football championship of St. Louis, Mo.

Out-of-town exhibitors seen along Picture Row during the week were: **O. E. Simon**, Gem Theatre, Jefferson City, Mo.; **C. J. Lawson**, Mount Olive, Ill.; **Asher Levy**, general manager of

the Orpheum Circuit, Chicago; **Tom Reed**, Duquoin, Ill.; **John Rees**, Wellsville, Mo.; **Jim Reilly**, Alton, Ill.; **Ray Delapp**, Kansas, Ill.; **J. L. Luttrell**, Jacksonville, Ill.; **Joe Lynam**, Roodhouse, Ill.; **Ray Mueller**, Mexico, Mo.; **J. W. Cotter**, Moberly, Mo.; **Steve Brady**, Cape Girardeau, Mo.; **Bob Hickman**, Puxico, Mo.; **Messrs. Tutley & Karsh**, Flat River and Bonne Terre, Mo., and **Bob Stemple**, St. Charles, Mo.

C. E. Penrod, division manager for F. B. O., was forced to call off his anticipated trip to St. Louis because of an accident to his 6-year-old son. The little chap was run down by an automobile in Indianapolis. Fortunately he escaped serious injuries.

"Buns" Derby has resigned from the F. B. O. sales staff to manage the Kingsland Theatre, Gravois avenue, St. Louis, for **William Goldman**. **John Walsh**, city salesman, will add Derby's assignments to his own. John's a demon for work.

C. D. Hill, division manager for Producers Distributing Corporation, will leave for the Pacific Coast early in January to attend a sales conference of division managers.

C. F. Charack, formerly of Portland, Ore., has succeeded **Maurice Davis** as publicity director for the local Universal office. Davis resigned to take charge of publicity

and exploitation for Loew's State Theatre here. Charack has been with Universal for four years and is an accomplished publicity man. In recent months he was attached to the Columbia Theatre in Portland.

Bill Barron, manager of the local United Artists exchange, slipped away from his office and took time from his lunch hour to raise a special fund for the family of Patrolman **Jimmy Mateer**, who was murdered by a bandit on the night of December 17. In a very few minutes Bill got together a fund of \$100.

Lou Hess, manager, and **Nicky Goldhammer**, assistant manager for Universal Pictures' local office, have returned from a business trip to New York.

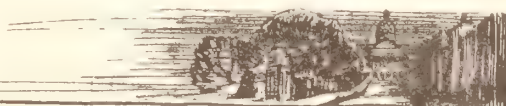
Mable Price of Little Rock, Ark., has taken charge of the bill department for the local F. B. O. office.

Tom McKean, manager here for F. B. O., has installed a film renovating machine in his office that does some wonderful things to film that has been on the reels for a tour of the corn or coal belt.

They do say that **Eddie Alperson's** son is getting to be some bicycle rider. The hopeful is just seven months old and is a chip off the old block. Eddie is now in charge of the local Warner Brothers Theatre.



New England



THE newly reopened St. James Theatre on Huntington avenue, Boston, under the direction of the Keith-Albee interests, will have as manager **Alden Peterson**, who returns to Boston after an absence of two years. Mr. Peterson was manager of the St. James Theatre when the Giles interests took the house nine years ago.

The Elm Theatre at Portland, Me., had a close call from damage by fire just before the holidays when a general alarm blaze broke out next door. Firemen made a heroic stand to prevent the flames getting into the Elm Theatre and after a hard battle, were successful, although minor smoke damage was done to some parts of the building. The fire started just after midnight, doing \$125,000 damage and injuring two firemen.

M. N. Wolf, in charge of the Boston offices of Metro-Goldwyn, was given a genuine surprise at the Christmas eve party of the entire office force when he was presented with a handsome carved smoking stand and humidifier. The party was one of the feature events of Film Row during the holiday season, with colored jazz orchestra, catered dinner and general dancing and an exchange of gifts among the members.

Samuel Torgan, manager of the Strand Theatre, Lowell, gave a special show at his playhouse during Christmas week to the inmates of the Truant School located just outside the city, where state truants are housed.

The Pathe exchange in Boston held a Christmas tree party at the exchange Christmas eve when gifts were exchanged and a beautifully decorated tree was the center of attraction.

All of the New England exhibitors supplied from the Boston exchanges were remembered by Pathe during the holiday week with a beautiful calendar made to represent one of the old time samplers, bearing the best wishes of Pathe for the new year.

General Manager **L. J. Hackling** of the Boston exchange of the Producers Distributing Corporation is planning a trip to the Pacific Coast of several weeks, leaving early in the new year.

Edward Granger of the New York headquarters of the Fox Film Corp., was a recent visitor to the Boston offices of the company.

Moe Grassgreen, for the past five weeks at the Boston exchange of the Fox Film Corp., left on Monday for Montreal where he will be engaged for several weeks at the Fox offices. He is the traveling general auditor of the company.

A new motion picture theatre will open at Hill, N. H., on January 9 in Woodward Hall. Mr. **Woodward**, owner of the property, will operate and actively manage the new playhouse. He has successfully managed Christian Hall for some time past.

Henry Carleton, head of the Carleton Players, during a visit to Boston this week, made the announcement that he had discontinued stock at the Coliseum at Gardner, Me., and in its place had inaugurated a motion picture program with fifteen minutes of each performance devoted to a short sketch. This program will be changed twice weekly.

The new theatre nearing completion at Westerly, R. I., has been taken over by Owner-Manager **Thornton** of Riverpoint, R. I. It is expected that the new playhouse just acquired will be opened late in January.

Al Newhall, manager of the Strand and Comique Theatres, Lynn, Mass., was tendered a dinner at the Copley-Plaza Hotel, Boston, Tuesday night upon the occasion of the completion of 20 years' service with the Moe Marks' playhouses. **Thomas Sprye** of First National acted as toastmaster and **Moe Silver** and **Sam Moscow** composed the committee in charge. All of "Who's Who" in Greater Boston's motion picture business were present.

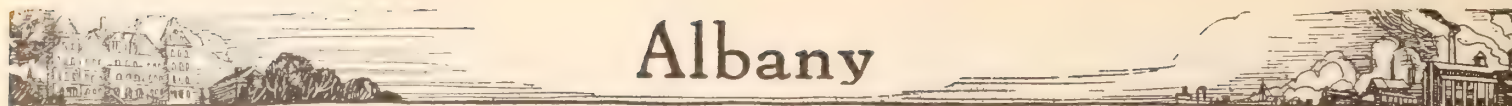
The Seymour Theatre at Seymour, Conn., only motion picture house in that town, one of the largest in the state, as well as a leading screen playhouse for two years past in that part of the Naugatuck valley, was closed last week by **E. H. Rolston**, owner of

the property, "until further notice." "For sale or rent" signs have been posted on the theatre and Georges' hall, town auditorium located in the same block. Theatre and hall were announced last June as having been leased for one year to **Wilbur A. Moore**, one of the best known motion picture men in the state and member of the legislative committee on screen matters. Neither Rolston or Moore has divulged cause for summary closing of the theatre or hall, or given any intimation as to future plans. Since Moore took over management of the playhouse it has not only been in daily use as a playhouse but often used as a sort of community center for amateur productions, conventions and the like.

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Albany

THERE was plenty of Christmas spirit last week along Film Row in this city. At the Pathe exchange, all the employees received a ten dollar gold piece from the home office, the same being presented to the employees by George Ames, the manager. In addition to this the young women received a box of candy from the salesman connected with the exchange. At the Universal offices, H. C. Bissell, the manager, was presented with a very handsome lounging robe, and likewise slippers, by his employees. Herman Stern, manager for F. B. O. in Albany, received a smoking set and humidior from the office force, Vincent Fisher being called upon to make a short presentation speech.

The Griswold in Troy and Harmanus Bleecker Hall in Albany, offered a midnight show on New Year's Eve, in each instance putting on several amateur acts along with the pictures, but without increasing the usual price of admission.

Many of the exhibitors in Albany, Schenectady and Troy appeared on Christmas Day with handsome presents received either from employees of the houses or from friends. Herman Vineberg, who handles the Albany and Regent theatres in Albany, was the proud possessor of a platinum watch given by Mrs. Vineberg. Tony Veiller, manager of the Mark Strand in Albany, offered his friends cigarettes from a brand new case that he had found in his stocking. Mrs. Roberts didn't forget her husband, the efficient manager of the Troy theatre, for when he woke up on Christmas morning, there was a Dunhill pipe and tobacco pouch on the mantelpiece.

David Murray, who has been a checker at the Pathe exchange here, is now a two-reel-comedy salesman over Paul Smith's territory, Mr. Smith having succeeded Amos Leonard, who is now a district manager for Pathe.

There was a general exodus from Film Row on the day before Christmas. Ted O'Shea, manager of the Metro-Goldwyn exchange, went to Buffalo for his turkey, while Alex Herman, manager of the First National exchange, spent the holidays in New York city. Very few exhibitors were in town on Christmas week. Mrs. J. M. Briggs, who runs the Tyler theatre in Pittsfield, was in town as was also Lew Fischer, of Fort Edward.

Morris Silverman, of Schenectady, played the part of Santa Claus along Film Row, and presented the men with cigars and cigarettes, while the young women in the exchanges were given candy.

Charles Morris, of Boston, was in Albany last week, booking pictures for the Atlas theatre in Adams, Mass.

Thomas Martell, of the United States Army motion picture service, was in Albany last week, booking pictures for Madison Barracks at Sackets Harbor, as well as for Plattsburg and other posts in northern New York.

R. J. Meigs, a two-reel comedy salesman for Pathe, journeyed down to East Orange, N. J., for the holidays.

According to reports, there are two or three changes scheduled along Film Row. Thomas Murray, who has been connected with the Famous Players office in Albany for a year or more, is said to be slated for a good position with the same company in New York. It is also said that Ted Lewis will resign from First National to accept another position.

William Benton, of Saratoga Springs, who has several theatres in northern New York, is to take over the Rialto theatre in Glens Falls in the near future, according to all reports. Mr. Benton has repeatedly said that he was in the field for houses and plans to increase his chain until he has at least a dozen theatres. The Broadway, in Schenectady, a residential

house, is also said to be scheduled to reopen under the management of James Roach, who will, however, remain as manager of the Farash houses.

The Lincoln theatre was donated to the Boy Scouts and a picture program was shown one morning that resulted in a large attendance from all parts of the city.

Robert Mochrie, manager for Producers Dist. Corp., found the attractions of New York City sufficient to take him there for his Christmas holidays.

Work on two new motion picture theatres in this part of the state is progressing very satisfactorily these days, with favorable weather conditions prevailing. The roof has been placed on the new Strand theatre in Albany, while W. H. Linton's house in Utica is swinging along toward early completion.

Mike Freedman is now running the Rialto theatre in that city and attracting business through a number of little schemes, such as admitting two persons on a single ticket at Christmas time. It was Mike's gift to the community, and it went over big.

Four nights a week is to be the policy from now on at the Pember theatre in Granville, run by Vincent Dailey.

Charles Miller, who runs the Bright Spot in Rensselaer, remembered the employees in the exchanges with many boxes of candy.

Arthur Goldsmith, a salesman for the Producers Dist. Corp. company, dropped in at the Rialto in Schenectady the other night, and received the surprise of his life when he was announced as the winner of a big turkey.

Ralph H. Clark, district manager for Producers Dist. Corp., was in Albany during the week for a conference with Robert Mochrie.

The many friends of Jacob Golden, manager of the Griswold theatre in Troy, were shocked to

learn on Christmas Day that Mr. Golden was in a hospital a short distance out of Boston. Mr. Golden had left for Boston on the Sunday before, planning to spend Christmas with his relatives in that city. He had been suffering from intestinal trouble, and submitted to an examination which resulted in his entering the hospital.

Ben Stern, manager of the Lincoln theatre in Troy, received a handsome pen and pencil from his employees.

Dennis Regan, of Greenwich, was in Troy on Monday, calling on many of his old friends at the theatres.

The sister of James Rose, who owns a number of motion picture theatres in Rensselaer and Troy, died a week or so ago, after a sickness of some little time.

There was an election among the members of the motion picture machine operators' union of Troy a week ago, and Harry M. Brooks was re-elected as president. All other officers were also re-elected.

William Fogarty, of the Lincoln theatre, wants credit for the beautiful decorations, and certainly credit is due him, so here you are Mr. Fogarty, with an added word to the effect that the work was well done.

New Year's Eve saw many of the motion picture theatres in this section with midnight shows, and the houses were invariably well filled. Some of the theatres advertised special surprise features along with the pictures.

The Olympic theatre in Watertown staged a Christmas morning matinee through Sol Manheimer, the manager, for the benefit of those who had lost their homes in the fire that destroyed a portion of the village of Felts Mills, some six or seven miles from Watertown.

Julius Berinstein, with houses in Albany and Troy, spent Christmas Day with his brothers in Elmira.



Canada

THE Capitol Theatre, Montreal, Quebec, is now regularly on the air as a result of arrangements made by Manager Harry S. Dahn to have the musical programme of the theatre broadcast from Station CKAC, a local newspaper studio, every Sunday afternoon.

One of the greatest Christmas stunts of the season in Canada was carried out by United Amusements, Limited, Montreal, operating a chain of some eight attractive cinemas in Montreal. Co-operating with the Montreal Kiwanis Club, the company staged special

performances for poor children to the number of 12,000 during Christmas Week. The arrangements were made by George Nicholas Ganetakis, managing director of United Amusements.

Since Walter Davis took over the management of the Empress Theatre, Edmonton, Alberta, he has made a number of improvements in the house. He has overhauled the lighting system to effect better projection results and all opera chairs have been painted a light gray to fit the general decorative scheme. The ventilation fans have been gone over and a

second ticket booth has been placed in the inside lobby for the convenience of patrons.

Never in the history of the moving picture business in Canada did theatre managers devote so much attention to Christmas and New Year's features as they did during the current season. Throughout the Dominion there was an evident intention on the part of exhibitors to make the most of the occasion. Not only were special pictures booked for the Christmas holidays but appropriate stunts and special programmes were carried out.

There were Christmas entertainments in scores of theatres for orphans and other deserving children and of New Year's Eve Frolics there were legion. Practically every downtown theatre in every city in Canada presented a special midnight performances for December 31-January 1 and these shows were advertised long in advance in order to attract desired patronage.

Exhibitors everywhere in the Dominion were satisfied with results. During the Christmas shopping period, there was a lull in patronage as usual but it was "big time" for the theatres as soon as Christmas Day was reached.

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Publix Theatre Policy Introduced At Rivoli In New York

Lavish Stage and Musical Numbers Support Photoplays

TO a New York public, keyed to a high pitch of expectancy by an advance campaign done on a 24-sheet scale, the Publix Theatres Corporation introduced the presentation policy which is to be inaugurated in many houses throughout the circuit, at the Rivoli Theatre on Christmas Day.

The type of show represented by this New York debut of a system already in force at other houses in the Publix chain, is of widespread interest to theatre men, since it sets a new standard for photoplay theatre programs. While it is a standard of scale rather than of content—the entertainment being revolutionary in so far as it is an elaboration of entertainment forms previously done in picture and vaudeville houses—this new system is certain to have an influence on cinema houses everywhere.

The presentation numbers are to be circuited, in accordance with a plan worked out in detail some time ago. Numbers will be produced at the studio to be erected in Long Island City. Under the present working plan the presentations are initiated at the Metropolitan Theatre in Boston.

The act which is now current at the Rivoli, called "The Melting Pot," was staged in Boston several weeks ago. It was designed and produced by John Murray Anderson, who will stage the acts henceforth to be circuited through the chain of Publix theatres.

In addition to this presentation number, the Rivoli is offering an added musical feature in the form of a jazz orchestra under the direction of Eddie Elkins. An orchestra of twenty-five musicians under Joseph Littau furnishes the accompaniments to the screen production, Herbert Brenon's screen version of Barrie's "A Kiss For Cinderella."

"The Melting Pot" is presented in four scenes. The opening episode shows the American Indian before the arrival of the white man. Next the Pilgrims are represented as

arriving at Plymouth Rock and the Mayflower is seen riding at anchor in the background. This is followed by characteristic dances of six European countries, typifying immigration. Finally, one sees the assimilated Americans, this final scene presenting a background of the most pretentious order. Instrumental music, dancing and singing feature the closing episode.

Artists featured in the presentation are Boris Petroff, Russian dancer who will be supervisor of the ballets to be included in the numbers staged at the Publix studio in Long Island; Dorothy Berke, the Royal

Accordian Orchestra, Carlos Peterson, Mlle. Tamiris, Helene Blair, Mae Ludlow, Johnny Dove and a large chorus of singers and dancers.

It is a very elaborately produced number, comparable with featured spectacles in Broadway musical shows. The production costs ran into several thousands of dollars, and sets the standard which officials of the Publix company state will be observed in their future presentations.

The establishment of a production studio in Long Island City is a move to put this system of presentations on an efficient working basis. The cost of the numbers will be pro-rated to theatres in the circuit in which they will be presented.

One production a week will be offered at theatres included in the circuit for these numbers. Thus a troupe will be given a week's "stand" in every city visited, and in the case of Chicago, where there are five Balaban & Katz theatres at which these presentations are to be staged, a five weeks engagement will be played by each troupe.

It is understood that the production cost of numbers which have played in Boston and later will reach New York, as has "The Melting Pot," ran as high as \$11,000. This is not the peak, for the plans which Sam Katz is working out call for an extension of the circuit. Within a short time, it is expected that a sufficient number of Publix theatres can be included in the "presentation chain" to permit a production cost of \$20,000 on each number.

In staging the numbers, there is no effort to associate the stage presentations with the photoplays which will accompany them on programs at the Publix theatres. The acts will be sent out with a complete plan of presentation, including scores to be rendered by orchestras and lighting plans, worked out practically in blue prints, to be followed by the electricians of the houses in which they are played.

The system, therefore, relegates to the discard the "pro-

ONE SIDE

OUR recent discussion, through this column, of direct selling by manufacturers of equipment to theatre circuits has apparently hit a responsive note with distributors. We are in receipt of many letters from leading supply houses in all parts of this country—letters running up to seven pages of single space type—enumerating in detail the necessity of these institutions to this industry. Of course views expressed by distributors are not unbiased as the very existence of these firms is involved. It is significant to note however, that in nearly every instance the same general line of thought is put forth. Coincidence such as this must indicate a more or less true state of affairs.

On another page of this department will be found excerpts from these letters. While these excerpts are in the main somewhat duplicating they also tend to throw light on a few of the more unusual phases of equipment retailing. The weight to be given all these statements is naturally an open question.

Further, these letters that we have received incidentally put forth claims, which we do not feel warrant printing, of questionable business tactics followed by some purchasers. Probably equally questionable business ethics carried on by a proportionate percentage of dealers would be brought to our attention if we were to hear the exhibitors' side of the case. The whole situation certainly is not one for us to pass judgement on but rather to make dealers, exhibitors and manufacturers realize that such methods react to the detriment of all concerned.

We expressed our views in detail on this subject not long ago and we intend to do so again in the future. The distribution of equipment is presenting a many sided problem that is in need of serious consideration. For our part, we are out to aid in bringing about a satisfactory solution.

P. M. Abbott.



Examples of the atmospheric prologues which have become an outstanding feature of programs at the Mark Strand Theatre, Brooklyn, N. Y., under the management of Edward L. Hyman. At the left is shown Hyman's stage number for First National's "We Moderns." Right, is a prologue for "The Eagle," the Valentino vehicle for United Artists.

Hyman Takes Issue With Bowes' View of Prologue

Says It is One of Most Important Units of Mark Strand Program

THE atmospheric prologue, subject of much recent discussion by theatre managers and referred to by some as a form of entertainment which has outlived its usefulness, is championed by Edward L. Hyman, managing director of the Brooklyn Mark Strand, Brooklyn, N. Y., in a recent statement answering the critics of the prologue, particularly Major Edward Bowes, of the Capitol Theatre, New York.

"Everybody is entitled to his or her own opinion as to the value of the prologue," says Mr. Hyman. "It is entirely logical that Major Bowes has found the prologue unsuited to his theatre. However, such may not be the fact in other cities and in other theatres. I can only speak from my experience here in Brooklyn for the past six and a half years. In this time we have developed the prologue until it stands forth as one of the most important incidents of the program.

"Whenever I hear a discussion on any point I immediately think of that old truism 'It is not what you do, but the way you do it.' This can be applied to theatres as well as to any other endeavor. Naturally, the prologue which attempts to lift a scene or sequence from the story would defeat its own purpose because it would destroy the continuity. On the other hand, an atmospheric prologue which is built upon the basic principles of entertainment and art, without endeavoring to give information concerning the feature film, is very likely to win 100 per cent approval from the audience. That has been our experience here.

"I believe that as far as the setting of the prologue is concerned, it is permissible to copy a scene from the picture. Into this setting you may put your artists, but have them do nothing which would take parts out of the picture itself. It is possible to build original incidents through means of mental numbers and pantomime. With an act so constructed we have found that this is just what the people want. They are

given entertainment for the eye and for the ear, while at the same time they are being put in the mood associated with the feature vocal solos, dance interpretations, instrument itself. It is very important that the public be in the proper mood when the picture begins.

"Take for example the recent Harold Lloyd picture, 'The Freshman.' This turned out to be one of the most successful prologues we have ever used and which drew thousands of people into the theatre during the week. To this prologue, coupled with the feature itself, we owe the sale of block tickets to St. Johns College and Brooklyn Technical High School, amounting to more than two thousand tickets. This prologue had as a setting a college jazz band on a terrace raised from the stage by four marble steps. The jazz band was costumed in the Harold Lloyd caps, sweaters and trousers. There were six dancers in white sport suits and tams, and there was a male dancer who wore the football suit similar to Harold Lloyd's in the picture. With these people an act was built which included instrumental numbers, dances by the girls and two eccentric dances by the man. There was also incorporated in the prologue a college yell by the Ensemble. This incident was practically a riot all week, winning so much applause that it was nearly impossible to continue with the show. The result was that thousands who saw it circulated the news outside of the theatre and the people came flocking in.

"In view of that fact and the big success of all our prologues, it would be illogical for me to join in the opinion that the prologue is passing. In fact, it is only arriving, but the showman must know how to put it on for his individual theatre, or else lose the effect entirely.

"Another incident of the success of prologues was the one used for Valentino in 'The Eagle.' This being a film with Russian locale we employed a Russian orches-

tra, a male sextette costumed as Cossacks, and Russian dancers.

"'Little Annie Rooney,' the Mary Pickford picture, was also given a most interesting treatment insofar as the prologue went. A dozen of Gus Edwards' kids were engaged as Annie Rooney's gang. The setting had as a background a transparency drop of Brooklyn Bridge, which was lighted up to represent evening. A board fence ran across the stage and from behind this the characters made their appearance. The repertoire included songs and dances. This prologue, as was the case with Lloyd, went over so big that the show was held up in its start.

"The prologue built upon the principles of entertainment should find favor with nearly any audience. However, the individual showman must judge for himself just what his theatre needs and he must also judge for himself how he is to put on his numbers to get the most out of them. It is impossible, in my opinion, for one set rule to be used by all theatres. Theatres are different in character just the same as are human beings, and what is good for one is sometimes poison to another."

Joint Management For The Cameo, San Francisco

The Cameo Theatre, San Francisco, has been placed under the management of C. L. Toepfer, and Edgar J. Roemheld, both experienced showmen from Milwaukee. Toepfer will handle the business end of the Cameo and Roemheld will take charge of the music and presentations. Toepfer is taking over the management formerly held by C. L. Theuerkauf, who resigned in order to become Western Division manager for the Associated Exhibitors. Roemheld, who is himself a musician, is desirous to have much more music played at that house. L. E. Doane will remain as assistant to Manager C. L. Toepfer.

(Continued from page 203)

logue" idea of picture theatre presentations, so far as the policy of theatres in this circuit are concerned. These presentations are distinct units of the program, unrelated to the feature pictures they accompany on the bill, and therefore will be booked in turn and will play scheduled dates regardless of the feature photoplays booked for the bill.

The "Melting Pot" act which is at the Rivoli this week, during which "A Kiss For Cinderella" is the photoplay attraction, made its appearance at the Metropolitan at the opening program there. The feature at that time was "A King On Main Street." This instance serves to illustrate the policy adopted by the Publix management, which is based on the idea that pictures do not need "atmospheric" support from other offerings on the program.

The productions will be started at either the Metropolitan in Boston or the Rivoli in New York. The present scheme is to send them from Boston or New York to Chicago. When the new Shea theatre in Buffalo is completed, that city will be included in the circuit. Eventually the productions will be sent across the country to the Pacific coast, for presentation in Publix theatres there. Thirty or possibly thirty-five theatres eventually will be included in the chain.

Other productions which will play in New York are "The Angelus," another John Murray Anderson number, "Under Spanish Skies," and "Skylarks."

"The Angelus" presents a huge reproduction of the famous Millet painting of that title, shown in a gilt frame. By means of lighting effects the figures in the picture fade out and in their place are a man and woman, costumed as the characters in the picture and similarly posed. They sing a duet rendition of Gounod's "Ave Maria," and at the completion of the duet the lighting changes and the painting again appears. The number is exceptionally beautiful, and scored a popular hit at the Metropolitan in Boston.

"Under Spanish Skies" is a combination of choral and solo singing and dances. It is a street setting and opens with ensemble singing. Arias from Carmen, by soloists, follow, and then a series of Spanish dances by Boris Petroff and others. The music was arranged by Nathaniel J. Finston, who is to be in charge of the music at the Publix studios.

"Skylarks," another John Murray Anderson presentation, is described as a "moonlight fantasy." It features a troupe of Arab acrobats, seen recently in "Arabesque," a New York production staged by Norman Bel Geddes. A group of singers and a trio of dancers including May Lubow, Dorothy Berke and Helen Blair, complete the cast for this feature.

Extensive alterations to the stage of the Rivoli were necessary before the new presentations could be offered in that theatre. At the time the Rivoli was built it was designed for the photoplay entertainments then in vogue, and there is an interesting indication of the changing idea in this form of theatrical enterprise to be found in the contrast between the limited stage facilities of the Rivoli and the Metropolitan in Boston, the newest of the Famous-B & K theatres.

The Metropolitan has an enormous stage, equipped with ele-



John Murray Anderson, producer of presentations for the Publix Theatres Corporation, rehearsing an act at the Metropolitan Theatre in Boston.

vating sections and the newest developments for the production of novel stage effects. The fact that so elaborate a stage equipment was installed there further indicates the trend which the heads of what is now the Publix Theatre Corporation believe picture theatre entertainments will take in the future.

The introduction of the system in New York was accomplished with a striking flourish of showmanship. The Rivoli, darkened for several days while alterations

to the stage were made, was also redecorated. This fact, along with the new style of program to be inaugurated on Christmas Day, was widely exploited by advance trailers in the Rivoli and a vigorous newspaper and poster campaign.

An entirely different Rivoli opened its doors to big crowds last Friday. Everything, from the stage presentations, through the musical features, organ solos, news reels to the uniforms of the ushers and doormen, were different.

Stage Setting Used As Announcement Of Forthcoming Feature

AS an illustration of the novelty which can be introduced by the small theatre, the enterprise of the National Theatre, Madera, Calif., in reproducing a scene from a forthcoming feature as a substitute for the customary trailer announcement, stands out as one of the valuable contributions to theatre management.

The picture in whose interest this novelty was employed was Pathe's "Black Cyclone." The setting was a reproduction of one of the most expansive scenes from the play—scene stills furnishing the suggestions which

the stage producer followed in creating an atmospheric stage shot.

Instead of the trailer announcement, a scrim curtain in front of the setting served as the screen for a slide with billing for "Black Cyclone." When the scrim curtains were drawn aside the setting was revealed to the audience, and reports state that the spectacle drew applause at every performance during which it was shown at the National.

The animals, mostly horses, were made in cutout. Enlargements of the animals shown in stills and stock paper were stationed about the scene. A backdrop showing a plain with a distant horizon juttied with mountains, and side panels of trees and thickets framed the action suggested by the animals. A note of realism was added by use of potted ferns and shrubs in the foreground. By means of stage accessories the effect of lightning breaking across the scene was obtained, while a tiny stream of water trickled over the rocks and gravel.

It was an awe-inspiring and realistic stage setting and brought applause from the audience at each showing. The house set was used a week in advance of the showing and the scene itself pulled in many patrons during the engagement.



NOVEL SUBSTITUTE FOR TRAILER

Stage spectacle presented at the National theatre, Madera, Calif., as an advance announcement for Pathe's "Black Cyclone," a scene from which is produced in the setting.

Equipment Dealers' Place in Industry

Claim Special Services Rendered and Economy of Distribution Justify Their Support

IN a recent issue of MOTION PICTURE NEWS we editorialized on direct purchasing by theatre circuits from equipment manufacturers to the exclusion of distributor profits. It was pointed out then that distributors would be unable to function as progressive business concerns were they to be deprived of the profits of such sales. Furthermore, the necessity of retailers of theatre equipment to exhibitors themselves was put forth.

As a result of our discussion, many of the country's leading supply dealers wrote us their version of their usefulness to this industry. While most of these letters have gone into elaborate detail too lengthy to publish, we feel that the few excerpts we have selected are well worth printing.

A leading New York State distributor gives a concrete example of service in his letter as follows:

"... There are so many reasons why it is necessary for the theatres, operated by circuits or individuals, to buy through a local representative that to enumerate them would be endless. We, therefore, will just put stress on the most important.

"The enclosed copy of letters from the Palace Theatre, Lockport, N. Y., explains itself. Due to our prompt and efficient service the theatre was saved at least \$500 that one day. This is merely one of the many contingencies that arise daily and are met equally well. Service is only possible from the local dealer because of his constant direct contact with the theatre. . . ."

Interesting Angle from Oklahoma City

A supply house in Oklahoma City brings out rather an interesting angle in two paragraphs of their letter which read:

"... Large theatre circuits usually have their chief projectionists who would be of some help in picking out the projection equipment but even with the large circuits it is usually left up to the local manager and local operator to install this projection equipment and who most always needs the help and suggestions of a theatre supply house. I am frank to say that I have seen some of the poorest projection and equipment in the large theatre circuit houses.

"I have found in our territory especially that a friendly visit with the manager, making suggestions to him how he can better his projection, how he can save money on his projection, means considerable to him and this service is appreciated very much. . . ."

From a viewpoint of economical buying a West Coast distributor makes this statement:

"... Manufacturers could not distribute their own product on the coast as cheaply as we do it; we do a large business and distribute service equipment from all manufacturers.

"Individual owners of distributing businesses, devote their personal time and energy to making that business a success. The service they render cannot be bought by employees working on a salary.

"If the factory were to maintain a sales force to introduce and promote sales of new equipment it would cost them more to do business than the distributors and the cost to the theatre would be increased because the product would have to sell for more money because of this added distributing cost. . . ."

A Point of Complication for Circuits

A point of complication arising through direct selling even for the large chains is explained by a dealer in Minnesota as follows:

"... If there were no supply dealers and distributors in existence, every theatre in the country would be in one of two classes: 1st, the class containing theatres of individual ownership or small circuits owning or operating relatively few theatres; 2nd, circuits controlling upwards of twenty-five theatres. Practically every distributor has both classes to deal with.

"It seems to us the first class would be perfectly helpless without the constant aid and attention of the local dealer or distributor. His troubles are numerous and to whom would he turn with his difficulties if not the distributor? True, he could go to the manufacturer but every distributor knows that this entails endless delay in spite of the best efforts that the manufacturer may put forth.

"Identically the same situation exists with reference to the second class, in our opinion, based upon years of observation. A circuit's difficulties increase in direct ratio to the number of theatres owned or controlled.

"All distributors know they are constantly called upon to make inspections of the various theatres of a circuit for the purpose of correcting difficulties which constantly arise. While it is true that a circuit might well afford to employ a projectionist who, in street parlance, 'knows his stuff,' it is likewise true that there are a hundred and one other things outside the direct sphere of machine room difficulties that the local distributor is called upon to rectify and which a projectionist employed by a theatre would know nothing of and would have had no opportunity to come in direct contact with.

"The question of service is, in our opinion, the paramount reason why theatres and circuits should not attempt to dispense with the services of distributors.

"The service that a distributor is called upon to give is not limited to motion picture projectors alone. He is called upon with reference to screens, display frames, ventilating systems, lighting effects, opera chairs and seating arrangements, auxiliary power plants and a lot of other things. . . ."

Views from Branches of Large Organization

Several letters from various branches of one large theatre equipment retailing concern in the middle west contain views worthy of consideration.

"... Purchasing Agents in the first place, have only one thing in mind—to buy

cheap. Generally speaking, they have no technical knowledge of the merchandise which they are to buy.

"We have also found, where circuits of theatres have tried to handle their own service, it has probably cost them four or five times as much as they ever paid to a supply house. They put on special men to handle service and all these men can do is to really make installation.

"The better supply houses through the country are delivering a service to theatres which they cannot buy. Many of them have tried to buy this same service but they have fallen flat so far, and they will fall flat until such a time as they are willing to make an expenditure necessary to build up an organization that is as good as the combined theatre supply houses of today. This will mean not only an expenditure of a large amount of money, but it will also mean spending several years time in which to build up an organization of this kind, and it cannot be built up profitably without the entire number of theatres of the country giving such an organization its support.

"Supposing the distributor was put out of business at this time and direct selling was in vogue; just how many theatres do you suppose there are in the United States that would be closed up from time to time because of something going wrong with their equipment and not being able to get prompt service from the manufacturer. They would of necessity, have to close as they could not get new equipment or repairs from the manufacturer and in nine cases out of ten it would be a matter of days.

"I believe the theatres of today should support the supply dealers, otherwise they may find themselves in a position where it will be necessary for them to buy direct—pay more for their equipment, and get no service at all. . . ."

Claims Distributors Needed in All Types of Business

From another division we hear:

"... In the first place in nearly every other line of business, you will find that merchandise is distributed by dealers and distributors. There is no doubt whatsoever in the many years business has been conducted in the United States that attempts have been made in other lines besides ours by customers to buy direct from manufacturers. But if you will carefully look over the field, it will be found that the distributor is still in existence, and that he is positively an economic necessity. Without the distributor there cannot be anything but an economic waste.

"Looking at direct buying from the manufacturer's standpoint, it must be agreed that if the distributor is eliminated, or if merchandise is sold direct over his head to the consumer (the theatre man) it will be a positive necessity on the part of the manufacturer to maintain sales and service organizations throughout the United States, unless, of course, theatre ownership should reach the point where all of the theatres in

the United States were owned by a few men. This, however, is not very likely.

"Coming in contact as we do with so many exhibitors, it is possible to gather together the opinions of many individuals, and in this way put through improvements which we know will be accepted by the exhibitor. This fact is double edged in that it makes it possible for the manufacturer to improve his manufactured product, and at the same time for the theatre man to purchase the product in its improved state, thereby instituting an economy for himself, and greatly increasing the efficiency of his theatre, which naturally re-acts in larger box office receipts.

"You can just imagine the difficulties which would be experienced by the theatre man out in Smithville who wanted to build a theatre. It would be necessary for him to get in touch with three hundred manufacturers for his equipment and supplies alone.

"Our experience has proven in the past, as you well know, that theatre circuits in spite of their own individual service departments demand and receive more service than other individual theatres receive. And in spite of the fact that they have their service departments, if they buy direct from the manufacturer, it will be necessary for the manufacturers to service the products they sell. . . ."

Here is a distributor who believes that an equitable discount should be made to various buyers depending on their size.

"... We believe with Mr. Abbott that the large buyer is entitled to a better discount than the small one. . . ."

Automatic Ticket Company Hold Christmas Party

One of the merriest Christmas celebrations was held last week in the offices of the Automatic Ticket Register Corporation, 723 7th Ave., where a party was given by the Company for the employees.

Desks were turned into serving tables for the occasion, games were played and lucky winners of gold pieces included Mr. Burke, Mr. Hymans, Miss Loeb and Mr. Mead.

The Automatic Ticket Register Corporation has just completed a successful year and reports both machine and ticket factory operating at full capacity. Samuel Rothafel has just placed his order for Gold Seal Ticket Registers to be installed in his new Roxy Theatre, 6200 seating capacity, and the Automatic Company will cooperate with the Gorham Company in arranging special engraved counter plates for the ticket machines.

Hertner Claims Equipment Business Best in History

A good index of the motion picture industry, says Mr. Hertner of the Hertner Electric Co., is always to be found in the amount of projection equipment being purchased.

The year 1925 has been the best to date in our experience. A few Transverter installations just being made include theatres as follows: Oritania Theatre, Hackensack, N. J.; Embassy Theatre, Mt. Vernon, N. Y.; Ambassador Theatre, Saratoga and Livonia avenues, Brooklyn, N. Y.; Palace Theatre, Hamburg, N. Y.; Bradley Palace Theatre, Bradley Beach, N. J.; State Theatre, Elmira, N. Y.; Globe Theatre, Richmond, Va.; Palace Theatre, Slaton, Texas; Dan River Cotton Mills, Danville, Va.



New Asher Brothers' theatre which was just opened in Chicago. This house seats approximately 2,000 and is the central feature of the large business block shown above.

Bristol, Connecticut, To Have New Theatre; Other Plans Under Way

BRISTOL, Conn., is to have a new theatre and plans are in process of preparation for estimating. The new playhouse will be built by the Colonial Theatres, Inc., and will cost between \$300,000 and \$350,000, according to A. H. Lockwood, in charge for the company. It is expected that the contracts will be awarded early in the year so that actual work will start in the early spring and the new playhouse completed by late Fall. The new theatre will seat 1,800. It is understood that the Colonial Theatres, Inc., will cease to operate the present Palace Theatre on North Main street, Bristol, when the new theatre is completed, but that it will continue to operate the Bristol and Princess Theatres. The company manages theatres in South Manchester and Torrington, Conn., in addition to those in Bristol.

Hartford, Conn., is also to have a new motion picture theatre, work on which will be commenced in the spring. The new theatre will be erected in connection with the construction of a 15-story hotel which will be built at Asylum and Trumbull streets on the site of the old Allyn House, by the Allyn Realty Co., of which Robert J. Allyn is the head. The Allyn house is to be torn down during the winter. The theatre will be located within a few doors of the Majestic Theatre. The new playhouse will be one of the largest in the state, Mr. Allyn says, but as yet plans have not progressed to the extent that an estimate of the cost of the project or the seating capacity can be approximated.

The Embassy, Inc., is a new corporation in Boston, just chartered, which has for its object the erection and ownership of theatres. The company has a capital stock of 1,000 shares of no par value. Incorporators are J. Sumner Draper, of Milton, Mass.; William W. Hoblitzell, Jr., of Newton, Mass., and George R. Slader, of Jamaica Plain, Mass., all prominent realtors in Boston and its suburbs.

Strand Recreation Co., Inc., Orono, Me., has been incorporated to build and conduct

theatres, with capital of \$10,000. Incorporators are Abe L. Goldsmith and Edgar A. White.

Samuel Katze is to build a new theatre in Merrimack square, Lowell, Mass., early in the spring. Plans are being prepared by Architect James Tuck of Boston and are ready for estimating. It is expected the contracts will be awarded before the end of January. The proposed theatre will be one of the largest in Lowell.

A new theatre is to be built by Fishman Brothers, New Haven, Conn., on Dixwell avenue in the Hamden district. Plans are being prepared by Charles H. Abramowitz of New Haven. The theatre will be built in connection with a new business block. It will have a seating capacity of 1,000, with a balcony. Plans will be estimated and contracts awarded so work will start early in the spring and the playhouse will be opened about Nov. 1 next.

Two New Theatres Planned for Buffalo, N. Y.

Samuel Tishkoff and Aaron Merchey, owners of the Plaza, Rochester, have filed plans for a new motion picture theatre to cost \$200,000. The general contract has been let to the Iuppa-Battle company and work on the excavation is to start immediately. The site is on the east side of Genesee street, between Frost avenue and Arnett boulevard. Plans call for a building with a capacity of 1,800. The theatre will have a large stage and a mezzanine balcony, furnished with wicker furniture. The theatre will be ready by spring.

Joseph Nicosia will build a new community theatre in Rochester, just a short distance from the Tishkoff-Merchey house. Mr. Nicosia intends to build in Genesee street, opposite Clifton. He will utilize a frame building now on the property for the theatre. Nicosia is third owner of the Chili theatre in Chili avenue.



Projection

Optics, Electricity, Practical Ideas & advice



Inquiries and Comments

Blows the Fuses



THE Blue Bird Theatre, Mill Hall, Pa., owned and managed by W. S. Hattwick has been struggling courageously to secure smooth change-overs but has struck a snag in what appears to be limited current carrying capacity of the main feed wires.

Friend Hattwick, who is using 35 amperes A. C. through a compensare informs us that when running one projector everything is nice and rosy but that when both arcs are on the line during the changeover period the fuses invariably blow and this, to put it rather mildly is decidedly, not rosy.

In fact, we should think it would prove to be pretty darn annoying. In casting about for the reason for this trouble and a method whereby it could be brought to an end, Friend Hattwick, became very interested in a recent article of ours dealing with changeovers, but approached the problem from a different angle which did not offer him much assistance. Hence, his letter, which is as follows:

Gentlemen:

So much has been written and said on projection that we find how little we know after your good write-ups in the News.

The writer was interested in your article in the News of October 28 on projection changeovers and would certainly appreciate your views on the best changeover method with this equipment of ours, and which many other theatres must have, namely:

Two Powers 6 B projectors which are supplied with current from 110 volt A. C. circuit and draw 35 amperes through Fort Wayne Compensares. I find it necessary when making changeovers, and at which time both projectors are on the line, to switch off the arc on the first, letting the projector motor continue on the line, and then strike the arc on the second, starting motor No. 2 after which I turn off Motor No. 1, thus effecting a fairly presentable changeover when everything is done just right.

Noticeable on Screen

While this gives a pretty fair changeover, as far as the screen is concerned, it is, however, noticeable to persons who are familiar with the projection of pictures even when everything goes right and when things go wrong—well, it is noticeable then to quite everybody. I am not, of course, satisfied with these conditions and so would like your advice in this matter.

We would like to know, therefore, if there is not some method whereby both arcs

could be kept burning for at least a few seconds while making changeovers?

We have tried this with two compensares, and also rheostats, and even when cutting down the line the two arcs blow fuses when both are in use.

We would certainly appreciate any information you may give to help us out of this difficulty.

Common Practice

Regarding your inquiry as to whether or not there is a method whereby you can operate both arcs simultaneously during the changeover period, Friend Hattwick, we should say there certainly is and, what is more to the point, we can see no reason why you should not secure good results if you will go to the trouble of making the necessary changes.

The method of making changeovers with the equipment you possess, is common practice and there is nothing difficult about it, providing conditions are right. This method, in fact, consists of just what you are trying to do—throw both arcs across the circuit at the same time but the hitch in your case was caused by not taking the proper precautions.

Trouble Not in Equipment

Your trouble apparently does not lay in the control equipment—the compensares and rheostats which you have tried at various times—but rather in the feeder circuit. You do not say so, but the chances are that the feeder circuit was originally designed to carry the loads of but one arc and was fused accordingly. Later you probably purchased an additional projector and then your troubles commenced when trying to make the old feeder lines carry the combined load of both projectors. Certainly this fuse-blowing condition could not have dropped out of a clear sky on a circuit which formerly was all right. Furthermore, everything seems good when but one projector is used so that would eliminate the chance of accidental grounds or short-circuits.

The trouble clearly lays in the feeder circuit.

Recommendations

Our advice is as follows: First, secure the services of a competent electrician. Now a competent electrician in plain English means one who understands his business. Have him measure, by means of a proper wire gauge, the diameter of the feeder wires supplying both arcs. If he knows his business, he can then tell you immediately, the safe current carrying capacity of those wires; if not he can get the information from the Underwriters' Code Book.

The next thing to do is to determine the *total current* required to operate both arcs at the same time. You mention using 35 amperes for one arc when used with a compensare (transformer). Did you obtain this figure by guess or by measurement?

It is important to *accurately* determine the current required by one arc, after which the total amperage, making due allowance for loss in the transformers, drawn from both secondaries can be determined. It is not this secondary current which is blowing the fuses. This is done by the primary current blowing through the "line" side of the transformer.

The best way to determine the amount of the primary current is to state your problem to the local power company, if you are served by one, and ask them to measure it for you with an *accurate* meter. This can be done for one arc and then doubling this reading will give the current required by both arcs since it is fairly reasonable to assume that both arcs will draw equal amounts of current.

Increase Feeder Capacity

If you are not served by a power company it will be necessary for either you or the electrician to borrow a suitable meter and measure the current yourselves.

If the total current (from both arcs) then *exceeds* the current carrying capacity of the feeder wires it will be necessary to do one of two things.

(1) Either replace the old feeder wires with new ones of the required capacity, or

(2) Add two new feeder wires of the same size as those now used, using two wires for each "leg" in place of the one now used.

After this is done the main circuit can then be fused to carry the combined load of both arcs.

Not Probable

If it should be found, though this is improbable, that the feeder capacity at present is sufficient to carry the load of both arcs safely, then the only thing necessary is to increase the capacity of the fuses. The thing we wish to impress upon you, however, is this, *do not monkey with the buzz-saw*. Secure the services of a competent electrician. Your local power company would also give you the necessary information concerning the proper size of feed wires and fuses since it is to their interest to see that you use their service intelligently.

Wurlitzer Organ Co. Reports November Sales

Recent Wurlitzer organ sales include the New Theatre, Bloomfield, N. J., operated by the Bloomfield Amusement Company; The Imperial Theatre, Asheville, N. C. a Famous-Players House; The Rialto at Glens Falls, N. Y.; The Liberty, Plainfield, N. J.; the Playhouse at Mamaroneck, N. Y., owned by the Mamaroneck Playhouse Holding Corporation; the Majestic at Burlington, Vt.; the Imperial and the Lucas at Savannah, Ga., the three last named theatres belonging to the Famous Players-Lasky circuit.



View of the auditorium of Asher Brothers' new theatre, Chicago. Note the attractive design of the boxes and proscenium.

Several New Theatres to be opened in Florida and Georgia

THE Bennett and Reemelin Company, of Miami and Coral Gables, Fla., are now at work upon the erection in Coral Gables of a modern and picturesque theatre which will seat 1,000. At the present time the firm has not definitely decided upon a lease for the new house, which will be finished, it is anticipated, about March 1st of the coming year.

H. W. Dorn will open a new theatre in Larkin, Fla., about the first of March. Plans now under way call for a modernly equipped, up-to-the-minute picture house with a seating capacity of 500.

Work is progressing steadily on Adolph Gortatowsky's new 1,800-seat theatre in Albany, Ga., and the opening is scheduled for early in March. The new house, as yet unnamed, will play major pictures, and road show attractions, now being booked in the Liberty, will be shifted to the larger and more pretentious new house.

It is understood that the new theatre being built by J. C. Hancock, well-known Florida exhibitor, at Stuart, Fla., will not be ready for opening until sometime in February. Erection was begun in the early fall and it was planned originally to have the house ready by November 1st.

L. R. Brandon, of Dania, Fla., a small point just outside Hollywood, has just opened his newly completed theatre in that town. Mr. Brandon originally intended operating an airdome on the site of the present house, but later changed his plans and has in its stead erected a handsome theatre which seats 1,000.

A new theatre will soon be erected in Blue Ridge, Ga., for which the contracts have been let this week with plans for completion of the house within six weeks' time. Construction began last Thursday, and it is understood the work is progressing at a good pace. The house will seat 200, will be modern in every respect and equipped with the latest type projection machines and

many new conveniences. Its site is located on the main street of the town, and the building will be of brick on a lot 75 feet deep by 35 feet wide. The front is to be cream brick, and an attractive marquee will shelter the entrance. The house will be steam heated. F. C. Butt, who is building the theatre and will operate it, is the son of a well-known citizen of Blue Ridge. Indications point to an excellent business for his house by reason of the fact that the Tennessee Power Company has begun work on a huge dam near the north Georgia town, costing in the neighborhood of \$3,000,000, and requiring two years to construct, with a large force of workmen on hand. Mr. Butt has booked some excellent first and second-run features. The theatre will open for the evenings only.

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Dura Protector Co. Appoints New York Representative

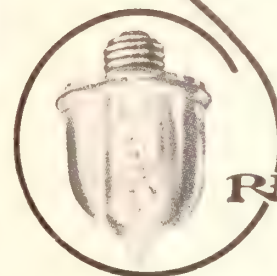
The Dura Film Protector Co. has appointed M. Smith in charge of sales in the New York territory. Mr. Smith plans on starting his activities by visiting all the exchanges in his territory. He will make his headquarters at the main offices of the Protector Co., 220 West 42nd St., N. Y. C.

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy releases, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet.	
American Pluck	George Walsh	Chadwick	5000 feet.	July 11
As No Man Has Loved	Special Cast	Fox	7929 feet.	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	6000 feet.	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet.	Oct. 31
Big Pal	Wm. Russell	Ginsberg Dist.	4543 feet.	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet.	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet.	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet.	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet.	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp.	5677 feet.	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet.	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet.	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet.	June 27
Free to Love	C. Bow-D. Keith	B. P. Schulberg (S. R.)		
Freshman, The	Harold Lloyd	Pathe	6883 feet.	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict.	4488 feet.	
Havoc	Special Cast	Fox	9200 feet.	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O.	5669 feet.	
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet.	Sept. 26
His Master's Voice	Thunder (dog)	Gotham Prod. (S. R.)	5827 feet.	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O.	6006 feet.	May 23
Kentucky Pride	Special Cast	Fox	6652 feet.	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp.		
Let's Go Gallagher	Tom Tyler	Film Book Offices	5182 feet.	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet.	Sept. 12
Lost World, The	Special Cast	First National	9700 feet.	Feb. 21
Man of Nerve	Bob Custer	F. B. O.	4452 feet.	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet.	Sept. 5
Mystic, The	Pringle-Earle	M-G-M.	6239 feet.	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet.	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S. R.)	4547 feet.	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet.	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet.	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet.	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet.	June 26
Phantom of the Opera	Lon Chaney	Universal	8464 feet.	Sept. 19
Plastic Age, The	Special Cast	B. P. Schulberg (S. R.)	6848 feet.	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet.	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet.	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book Offices	5014 feet.	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet.	
Sealed Lips	Revier-Landis	Columbia Pict. (S. R.)	5770 feet.	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp.	6974 feet.	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet.	Aug. 29
Siege	Virginia Valli	Universal	6424 feet.	June 26
Son of His Father, A	Special Cast	Paramount	6925 feet.	Sept. 19
Souls for Sables	Windsor O'Brien	Tiffany (S. R.)	7000 feet.	Sept. 12
S. O. S. Perils of the Sea	Elaine Hammerstein	Columbia Pict. (S. R.)	5303 feet.	Dec. 26
Speed Madness	Frank Merrill	Hercules Film	4579 feet.	
Spook Ranch	Hoot Gibson	Universal	5247 feet.	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet.	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet.	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet.	June 13
Teaser, The	Laura La Plante	Universal	5967 feet.	May 30
Three Weeks in Paris	M. Moore-D. Devore	Warner Brothers	5900 feet.	
Three Wise Crooks	Evelyn Brent	Film Book Offices	6074 feet.	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet.	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet.	Aug. 15
Wall Street Whiz, The	Richard Talmadge	Film Book Offices	5452 feet.	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet.	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet.	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet.	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet.	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet.	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet.	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Beautiful City	R. Barthelmess	First National	6460 feet.	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet.	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet.	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet.	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4800 feet.	
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet.	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet.	Aug. 22
Classified	Corinne Griffith	First National	6927 feet.	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet.	Nov. 14
Compromise	Irene Rich	Warner Bros.	6586 feet.	Nov. 7
Desert Demon, The	Buffalo Bill, Jr.	Artclass Pict.	5012 feet.	
Dollar Down	Ruth Roland	Truett (S. R.)	5860 feet.	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet.	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet.	Oct. 17
Fate of a Flirt, The	Geo. O'Brien	Fox	7032 feet.	Oct. 3
Fighting Heart, The	Bronson-Hamilton	Paramount	6395 feet.	Sept. 19
Golden Princess, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4470 feet.	Sept. 26
Great Sensation, The	"Lefty" Flynn	F. B. O.	5482 feet.	Nov. 14
Heads Up	Leatrice Joy	Prod. Dist. Corp.	6084 feet.	Sept. 12
Hell's Highway	Gloria Grey	Madoc Sales	5000 feet.	Dec. 26
Heartless Husbands	Wally Wales	Artclass Pict.	4440 feet.	
Hurricane Horseman, The	Richard Holt	Gerson Pictures		
In Search of a Hero	O'Brien-Bellamy	Fox Film Corp.	10424 feet.	Sept. 13
Iron Horse, The	Robert Frazer	F. B. O.	6712 feet.	Oct. 17
Keeper of the Bees, The		B. P. Schulberg (S. R.)		
Lew Tyler's Wives				

Feature	Star	Distributed by	Length	Reviewed
Little Annie Rooney	Mary Pickford	United Artists	8850 feet.	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet.	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet.	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	4903 feet.	
Man on the Box, The	Sydney Chaplin	Warner Bros.	7282 feet.	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet.	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet.	Oct. 24
No Man's Law	Bob Custer	F. B. O.	4042 feet.	Nov. 21
Other Woman's Story	Calhoun-Frazier	B. P. Schulberg	6080 feet.	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet.	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet.	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet.	Sept. 26
Pride of the Force, The	Tom Santschi	Rayart	5139 feet.	Nov. 21
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp.	4603 feet.	Sept. 21
Red Hot Tires	Monte Blue	Warner Bros.	6447 feet.	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet.	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet.	Nov. 7
Some Pun'kins	Chas. Ray	Chadwick	6500 feet.	Sept. 19
Storm Breaker, The	House Peters	Universal	6093 feet.	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet.	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet.	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet.	Oct. 19
Wandering Fires	Constance Bennett	Arrow		
Wandering Footsteps	Special Cast	Ginsberg Dist. Corp.	5060 feet.	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet.	Oct. 31
Without Mercy	Vera Reynolds	Prod. Dist. Corp.	6550 feet.	Oct. 24
Winding Stair, The	Special Cast	Fox	6107 feet.	Oct. 17
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet.	

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict.	4659 feet.	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet.	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O.	5519 feet.	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet.	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet.	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet.	Nov. 7
Bright Lights	Ray-Stark	Metro-Goldwyn	6260 feet.	Nov. 28
Call of Courage, The	Art Acord	Universal	4661 feet.	Sept. 19
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet.	Oct. 10
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib.	5600 feet.	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros.	6478 feet.	Nov. 28
Cobra	Valentino	Paramount	6895 feet.	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels	
Durand of the Bad Lands	Buck Jones	Fox	5844 feet.	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet.	Nov. 21
East Lynne	Special Cast	Fox	8553 feet.	Oct. 19
Fifty-Fifty	L. Barrymore-H. Hamp-	Assoc. Exhib.	5561 feet.	June 26
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4514 feet.	Dec. 5
Flower of Night	Pola Negri	Paramount	6344 feet.	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet.	April 25
Galloping On	Wally Wales	Artclass Pict.	4292 feet.	
Go West	Buster Keaton	Metro-Goldwyn	6230 feet.	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib.	5600 feet.	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet.	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib.	5400 feet.	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet.	Nov. 7
Last Edition, The	Ralph Lewis	Film Book Offices	6400 feet.	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet.	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet.	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib.	5500 feet.	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet.	Sept. 12
Midnight Limited	Glass-Hawley	Ravart		
New Commandment	Sweet-Lyon	First National	6980 feet.	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet.	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet.	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp.	6300 feet.	Nov. 7
Perfect Clown, The	Larry Semon	Ginsberg Dist.	5600 feet.	Dec. 26
Phantom Express, The	Special Cast	Film Book Offices	4540 feet.	Dec. 12
Ridin' Streak, The	Bob Custer	Prod. Dist. Corp.	9980 feet.	Nov. 14
Road to Yesterday, The	Joseph Schildkraut	Truett	5000 feet.	Aug. 8
Romance Road	Raymond McKee	Warner Bros.	7506 feet.	Nov. 21
Rose of the World	Special Cast	Artclass Pict.	4728 feet.	
Saddle Cyclone	Buffalo Bill Jr.	Warner Bros.	7040 feet.	Oct. 24
Satan in Sables	Lowell Sherman	Warner Bros.	6880 feet.	Nov. 21
Scarlet Saint, The	Astor-Hughes	First National	6286 feet.	Dec. 19
Seven Sinners	Marie Prevost	Warner Bros.	5070 feet.	Oct. 24
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp.	6763 feet.	Sept. 24
Sporting Life	Special Cast	Universal	7 reels.	Nov. 28
Stage Struck	Gloria Swanson	Paramount	7117 feet.	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	6222 feet.	Oct. 24
Tessie	McAvoy-Agnew	Arrow	6839 feet.	Sept. 19
Thank U	Special Cast	Chadwick (S. R.)		
Transcontinental limited	Special Cast	Chadwick	6800 feet.	July 25
Unchastened Woman, The	Theda Bara	Assoc. Exhib.	6500 feet.	Dec. 5
Under the Rouge	Tom Moore	First National	6613 feet.	Dec. 5
Unguarded Hour, The	Sills-Kenyon	Prod. Dist. Corp.	6609 feet.	Nov. 28
Wedding Song, The	Leatrice Joy	First National	6609 feet.	Dec. 5
We Moderns	Colleen Moore	Universal	6630 feet.	Aug. 29
Where Was I?	Reginald Denny	Universal		
Wild Girl	Louise Lorraine	Truett (S. R.)	5800 feet.	
Winnet, The	Charles Ray	Chadwick (S. R.)		
Womping Wild Cat, The	Tom Tyler	F. B. O.	5156 feet.	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Ancient Mariner, The	Special Cast	Fox		
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet.	

Feature	Star	Distributed by	Length	Reviewed
Blue Blood	George Walsh	Chadwick		
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compton	Asso. Exhib.	7 reels	Nov. 21
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet	Dec. 26
Don't	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet	
Flood, The	Special Cast	Truett S. R.		
Girl from Montmartre	La Marr-Stone	First National		
Golden Strain, The	Special Cast	Fox		
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana-Agnew	M-G-M		
Handsome Brute, The		Columbia Pict. (S. R.)		
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Dec. 5
Hogan's Alley	Harlan-Miller	Warner Bros.	6310 feet	Dec. 5
Infatuation	Special Cast	First National		
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mullhall	First National		Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	7816 feet	Dec. 19
Lady Windermere's Fan	Special Cast	Warner Brothers	9221 feet	Dec. 26
Lodge in the Wilderness		Tiffany (S. R.)	6500 feet	
Lover's Island	Hampton-Kirkwood	Assoc. Exhib.		
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov. 21
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp.	5417 feet	Nov. 14
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Man Four Square	Buck Jones	Fox		
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	
Morals for Men	Learte-Mills	Tiffany S. R.	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib.		
Pals	Louise Lorraine	Truett S. R.	5800 feet	
Pinch Hitter, The	Glenn Hunter	Asso. Exhibitors		Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	
Prince of Pep	Richard Talmadge	F. B. O.	4911 feet	
Prince of Broadway	George Walsh	Chadwick		
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec. 19
Silver Treasure, The	Special Cast	Fox		
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	
Soul Mates	Special Cast	M-G-M	6000 feet	
Sound Road, The	Anna O. Wilson	First National		
That Royle Girl	Dempster-Fields	Paramount	10253 feet	Dec. 19
Three Faces East	Goudal-Ames	Prod. Dist. Corp.		
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	
Time the Comedian	Cody-Busch	Metro-Goldwyn	4757 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Two Fisted Jones	Wm. S. Hart	United Artists	7 reels	Nov. 24
Wages for Wives	Jack Hoxie	Universal	4555 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6352 feet	Dec. 5
Woman of the World, A	Pola Negri	Paramount	6515 feet	Nov. 28
Womanhandled	Richard Dix	Paramount		

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount		
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Barrier, The	Kerry-Barrimore	Metro-Goldwyn		
Blue Streak, The	Rich. Talmadge	F. B. O.		
Braveheart	Rod LaRocque	Prod. Dist. Corp.		
Conquered	Gloria Swanson	Paramount		
Count of Luxembourg	George Walsh	Chadwick	5600 feet	Dec. 26
Dance Madness	Windsor-Nagel	Metro-Goldwyn		
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp.		
Daybreak		Fox		
Demon, The	Jack Hoxie	Universal		
Dixie Merchant, The	Special Cast	Fox		
Enchanted Hill, The	Special Cast	Paramount	6326 feet	
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue	De La Motte	Prod. Dist. Corp.		
Fighting Edge, The	Harlan-Miller	Warner Brothers		
First Year, The	Special Cast	Fox		
Flaming Waters	Special Cast	F. B. O.		
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Golden Butterfly, The	Special Cast	Fox		
Hands Up	Raymond Griffith	Paramount		
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib.		
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters	Tiffany		6500 feet	
I Do	Harold Lloyd	Assoc. Exhib.		
Johnstown Flood, The	Special Cast	Fox		
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Lady from Hell	Blanche Sweet	Assoc. Exhib.		
Little Giant, The	Glen Hunter	Universal		
Mannequin	Special Cast	Paramount	6981 feet	
Man Rustlin'	Bob Custer	Film Book. Offices		
Marrying Money		Truett S. R.	5800 feet	
Mocking Bird, The	Lon Chaney	M-G-M		
Queen O'Diamonds	Evelyn Brent	F. B. O.		
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet	
Knocking Moon	Bowers-Iashman	Prod. Dist. Corp.		
Sea Beast, The	John Barrymore	Warner Bros.		
Shadow of the Law	Bow-Lewis	Assoc. Exhib.		
Sky High Corral	Art Acord	Universal		
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp.	6650 feet	Nov. 28
Stella Maris	Mary Philbin	Universal		
Sweet Adeline	Charles Ray	Chadwick		
Traffic Cop, The	"Lefty" Flynn	F. B. O.		
Under Western Skies	Norman Kerry	Universal		
Western Pluck	Art Acord	Universal	4207 feet	
When Love Grows Cold	Mrs. Rudolph Valentino	F. B. O.		
Where the Worst Begins	Ruth Roland	Truett S. R.	5800 feet	
White Mice	Jacqueline Logan	Associated Exhib.		
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Beautiful Cheat, The	Laura La Plante	Universal		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.		
Cave Man, The	Prevost-Moore	Warner Bros.		
Desperate Game, The	Pete Morrison	Universal	4400 feet	Dec. 12
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet	
First Year, The	Special Cast	Fox		
Half-Breed Hostler, The	Bob Custer	F. B. O.		
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
King of the Turf	Special Cast	F. B. O.		
Light Eternal	Norma Shearer	M-G-M		
Little Irish Girl, The	Special Cast	Warner Bros.		

Feature	Star	Distributed by	Length	Reviewed
Lure of the Wild	Special Cast	Columbia (S. R.)		
Made for Love	Leatrice Joy	Prod. Dist. Corp.		
Man Upstairs, The	Monte Blue	Warner Bros.		
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp.		
Miracle of Life, The	Busch-Marmont	Assoc. Exhib.		
Money Talks	Special Cast	M-G-M		
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
Night Cry, The	Rin-Tin-Tin	Warner Bros.		
Night Watch, The	Special Cast	Truett S. R.		
Palace of Pleasure	Special Cast	Fox		
Separate Rooms	Special Cast	Fox		
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib.	6800 feet	
Siberia	Special Cast	Fox		
Silent Witness, The	Louise Lorraine	Truett S. R.	5800 feet	
Sky High Corral	Art Acord	Universal		
Tony Runs Wild	Tom Mix	Fox		
Torrent, The	Cortez-Garbo	M-G-M		
Tough Guy, The	Fred Thomson	F. B. O.		
Two Can Play	Row-MacDonald	Assoc. Exhib.		
Under Western Skies	Norman Kerry	Universal		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truett S. R.	5800 feet	
Blue Blazes	Pete Morrison	Universal		
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp.		
Chip of the Flying U	Hoot Gibson	Universal		
Cohens and the Kellys		Universal		
Coming and Going	Buffalo Bill, Jr.	Artclass Pictures	4800 feet	
Dangers of a Great City	Special Cast	Fox		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.		
Happiness	Special Cast	Film Book. Offices		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Love Toy, The	Lowell Sherman	Warner Bros.		
Oh, What a Nurse	Syd Chaplin	Warner Brothers		
Manhood	Special Cast	Fox		
Marriage	Special Cast	Fox		
My Old Dutch	Special Cast	Universal		
Play Safe	Monty Banks	Assoc. Exhib.		
Red Dice	Rod La Rocque	Prod. Dist. Corp.		
Six Shooting Romance	Jack Hoxie	Universal		
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Border Sheriff, The	Jack Hoxie	Universal		
Combat, The	House Peters	Universal		
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Isle of Retribution, The	Special Cast	Film Book. Offices		
Other Women's Husbands	Blue-Prevost	Warner Bros.		
Road to Glory, The		Fox		
Rustlers Ranch	Art Acord	Universal		
Sap The	M. Moore-D. Devore	Warner Bros.		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Streets of Sin		Fox		

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Cestello-Parron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Click of the Triangle T	Hoot Gibson	Universal		
Footloose Widow, The	Irene Rich	Warner Bros.		
Hell Bent for Heaven	Monte Blue	Warner Bros.		
Honeymoon Express, The	M. Moore-D. Devore	Warner Brothers		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Sally in our Alley	Mary Philbin	Universal		
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Escape, The	Pete Morrison	Universal		
Guided Highway, The	Dorothy Devore	Warner Bros.		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Brothers		
Passionate Quest, The	Marie Prevost	Warner Bros.		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Brothers		
Still Alarm, The	Chadwick-Russell	Universal		

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	"Aesop Fable"	Pathe	1 reel	
Alice Plays Capid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	
All Abroad	"Helen & Warren"	Fox	2 reels	Dec. 19
All for a Girl	Buddy Messenger	B'way Dist. Co.	2 reels	
All Tied Up	"Fat Men"	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Maxie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel	
At Home	"Our Gang"	Pathe	2 reels	
Baby Be Good	"Juvenile"	Educational	3 reels	Oct. 26

Feature	Star	Distributed by	Length	Reviewed
Bachelors' Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	
Bad Man, The	"Dinky Doodle"	F. B. O.	1 reel	
Barnyard Follies	"Aesop Fable"	Pathe	1 reel	Sept. 4
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie	"Our Gang"	Pathe	2 reels	
Bette, Movies	Neely Edwards	Universal	1 reel	Nov. 7
Beware of Your Relatives	Mohan-Engle	Pathe	1 reel	Oct. 10
Bonehead Age, The	"Aesop Fable"	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Brotherly Love	Educational		1 reel	
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
Camel's Hump	Eddie Gordon	Film Book. Offices	1 reel	
Captain Suds	Charles Chase	Universal	2 reels	Dec. 19
Caretaker's Daughter, The	Neely Edwards	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Chester's Donkey Party	Joe Murphy	Universal	2 reels	
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	"Aesop Fable"	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	B. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc.	2 reels	Oct. 31
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	"Aesop Fable"	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus	Pathe	Film Book. Offices	1 reel	
Dinky Doodle in the Hunt	Pathe	Film Book. Offices	1 reel	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
East Side, West Side	Fox		2 reels	Dec. 12
Ebony Clean Up	L. B. Cornwell (S. R.)		1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York	Fox		2 reels	
English Channel Swim, The	"Aesop Fable"	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	"Cartoon"	Educational	1 reel	
Felix the Cat in Eats Are Wets	"Cartoon"	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	"Cartoon"	Educational	1 reel	
Felix the Cat on the Farm	"Cartoon"	Educational	1 reel	
Felix the Cat Flirts with Fate	"Cartoon"	Educational	1 reel	
Felix the Cat Kept on Walking	Educational		1 reel	
Felix the Cat on the Job	"Cartoon"	Educational	1 reel	
Felix the Cat Spots the Spooks	"Cartoon"	Educational	1 reel	
Felix the Cat Tries the Trades	"Cartoon"	Educational	1 reel	
Felix the Cat Trips Thru Toyland	"Cartoon"	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A	Fox			
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Flamingo Affair, A	Special Cast	Fox		
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
For Sadie's Sake	Jimmie Adams	Educational	2 reels	
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Free Ride, A	Arthur Lake	Universal	1 reel	
From Rags to Riches	Billy Bevan	Pathe	2 reels	Dec. 19
Going Good	Wanda Wiley	Universal	2 reels	
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Goosey Gus	Special Cast	B'way Dist. Corp.	2 reels	
Great Open Spaces, The	"Aesop Fable"	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neely Edwards	Universal	1 reel	Dec. 5
Haunted House, The	"Aesop Fable"	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Helpful Al	Al Alt	Universal	2 reels	
Her Lucky Leap	Wanda Wiley	Universal	2 reels	
Hero Wins, The	"Aesop Fable"	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc.	2 reels	Sept. 12
Hold Everything	Perry-Cooley	Pathe	1 reel	Dec. 12
Hold Everything	Special Cast			
Hold Tight	Alice Ardell	F. B. O.		
Honeymoon Hotel, The	Neely Edwards	Universal	1 reel	
Honeymoon Squabble, The	Edna Marian	Universal	2 reels	
Honor System, The	"Aesop Fables"	Pathe	1 reel	Nov. 21
Horse Laugh	Chas. Puffy	Universal	1 reel	
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail	Film Book. Offices		1 reel	
How the Elephant Got His Trunk	F. B. O.		1 reel	
Humming Birds, The	Buddy Messinger	B'way Dist. Corp.	2 reels	
Hungry Hounds	"Aesop Fable"	Pathe	1 reel	
Hurry, Doctor!	Ralph Graves	Pathe	2 reels	
In Deep	Cliff Bowes	Educational	1 reel	Oct. 10
Isn't Love Cuckoo?	Raymond McKee	Pathe	2 reels	Dec. 5
Jimmy Crickets	Neely Edwards	Universal	1 reel	
Just Spooks	"Dinky Doodle"	F. B. O.	1 reel	
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	"Hey Fellas"	Davis Dist.	2 reels	Sept. 5
Ko-Ko Nuts	"Cartoon"	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	"Aesop Fable"	Red Seal	1 reel	Nov. 14
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 5
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Lickety Split	Educational		2 reels	
Lion and the Monkey, The	"Aesop Fables"	Pathe	1 reel	Oct. 10
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards	Educational		2 reels	
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19

Feature	Star	Distributed by	Length	Reviewed
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Maize Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	"The Gumps"	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	"Krazy Kat"	Winkler (S.R.)	1 reel	
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	"Aesop Fable"	Pathe	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars	Neal Burns	Educational	2 reels	
My Swedie	Charles Chase	Educational	2 reels	
No Father to Guide Him	Edna Marian	Pathe	2 reels	Sept. 5
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Fox			
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	"Fat Men"	F. B. O.	2 reels	
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	"Our Gang"	Pathe	2 reels	Dec. 12
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Peacemakers, The	"Helen & Warren"	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Pie Eyed Pie	"Krazy Kat"	Winkler (S.R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Rainbow's End, The	"Felix the Cat"	Educational	1 reel	Dec. 19
Raisin' Trouble	Arrow		2 reels	
Rainy Knight, A	Pathe		2 reels	
Roomers Afloat	Jack Cooper	Bischoff (S.R.)	2 reels	Oct. 31
Salty Sap, A	Billy Dooley	Educational		
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Sea Scamps	Big Boy	Educational	2 reels	
Shoes	Special Cast	Fox	2 reels	Aug. 29
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Hooks	Educational		1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	"The Gumps"	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film Book. Offices	2 reels	
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks	Bischoff (S. R.)		2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong For Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	"Fat Men"	F. B. O.	2 reels	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love	B'way Dist. Corp.		2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Wise Goofs	"Fat Men"	F. B. O.	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 36
Ugly Duckling, The	"Aesop Fable"	Pathe	1 reel	Sept. 21
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 19
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 3
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wildcats of Paris	"Aesop Fable"	Pathe	1 reel	Nov. 21
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3

Short Subjects

Feature	Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	2 reels	Oct. 24
Amundsen Polar Flight, The	Pathe	3 reels	Nov. 21
Animated Hair Cartoons (Series)	Red Seal Pict.	1 reel	
Bar-G Mystery (Serial)	Pathe		
Barrier Busters (Spotlight)	Pathe	1 reel	Sept. 5
Boundary Line, The (Mustang Series)	Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)	Universal	2 reels	Dec. 5
Call of Hazard, The (Fred Humes)	Universal	2 reels	
Clever Feet (Spotlight)	Pathe	1 reel	
Colorful Fashions From Paris (Novelty)	Educational	1 reel	
Crook Buster, The (Mustang)	Universal	2 reels	
Cuba Steps Out (Variety)	Fox	1 reel	

Feature	Star	Distributed by	Length	Reviewed
Fight Within, The	George Larkin	Universal	2 reels	
Film Facts (Series)		Red Seal Pict.	1 reel	
Flame Fighter, The (Serial)	Herbert Rawlinson	Rayart		
Flirting With Death		Red Seal Pict.	2 reels	Sept. 24
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 10
Green Archer, The (Serial)	Ray-Miller	Pathe	10 episodes	Dec. 5
Hearts of the West	Edmund Cobb	Universal	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels	
In a China Shop (Variety)		Fox	1 reel	
I Remember		Short Films Syn.	2 reels	Sept. 24
Iron Trail Around (Variety)		Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)		Educational	1 reel	Nov. 14
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict.	1 reel	Oct. 3
Life's Greatest Thrills		Universal	2 reels	Sept. 24
Magic Hour, The		Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)		Educational	1 reel	
Man With a Scar, The (Fred Humes)		Universal	2 reels	
Marionettes (Hope Hampton)		Educational	1 reel	Dec. 5
Marvels of Motion (Series)		Red Seal Pict.	1 reel	Sept. 5
Montana of the Range	Josie Sedgwick	Universal	2 reels	
Mother Goose's Movies (Hodge Podge)		Educational	1 reel	
My Bonnie (Ko-Ko Series)		Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)		Fox	1 reel	Aug. 29
Outings For All (Sportlight)		Pathe	1 reel	
Perils of the Wild (Serial)		Universal	10 episodes	
Raid, The (Mustang Series)		Universal	2 reels	Oct. 10
Range Law (Mustang Series)		Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)		Universal	2 reels	
River Nile, The (Variety)		Fox	1 reel	Nov. 23
Road From Latico, The (Mustang Series)		Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopic)		Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)		Universal	2 reels	Nov. 21
Rustlin' Kid, The (Mustang Series)		Universal	2 reels	
Scarlet Streak, The (Serial)	Jack Daugherty	Universal	10 episodes	
Shakespeare (Gems of the Screen)		Red Seal	1 reel	
Shooting at Time (Sportlight)		Pathe	1 reel	
Shootin' Wild (Mustang Series)		Universal	1 reel	Oct. 24
Silvery Art		Red Seal	2 reels	Sept. 24
Sky Tribe, The (Variety)		Fox	1 reel	
Starting an Argument (Sportlight)		Pathe	1 reel	
Story Teller, The (Hodge Podge)		Educational	1 reel	Oct. 3
Taking Chances (Mustang Series)		Universal	2 reels	
Then and Now (Sportlight)		Pathe	1 reel	
Toiling for Rest (Variety)		Fox	1 reel	
Too Many Bucks (Mustang Series)		Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)		Universal	2 reels	Dec. 19
Tricked (Mustang Series)		Universal	2 reels	Sept. 12
Walloping Wonders (Sportlight)		Pathe	1 reel	
What Price Touchdown (Sportlight)		Pathe	1 reel	
Whirlpool, The (Variety)		Fox	1 reel	
White Paper (Variety)		Fox	1 reel	
With Pencil, Brush and Chisel (Variety)		Fox	1 reel	
Wild Beasts of Borneo		Educational	2 reels	Sept. 17
Wild West (Serial)	Ferguson-Mulhall	Pathe	10 episodes	Sept. 12

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Ace of Spades, The	Desmond McAllister	Universal		
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire		M-G-M		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Aristocrat, The		B. P. Schulberg (S. R.)		
Atlantis		First National		
Auction Block, The	Boardman-Ray	M-G-M		
Back Slapper, The		M-G-M		
Barriers of Fire	Monte Blue	Warner Bros.		
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Bat, The		United Artists		
Beauty		M-G-M		
Behind the Front	W. Berry-Hatton	Paramount		
Behind the Screen		M-G-M		
Bellamy the Magnificent		M-G-M		
Beloved Pawn, The	Reed Howes	Rayart (S. R.)		
Ben Hur		Metro-Goldwyn		
Beverly of Graustark	Marion Davies	M-G-M		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 23
Black Pirate, The	Douglas Fairbanks	United Artists		
Bluebeard's Seven Wives	Lyon-Wilson-Sweet	First National		
Border Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 4
Border Women		Phil Goldstone (S. R.)	5000 feet	
Borrowed Plumes		Special Cast		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes		Ginsberg Dis. Corp.		
Brown of Harvard		(S. R.)		
Call in the Night, A		Metro-Goldwyn		
Charity Ball, The		Truart (S. R.)		
Checkered Flag, The	Elaine Hammerstein	Metro-Goldwyn		
Cigarette Maker's Romance, The		Ginsberg Dist. Corp.		
Cleaner Flame, The		(S. R.)		
Cleaver Widow, The		M-G-M		
Coney Island	Syd Chaplin	Arrow		
Courage of Captain Plum		Warner Brothers		
Crashing Through		M-G-M		
Cyclone Bob	Davis Dist.-Vital			
Cyrano de Bergerac	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Danger Live, The	Bob Reeves	Anchor Film Dist.		
Danger Live, The		Atlas Dist. (S. R.)	9500 feet	July 18
Danger Live, The		Astor Dist. (S. R.)		
Danger Live, The		Prod. Dist. Corp.		
Daughter of the Sioux, A	Harry Carey	Davis Dist.-Vital	5 reels	Oct. 3
Dead Command, The	A. Wilson-Gerber	M-G-M		
Demon Rider, The		Special Cast		
Desert Gold	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 22
Desert Healer	Holt-Dove	Paramount		
Deserts' Price, The	Stone-Bedford	First National		
Desperate Moment	Buck Jones	Fox	5709 feet	Dec. 19
Detour	Hawley-Von Eltz	Ginsberg Dist. Corp.		
Devil Horse, The		Prod. Dist. Corp.		
Dice Woman, The	Rex (horse)	Pathe		
Do Clothes Make the Woman	Priscilla Dean	Prod. Dist. Corp.		
Don Juan	Mrs. Valentino	F. B. O.		
Dumb Head	John Barrymore	Warner		
East of the Setting Sun	Tiffany (S. R.)	6500 feet		
Eden's Fruit	Constance Talmadge	First National		
	B. P. Schulberg (S. R.)			

Feature	Star	Distributed by	Length	Reviewed
Ermine and Rhinestone		H. F. Jans (S. R.)		
False Pride		Astor Dist.		
Far Cry, The	Sweet-Mulhall	First National		
Fast Life in New York		M-G-M		
Fast Pace, The		Special Cast		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Heart, The	Frank Merrill	Bud Barsky Prod.		
		(S. R.)	5000 feet	
Fighting Smite, The	Bill Cody	Inde. Pict. Corp. (S. R.)	4630 feet	
Flames		M-G-M		
Fleet Foot	Special Cast	M-G-M		
Flyin Thru	Marilyn Mills	Davis Dist.-Vital		
Flying Fool, The	Al Wilson	Davis Dist.-Vital		Nov. 7
Forest of Destiny, The	Dick Jones	Sunset Prod. (S. R.)		
Forever After		Gotham Prod. (S. R.)		
For Heaven's Sake	Corinne Griffith	First National		
Fort Frayne	Harold Lloyd	Paramount		
Four Stragglers, The	Ben Wilson	Davis Dist.	5000 feet	Aug. 29
Friends	Special Cast	M-G-M		
Frisco Sai	Special Cast	M-G-M		
Frivolity		M-G-M		
Galloping Dude, The	Franklyn Farnum	B. P. Schulberg (S. R.)		
Gambling Chaplain, The		Inde. Pict. Corp. (S. R.)	4700 feet	
Garden of Eden, The		M-G-M		
Gentle Cyclone, The		M-G-M		
Glorifying the American Girl	Buck Jones	Fox		
Gold Hunters, The		Paramount		
Golden Journey, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Goose Man, The	Boyd	Paramount		
Grey Vulture, The		M-G-M		
Gumby's Travels	Ken Maynard	Davis Dist.-Vital		
Hairpin Duchess, The		Universal		
Harem Girl, The		M-G-M		
Haunted Range, The		Astor Dist. (S. R.)		
Haven, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Hearts and Spangles		M-G-M		
Heir's Apparent		Gotham Prod. (S. R.)		
His Woman		First National		
Horses and Women		Whitman Bennett	7 reels	
Human Mill, The		B. P. Schulberg		
Hurricane, The		M-G-M		
I Can Do It		Truart (S. R.)		
I'll Tell the World		M-G-M		
Inevitable Millionaires		M-G-M		
The		M. Moore-Devore		
In His Arms		Special Cast		
In Praise of James		Warner Bros.		
Caroline		M-G-M		
Irene		Special Cast		
Colleen Moore		First National		
Jason		M-G-M		
Justice of the Fair South		M-G-M		
Just Suppose		C. B. C. (S. R.)	5500 feet	
Kiki	Richard Barthelmess	First National		
La Boheme	Norma Talmadge	First National		
Lady of Leisure	Gish-Gilbert	Metro-Goldwyn		
Lawful Cheater, The		Special Cast		
Law or Loyalty	Bow-McKee	M-G-M		
Lena Rivers	Lawson Harris	B. P. Schulberg	4946 feet	
Les Miserables		Davis Dist. Div.	4800 feet	Nov. 14
Life of a Woman		Arrow	6 reels	
Lightning		Universal		
Lightning Jack		Truart (S. R.)	6500 feet	
Lightning Passes, The	Jack Perrin	Tiffany (S. R.)	6500 feet	
Lights of Mojave, The	Al Ferguson	Ambassador Pict. (S. R.)	5000 feet	
Little Bit of Broadway	Ken Maynard	Fleming Prod. (S. R.)		
Little Firebrand, The	Ray-Stark	Davis Dist.-Vital		
Lodge in the Wilderness	Edith Thornton	Metro-Goldwyn		
Long Odds		Arrow Pictures	5007 feet	Dec. 12
Loyalties		Tiffany (S. R.)	6500 feet	
Lover's Oath, A	Marilyn Mills	Davis Dist. Div.		
Lunatic at Large, The	Special Cast	Fox		
Lying Wives	Ramon Navarro	Astor (S. R.)	5800 feet	Oct. 17
Man and the Moment	Leon Errol	First National		
Man With a Thousand Faces	Special Cast	Ivan Abramson (S. R.)	7 reels	May 2
Mare Nostrum	Special Cast	Metro-Goldwyn		
Married Cheats		M-G-M		
Memories		Fox		
Memory Lane	Ramon Navarro	M-G-M		
Men of Steel	Boardman-Nagel	First National		
Message to Garcia, A	Milton Sills	First National		
Midnight Flames		M-G-M		
Midnight Special		Columbia Pict. (S. R.)		
Miss Brewster's Millions	Bebe Daniels	Truart (S. R.)		
Million Dollar Doll		Paramount		
Mismates		Assoc. Exhib		
Miss 318	Doris Kenyon	First National		
Mille Modiste		M-G-M		
Modern Musketeer, A	Corinne Griffith	First National		
Monte Carlo	Gene Corrado	Bud Barsky (S. R.)	5000 feet	
Mr. Battling Butler	Monte Carlo	M-G-M		
My Own Pal	Buster Keaton	M-G-M		
My Lady of Whims	Tom Mix	Fox		
My Neighbor's Wife	Clara Bow	Arrow		
Mysterious Island	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Lady, The		M-G-M		
Nervous Wreck, The		Special Cast		
Nine and 3-5 Seconds		Prod. Dist. Corp.		
Oh, Horace	Charles W. Paddock	A. G. Sten, Inc.	5600 feet	Nov. 21
Ordeal, The	Billy West	Rayart		
Palace of Pleasure		M-G-M		
Paris		Fox		
Partners Again		Metro-Goldwyn		
Passionate Youth	Sidney Carr	United Artists		
Part Time Wife, The		Truart (S. R.)	6 reels	July 11
Peggy of the Secret Service	Calhoun-Ellis	Gotham Prod. (S. R.)	5900 feet	Dec. 5
Phantom of the Forest	Peggy O'Day	Davis Dist.-Vital	5 reels	
Plumes	Phantom of the Forest	Gotham Prod.		
Poor Girl's Romance, A	Thunder (dog)	M-G-M		
Prince of Pilsen		Film Book Office		
Pursued		Prod. Dist. Corp.		
Quality Street	Anita Stewart	Dependable (S. R.)	5000 feet	Nov. 14
Quo Vadis	Dorothy Drew	Metro-Goldwyn		
Racing Blood	Emil Jannings	First National		Feb. 23
Rainbow Riley		Gotham Prod. (S. R.)		
Reason Why, The	Johnny Hines	First National		
Reckless Lady	Pringle-Love	M-G-M		
Red Clay	Belle Bennett	First National		
Red Kimono, The	William Desmond	Universal		
Return of a Soldier		Davis Dist.-Vital		
Road That Led Home, The	Mrs. Wallace Reid	Metro-Goldwyn		
Rogue's Riches		Vitagraph		
Romance of an Actress		Astor Dist. (S. R.)		
Ropin' Venus, The		Chadwick		
Rust	Josie Sedgwick	Universal		
Rustling for Cupid		M-G-M		
Sailors' Wives		Fox		
		First National		

Feature	Star	Distributed by	Length	Reviewed
Salvage	Ben Lyon	Truart (S. R.)	5800 feet	
Savage, The	Ben Lyon	First National		
Scandal Street	Welsh-Kennedy	Arrow	6750 feet	Nov. 14
Scarlet Letter, The	Special Cast	M-G-M		
Scraps	Mary Pickford	United Artists		
Sea Horses	Special Cast	Paramount		
Sea Wolf, The	Ralph Ince	Ralph Ince Prod.	7500 feet	Dec. 19
Second Chance, The	Nissou-Frazier	First National		
Self Defense	Special Cast	Arrow Film Corp.		
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Wall	Special Cast	Gotham Prod. (S. R.)	5900 feet	Dec. 12
Shadow of the Mosque	Quette Laylor	Cranheld & Clarke (S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Shave and Shave Alike	Jane Novak	Arrow		
Shebo	Colleen Moore	First National		
Shenandoah		B. P. Schulberg (S. R.)		
Shootin' Square	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Siegfried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Sign of the Claw		Gotham Prod. (S. R.)		
Sky Rocket, The	Peggy Hopkins Joyce	Assoc. Exhib.		
Smith of Cornell	George Walsh	Chadwick		
Somebody's Mother	Special Cast	Rayart		
Song and Dance Man, The	Tom Moore	Paramount		
Span of Life	Betty Blythe	Banner Prod. (S. R.)		
Speed Limit, The		Gotham Prod. (S. R.)		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Stop, Look and Listen	Larry Simon	Pathe		
Strange Bedfellows		Metro-Goldwyn		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Temptress, The	Special Cast	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Admitt		Prod. Dist. Corp.		
Texas's Oath, The	Ken Maynard	Davis Dist.-Vital		
Thoroughbred	George O'Brien	Fox		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Bad Men	Special Cast	Fox		
Three Pals	Marilyn Mills	Davis Dist. Vital		
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tonga	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Too Much Money	Nissou-Stone	First National		
Tough Guy, The	Fred Thomson	F. B. O.		

Feature	Star	Distributed by	Length	Reviewed
Trailing Shadows	Edmond Lowe	Fox Film		
Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 16
Trip to Chinatown, A	Special Cast	Fox		
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Unknown Lover, The	Elsie Ferguson	Vitagraon	6895 feet	Nov. 28
Unwritten Law, The	Elaine Hammerstein	Columbia Pict. (S. R.)	5355 feet	Nov. 14
Up and At 'Em	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 3
Vengeance of Durand, The	Irene Rich	Warner Brothers		
Viennese Medley	Special Cast	First National		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 13
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 21
Way of an Eagle, The	Special Cast	M-G-M		
What Will People Say		Metro-Goldwyn		
When Husbands Flirt	Dorothy Revier	Columbia	5500 feet	Dec. 8
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon		Ginsberg Dist. Corp. (S. R.)		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Wife, The	Special Cast	M-G-M		
Winning of Barbara Worth		Principal Pict. (S. R.)		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives for Rent	Valli-O'Malley	Universal		
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Women		Banner Prod. (S. R.)		
Women and Wives		Metro-Goldwyn		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Wrong Coat, The		Tiffany (S. R.)	6500 feet	
Yankee Senor, The	Tom Mix	Fox		
Yoke, The	Special Cast	Warner Brothers		
You Too	Special Cast	M-G-M		

Newspaper Opinions on New Pictures

"Kiss for Cinderella"—Paramount, Rivoli, New York

Daily News: "If you want to forget time and the cold wind outside and any other little worries you may have, drop in (or wait in line, as hundreds are doing, despite the discomfort) to see Betty Bronson in this Barriquee version of the loveliest of all fairy tales."

Graphic: "It's a winner from every angle. It has box office appeal, heart interest, spectacular mountings, delightful comedy, real pathos—in fact, everything that goes to make up a picture one cannot afford to miss. Betty Bronson seems to be an inspired Cinderella. Tom Moore is delightful."

Telegraph: "Herbert Brenon's picturization of J. M. Barrie's play for Paramount adroitly captures the whimsical charm of the noted Scot, yet it remains at all times substantially interesting. It is not whimsy for the few, but good box office for the many. Every one concerned in it has earned the big star that caps the top of the Christmas tree."

American: "Again Herbert Brenon has attempted to film a Barrie play and again he has succeeded... Once more Betty Bronson is a Barrie heroine. Her gayety and enthusiasm are infectious. Matt Moore was a splendid policeman and a gorgeous prince."

World: "'A Kiss for Cinderella' is a much better picture play than was 'Peter Pan.' In it there is expressed a very definite feeling for the deign of fantasy in picture form. It is easily the most refined and most characterful performance yet given by the small and delightful Miss Bronson, and justifies, if, indeed, other

pictures which have gone before have not, all the generous and tender treatment which has been accorded this pretty flower of the Paramount garden."

Mirror: "'A Kiss for Cinderella' is a beautiful, well dressed production that is a credit to Director Brenon. It has been superbly photographed by Roy Hunt. Indeed, Mr. Hunt's ballroom compositions, and the ride of the coach bearing Miss Bronson through the clouds are simply gorgeous."

Times: "Mr. Brenon, ought to be toasted with baked potatoes and ice cream cones, as is the king in this whimsical narrative, for he has produced a marvelous rendition of the Barrie play. He has crowded most cleverly into a comparatively short sequence an unbelievably joyous conception of Cinderella's ball. It is a gorgeous piece of work in which the camera wizard and the stage designer have ably supported Mr. Brenon."

"Three Faces East"—Pro. Dis. Corp., Forum, Los Angeles

Times: "It is by all odds one of the best mystery stories that has yet been made for the screen. It combines very convincing performances by Clive Brooks, Jetta Goudal and Robert Ames with a fine air of suspense in the plot and some exceptionally good spectacular effects in the climaxing scenes showing the destruction of a fleet of airships engaged in an attack upon London."

Daily News: "It is a mystery play that holds the interest of the audience from the first foot of celluloid until the grand climax. A success? Well one should say so! This picture has attracted the greatest crowds to the Forum in

perhaps the history of the theatre and no wonder. It is an opportunity to see Jetta Goudal, the emotional actress in a characterization of a world war spy that will undoubtedly spell money to the producer."

Examiner: "Rupert Julian has handled this adaptation of Anthony Paul Kelly's successful mystery drama with many good effects. The picture and the direction offer Clive Brooks one of his best roles, with a nice touch of the romantic which he plays well. The film is effective and interesting."

"Road to Yesterday"—Pro. Dis. Corp., Orpheum, Chicago

Daily News: "As a piece of creative endeavor in the field of art, 'The Road to Yesterday' has all the earmarks of Cecil De Mille's handicraft.—It is the best De Mille production since 'The Ten Commandments.'"

American: "One of the best and most sincere things Cecil B. DeMille has ever done. Is really cleverly presented there being two ways to look at its point..."

Post: "De Mille is always a good entertainer and 'The Road to Yesterday' proves that he hasn't lost any of his skill. It aims to beguile your fancy and intrigue your imagination and it succeeds very well.—It is a first class offering and certain to please the majority of picture patrons."

Tribune: "It is fascinating.—Intensely romantic, lavishly produced and beautifully acted?"

"Lady Windermere's Fan"—Warner's, New York

World: "Lubitsch deals persistently in art. Each Lubitsch scene, garnished with the brilliance of a fanciful, imaginative, impressionistic touch, unfolds it-

self into a full, unmistakable and tremendously simplified episode. 'Lady Windermere's Fan' is pictured in the style of the German director at his very best. It is a smart, carefully pointed, now and again humorously brilliant undertaking."

American: "Lubitsch has taken Wilde's play and made it his own. All evening we tingled with delight at the delicacy, the originality, the precision of the directing. Irene Rich, May McAvoy and Bert Lytell were touched by Lubitsch's magic. The minor characters were equally well cast."

Morning Telegraph: "The sophisticated combination of Oscar Wilde and Ernst Lubitsch makes a delightful picture, with gay bits of humor and a charmingly told story. It is an outstanding good picture. Lubitsch could never be dull."

Evening Post: "'Lady Windermere's Fan' is beautifully, delicately framed by a picture maker who knows, down to the smallest detail, how to tell an interesting story with a camera. The celebrated 'Lubitsch touch' is everywhere to be discerned, and the players give, for the most part, unforgettable performances."

Evening Journal: "Expert directing and acting make the story delightful. Irene Rich steps out of her usual character and plays the part of a fascinating lady with a past. May McAvoy is lovely as Lady Windermere. There are many sophisticated touches and the cast is excellent."

Telegram: "As honest and intelligent a piece of screen entertainment as we seen during the entire year. The settings are artistic and impressive. The cast is an able one."

Unrivaled for service and quality

Eastman Positive Film, constantly subjected to drastic tests that must prove it right, is unrivaled for the service it renders and the photographic quality it gives.

It carries quality from studio to screen.

To make sure pictures are printed on the genuine look in the margin for the black-lettered identification, "Eastman" "Kodak".

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.



Rothacker-Aller Laboratories, Inc.
Hollywood, California

***Rothacker Prints actually cost less
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Rothacker Prints because:***

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each subject provide *economical and efficient*
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Every ***Rothacker Print*** is waxed; and,
no extra charge to Producer, Distributor or Exhibitor—

All this, and more, *plus* the screen-
security and business-comfort which goes with our
known *ability, reliability and responsibility.*

Rothacker
FILM MFG. CO. CHICAGO, U.S.A.
TRADE MARK REG.



***Look Better—
Wear Longer!***

Founded 1910
by
Watterson R. Rothacker

January 16, 1926

Motion Picture News

Reg. U. S. Patent Office

MIKE

*This picture will
make history ~
and we mean it.*

Metro-Goldwyn-Mayer

Vol. XXXIII No. 3

Entered as second-class matter January 31, 1924, at the Post Office at Albany, New York,
under act of March 3, 1879

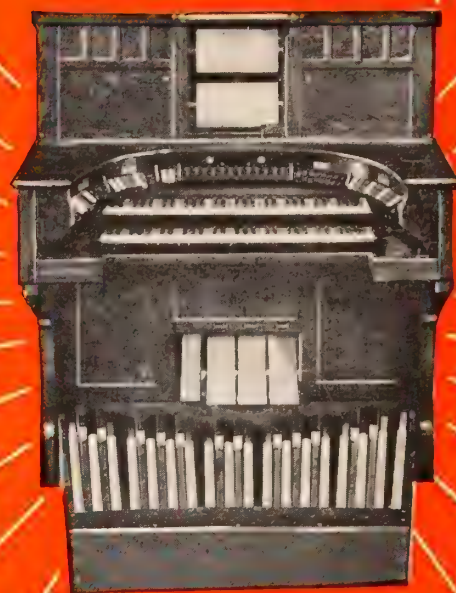
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A Permanent Musical Feature

*A Musical, Artistic and
Structural Achievement
making it possible for the
"Average Exhibitor" to offer
his Patrons the highest
type of Performance.*

*Does Not Require
High Priced Organist*

*Can be played Manually or with
ordinary 88 Note Music Rolls.*

*Can be installed
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— either in
the Orchestra
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*Mail Coupon to
nearest office
today for*

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SELLING
PLAN**

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**ROBERT
MORTON
ORGAN CO.**

*Send me without
obligation Full details
of your New Selling Plan*

Name

Theatre

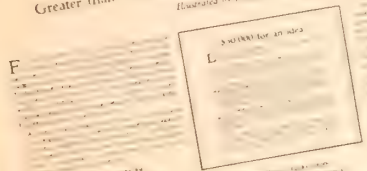
Seating Capacity

The Idea that Won \$50,000 in Liberty's Prize Story Contest

Fannie Hurst's
MANNEQUIN

The Outstandingly Great American Novel of the Year
Starts in this week's Liberty, out today
Greater than "Humoresque" — more heart appealing than "Stardust"

Illustrated by James Montgomery Flagg



Liberty
A Weekly for Everybody

Get your copy early today—edition may be exhausted tomorrow



This full page ad appeared in 70 newspapers throughout the country.

-and here's the result

METROPOLITAN THEATRE
TREMONT AND HOLLIS ST.
BOSTON
Telephone, Beach 9202 and 9203

We absolutely knocked 'em stiff today with "Mannequin" — never saw such crowds — They never let up — Nobody in town did anything near what we did seat for seat.
On Boston's coldest day they lined up in the street — in a gale of wind.

4,000,000 people are now reading "MANNEQUIN" weekly in Liberty Magazine!



ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

A
JAMES CRUZE
PRODUCTION

"MANNEQUIN"

WITH ALICE JOYCE • WARNER BAXTER
DOLORES COSTELLO • ZASU PITTS

A Paramount Picture

Here's THE



*a
Paramount
Picture*

— WITH —
ESTHER RALSTON
FORD STERLING
LAWRENCE GRAY
"MISS AMERICA"
(Gay Lanphier)

AND
THE ATLANTIC CITY
BATHING BEAUTIES

A
FRANK TUTTLE
PRODUCTION

BY TOWNSEND MARTIN
SCENARIO . . . BY
FREDERICK STOWERS

PARAMOUNT delivers the first big smashing special of 1926—"THE AMERICAN VENUS"! Bathing beauties, style show, dazzling sets, gorgeous color, love, comedy, melodrama—box-office!

"The American Venus" was previewed in rough form at the Bunny Theatre, New York. The manager writes: "Delighted to have 'The American Venus' on my coming list of attractions. Audience very enthusiastic."

G. Zeppos, manager of the Rex Theatre, Wheeling, W. Va., wires:

"'American Venus' certainly is some picture. Announce to all exhibitors that they have 100% picture with 100% possibilities for big business. With the biggest competition of the year this week 'Venus' leads them all at box office."

ADOLPH ZUKOR and JESSE L. LASKY PRESENT

"THE AMERICAN



SHOWMAN'S SHOW!

SHOWMAN'S Show is right!!

What tie-ups! Venus Pencils, Fralinger's Salt Water Taffy, Merode Shortees Underwear, Cousins' Modease Shoes, Miss America Chocolates, Tuxedo Tobacco.

All these products are nationally distributed and the manufacturers are co-operating with Paramount to the limit. Read the full details of these tie-ups in the Paramount Press Book or Showman's Manual.

In addition, there's a flock of other exploitation helps. Special trailer for beauty and style shows, merchants' co-operative advertising page, special roto magazine tie-up page and many other aids.

"The American Venus" is ready. BOOK IT NOW!

50,000
TOTAL DEALERS
HAVE TIED UP
"THE AMERICAN
VENUS" WITH THESE
PRODUCTS

3 Perfect Products



1 CLASSIC VENUS
2 MISS AMERICA VENUS
3 THE VENUS PENCIL

THERE MAY BE some differences of opinion as to the perfection of Nos. 1 and 2, but there can be no conflicting opinions as to No. 3 (The Venus Pencil) and its supremacy in the pencil world.

Don't fail to see "The American Venus"
Don't fail to see Venus Pencils
We carry an adequate stock

Dealer's Name and Address
go here



Miss America
"The American Venus"
FRALINGER'S ORIGINAL
SALT WATER TAFFY

Now famous from coast to coast

For Sale by

25
FLAVORS

Shortees

for Miss America and the American Miss—



Shortees—the first Knit Athletic Union Suit really designed for the girl who loves comfortable underthings and all "outdoors" Hand-colored on sensible, machine-made, yet charmingly feminine in cut and contour.

Shortees are both of the softest fabrics. They caress the body—give with every movement. The arches are deep and roomy—the short legs are gently flared.

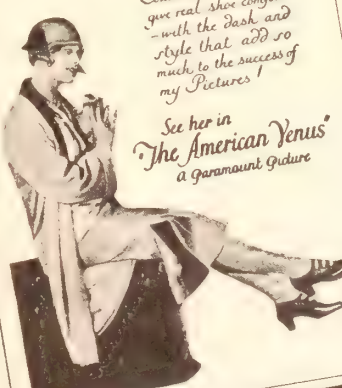
For comfort in everyday wear and for sports, there's nothing that is quite like Shortees!

We have them in white or pink—white, pink-trimmed, and in pink, white-trimmed. Two styles—50¢ and 75¢. Light mercerized of exquisite quality. 32. Made with best-quality or better top.

Dealer's Name

Esther Ralston says—
Cousins' Modease Shoes
give real shoe comfort
—with the dash and
style that add so
much to the success of
my Pictures!

See her in
"The American Venus"
a Paramount Picture



Miss America Wins!

—and so do—



MISS AMERICA
ASSORTED
CHOCOLATES

CHOCOLATES

Try this popular assortment and see
the Paramount Picture with "Miss America"
"THE AMERICAN VENUS"

Buy Miss America Chocolates at

¢ Per LB.

VENUS



Your Local Merchants Are Ready to tie up with you on the Paramount Picture "The American VENUS"

Tie up with the largest
selling quality pencil
in the world—the
VENUS PENCIL

Here is the story:

The Paramount Exploitation Department, ever alert for constructive sales ideas, has arranged with us for an unusually valuable tie-up between the "American Venus" and the VENUS Pencil.

We are already circularizing many thousand retail stationers on the tie-up, offering them the following advertising material, which is available to exhibitors:

- 3—Striking window cards—one of which is here shown;
- 3—Styles of newspaper ad mats and a wealth of other material, including Rotogravures, circulars, etc.

How to use the tie-up:

Get your local stationers and others carrying VENUS Pencils to make a window display of VENUS Pencils and display material, using Paramount posters, window cards and photos on "The American Venus"; free tickets for the showing to be given with purchases of a certain amount of goods, which should include a dozen VENUS Pencils; lucky number contests with VENUS Pencils and tickets as prizes; prizes to children for best drawings,



ASK FOR
DISPLAY CARDS

or best specimen of writing with VENUS Pencils; and a dozen other stunts.

Think how this free publicity will stimulate interest in the film and help you do "S.R.O." business at every show!

The success of other recent Paramount tie-ups with well-known products indicates an unusually bright future for this "American Venus" tie-up with the VENUS Pencil.

Write Us

For a copy of the big broadside which is going out to VENUS Pencil dealers—it tells 14 ways of making profitable tie-ups. Ask your local Paramount exploitation representative to tell you more about this tie-up. He will cooperate with you in putting it over.

American Lead Pencil Company

220 Fifth Avenue, New York City

SIXTH
ANNUAL
A.M.P.A

NAKED TRUTH DINNER

ASTOR HOTEL - - SAT. EVE. - - FEB. 6th

The De Luxe and outstanding Event of the Motion Picture Industry

The Industry's Big Night Out - - The Night of brilliant wit, beautiful women, delightful dancing, enchanting music, scintillating atmosphere, perfect dinner service. An Epicurean Symphony heightened by charm of brilliant companions - - 100 tables - - 100 stars - - Two of New York's finest Jazz Orchestras - - Music and dancing constant and continuous till dawn, and you'll see the Film Industry's Twelve Immortals. Reservations

from Chas Einfeld, 383 Madison Avenue, City



The wonder picture

*The Greatest Story of the North Ever Written!
An Alaska New to the Screen Filmed in All Its Beauty!*

The book that is thrilling hundreds of thousands of readers today, comes to the screen with its sweeping drama of love and unbridled passion—picturing an Alaska hitherto unknown to movie fans.

It is a powerful story of the North, unfolded in the shadow of grotesque totem-poles—revealing the primitive rites and dances of the famous Aleut Indians as background for an absorbing melodrama that reeks with the kind of entertainment for which the public is clamoring.

Sitka and Juneau! The Mecca of the Greatest Gold Rush of Modern Times! The Isle of Rocking Moon—the Land of Romance and Rogues, the Stage Where Two Men Battled in the Age-Old Way for a Woman's Love!

A PICTURE OF THE GOLDEN NORTH THAT WILL
FILL YOUR BOX
OFFICE WITH
GOLDEN
NUGGETS!

JOHN C. FLINN presents

ROCKING MOON

A Metropolitan Picture

with
Lilyan Tashman,
John Bowers,
Rockcliffe Fellowes
and Laska Winter

Adapted by
Jack Cunningham and
Elliott J. Clawson from
the novel by
Barrett Willoughby
Directed by
George Melford

Eugene Pallette
as Side Money

John Bowers
as Gary Tynan

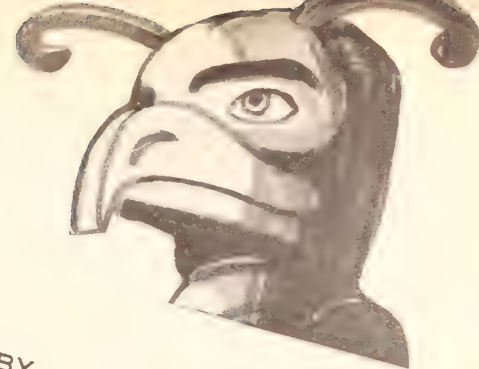
Lilyan Tashman
as Sasha Larianoff

Rockcliffe Fellowes
as Nick Nash

RELEASED BY PRODUCERS

Foreign Distributors Producers International Corporation 130 West 46th Street N. Y.

of ALASKA



actually
filmed in
the Arctic

BARRETT WILLOUGHBY
KATALLA, ALASKA

Oct. 26, 1925

Mr. William Sistrom,
Gen'l Manager Metropolitan Pictures Corp.,
Hollywood, Calif.

Dear Mr. Sistrom:

I am very happy that the Metropolitan actually sent its players into Alaska to film my novel ROCKING MOON in the locality portrayed in the book. There is no substitute for Alaska, you know, and the public has become very tired of Alaskan stories screened in California--and Canada.

As soon as it became known that ROCKING MOON was being filmed in the North I began getting letters and telegrams of congratulation because at last an Alaskan story by an Alaskan writer has really been filmed in Alaska. This is the first time in the history of moving pictures that this has been done. I enclose for you an editorial on the subject from the Juneau (Alaska) Daily Empire. I have also been receiving enthusiastic letters of inquiry from my American Magazine readers who followed ROCKING MOON as a serial in that magazine. They are particularly interested to know if they shall see, in the screen version, real foxes and an authentic Alaskan fox farm. It is with great satisfaction that I write them that they will.

There are two other things which I appreciate more than I can tell you: One is the sympathetic work of the director, George Melford, and his fidelity to Alaskan facts; the other is your careful selection of players for my story. It seems incredible that you could get together for a cast in which each actor is so exactly fits the part to be portrayed. Lilyan Tashman is my lovely Russian Sasha to the life; John Bowers might have been the inspiration for handsome, courageous Gary Tynan; Rockcliffe Fellowes is the image of that fascinating, masterful fox-pirate, Nicholas Nash. I am pleased, too, with Luke Cosgrove as kind old Colonel Jeff, and Laska Winters as my tragic little creole, Zoya. And honestly, if I should meet Eugene Pallette in a ballroom, I'd step up to him and say: "Hello, Side-money!"

I won't detail my enthusiasm further, but I felt I must let you know that you have screened the novel of one appreciative and satisfied Alaskan writer who is

Cordially yours,

Barrett Willoughby

Luke Cosgrove
as Col. Jeff



Laska Winters
as Zoya

DISTRIBUTING CORPORATION

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Member of Motion Picture Producers and Distributors of America Inc. WILL H. HAYS, President



To you exhibitors who want your theatres properly lighted

Buy Good Lamps

To get full value from the current you buy use Edison MAZDA Lamps. They give maximum light at minimum cost because they maintain their initial efficiency over a long period of time.

There is a right Edison MAZDA Lamp for every fixture in your theatre.

We place our staff of lighting experts at your service without charge or obligation.

You may be overlooking great possibilities in decorative or utility lighting.

Our engineers will plan new lighting to fit your individual requirements. It will cost you nothing to have them make recommendations regardless of the size or type of your theatre.

Good lighting writes off its own cost in the added attractiveness it brings to your lobby, stage, auditorium or wherever it is applied.

Edison Lamp Works
of General Electric Co.,
Harrison, New Jersey.

Please have your local representative call and inspect the lights in my theatre. It is understood that this request does not obligate me in any way.

Name ..
Theatre ..
Address ..



Have your lighting designed by experts. Just drop a line to the Edison Lamp Works of General Electric Company, Harrison, N. J., or mail the coupon.

EDISON MAZDA LAMPS
A GENERAL ELECTRIC PRODUCT

The Midnight Sun



A DIMITRI
BUCHOWETZKI
Production

with
Laura La Plante
Pat O'Malley
RAYMOND KEANE
GEORGE SIEGMAN
and others

She had the night
in her eyes, the sun
upon her lips and
he called her his
"Midnight Sun"

A UNIVERSAL PRODUCTION
PRESENTED BY CARL LAEMMLE

The Midland



Fantastic!



Romantic!



Gigantic!



Fascinating!



Elaborate!



Beautiful!

A
UNIVERSAL
PICTURE
Presented by
Carl
Laemmle



Stimulating!



Scintillating!

Light Sum



Enticing!



Sensational!



Tempting!



Dramatic!



Gripping!



Dynamic!



Glittering!



Adorable!

A
DIMITRI
BUCHOWETZKI
Production
with
Laura La Plante
Pat O'Malley
GEORGE SIEGMAN
RAYMOND
KEANE

The Midland



Stirring!



Alluring!



Exotic!



Dazzling!



Splendor!



Entrancing!



Piquant!



A
UNIVERSAL
PICTURE
Presented by
Carl
Laemmle

Gillett Studio



Charming!



Irresistible!



Spectacular!



Thrilling!



Extravagant!



Impressive!



Gorgeous!

A
DIMITRI
BUCHOWETZKI
Production
with
Laura La Plante
Pat O'Malley
GEORGE SIEGMAN
RAYMOND
KEANE

The Midland



Startling!



Radiant!



Glorious!



Breathless!



Vibrant!



Surprising!

A
UNIVERSAL
PICTURE
Presented by
Carl
Laemmle



Magnificent!

Gillett Sullivan



Bizarre!



Dashing!



Suspenseful!



Sparkling!



Tense!



Enchanting!



Impressive!

A
DIMITRI
BUCHOWETZKI
Production
with
Laura La Plante
Pat O'Malley
GEORGE SIEGMAN
RAYMOND
KEANE

1000 Exhibitors *Write us—*

*A*ND they all say MOTION PICTURE NEWS BOOKING GUIDE is indispensable in operating a theatre.

Why?

Hear the leading reasons given by 1000 Exhibitors:

Press books are not around when they are needed.
THE BOOKING GUIDE is.

It is of invaluable assistance in the selecting and booking of suitable pictures.

Again: THE BOOKING GUIDE is available for quick reference. It contains all the necessary information in the form in which the exhibitor wants it.

And just as importantly: THE BOOKING GUIDE is an index to MOTION PICTURE NEWS, *and* THE NEWS is filed in thousands of theatres throughout the country.

It's a landslide for the value of MOTION PICTURE NEWS and MOTION PICTURE NEWS BOOKING GUIDE.

The returns are not all in yet. They are still coming.

1000 Exhibitors *Vote an Emphatic Yes!*

NEW YEAR CARDS

They bring happy days to you



**IBAÑEZ
TORRENT**

Blasco Ibanez
Is author of
The screens biggest
Hits.
Watch this one.

*A happy
new
year!*

Marion Davies
Has big news
For you.
"Beverly
Of Graustark"
Is a
Sensation.



*A happy
new
year!*



Never more beautiful.
Norma Shearer
In "His Secretary."

*A happy
new
year!*

Lon Chaney
Outdoes his
"Unholy Three" stuff
In his newest hit.
Wait!



*A happy
new
year!*



Laugh and be merry
With Buster Keaton
And his cow
In "Go West"

*A happy
new
year!*



Mae Murray
And John Gilbert
Greet you
In
"The Merry Widow"

*A happy
new
year!*



Ramon
Navarro
Thrills
Millions in
"The Midshipman"

*A happy
new
year,*



Business done
On "Rag Man"
Exceeded by
Jackie Coogan's
"Old Clothes"

*A happy
new
year,*



Charles Ray



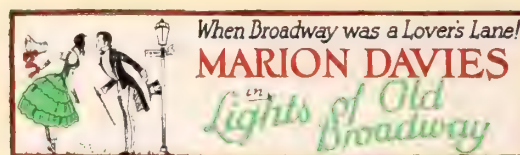
Rex Beach



Eleanor Boardman

Rex Beach's
"The Auction Block"
Is something
To look ahead for

*A happy
new
year,*



Comedienne superb
Is
Marion Davies in
"Lights of Old
Broadway"

*A happy
new
year,*



Imagine
An elephant
As the hero of
Marshall Neilan's
Comedy hit
"The Great Love"

*A happy
new
year,*



Monta Bell
Has made hits
But none so big
As "Pretty Ladies"

*A happy
new
year,*



"Never the Twain
Shall Meet"
Brings happiness
To every
Box-office

*A happy
new
year,*



For real thrill
You can't beat
Pauline Starke's
Siren scenes
With
Conrad Nagel
In
"Sun-Up"

*A happy
new
year,*



Big business
At Capitol (N. Y.)
Starts this great film
On a record-breaking career.

*A happy
 new
 year,*



The great new production
Of "The Barrier"
Is on its way.

*A happy
 new
 year,*



An exploitation idea
From the comedy hit
"Exchange of Wives."

*A happy
 new
 year,*



"Bright Lights"
Is another sample
Of M-G-M showmanship.
It brings Charles Ray
Back to the public
That loves him.

*A happy
 new
 year,*



Exciting? Elinor Glyn's
"The Only Thing"
Holds packed houses
Tense!

*A happy
 new
 year,*

The three names
That made
**"He who gets
 Slapped"**
Shearer—
Chaney—
Seastrom—
Repeat!



*A happy
 new
 year,*



Aileen Pringle surpasses
"The Mystic"
In "Soul Mates"
The man is
Edmund Lowe.

*A happy
 new
 year,*



Mae Murray in "The
Masked Bride"
Is
Audience joy.

*A happy
 new
 year,*



The beauty of
Claire Windsor
Makes the big
Production
"Dance Madness"
Even more so!

*A happy
new
year!*



"Money Talks"
Is a great title
And Rupert Hughes'
Story
Is a whale
Of a comedy

*A happy
new
year!*



"A Slave of Fashion"
Is a Hobart Henley hit
He's just contracted
To make more
Hits for M-G-M.

*A happy
new
year!*



Tod
Browning
Knows how
To bring 'em in.
"The Unholy 3"
"The Mystic"
And others.

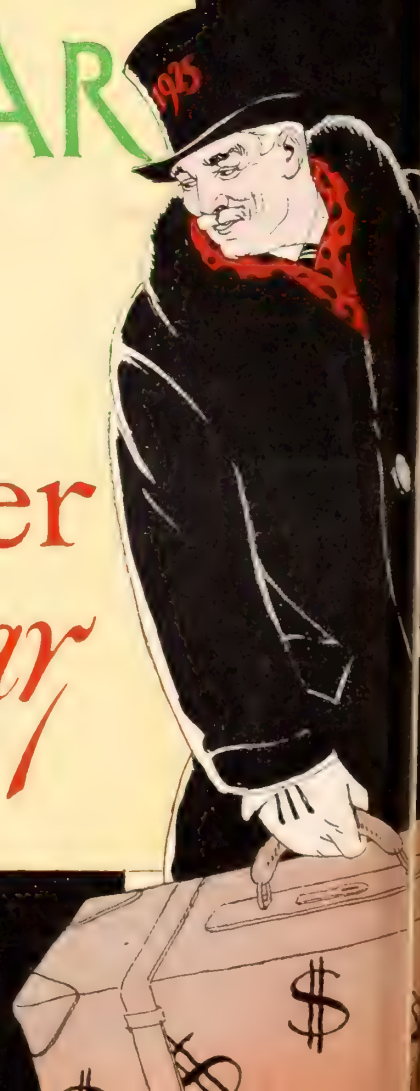
*A happy
new
year!*

HAPPY NEW YEAR

1926

will positively be another

Metro-Goldwyn-Mayer year



No.

9

For the Season 1926-1927

WILLIAM FOX presents the sensational best-seller

Married Alive

By RALPH STRAUSS

Published by
HENRY HOLT & CO.

HE hated women! He did not believe in love. He told the world of his feelings so strongly his books became famous.

Then fate took a hand—thrust him into the affairs of not one, but five beautiful women—but more of this unusual story later.

*Enough to say at this time that
—here will be another
great FOX money-maker!*

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2. Cradle Snatchers
3. One Increasing Purpose
4. The Family Upstairs
5. The Music Master
6. Pigs
7. 3 Bad Men
8. The Way Things Happen

and-oh! Boy
No.

10

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A stupendous, thrilling picturization of the
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as the widow and **EARLE FOXE**

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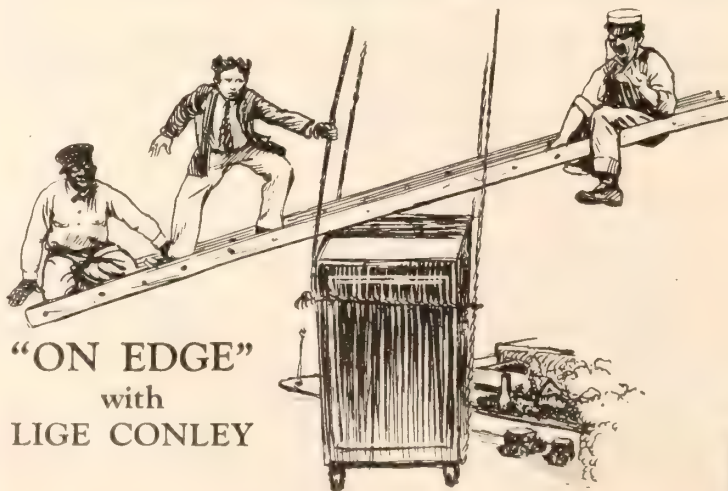
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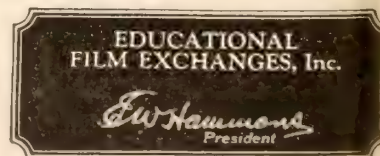


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with
AL ST. JOHN

"Sure to please"—Exh. Tr. Review



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PRESENTS

PARISIAN MODES *in* COLOUR

Displayed by

Hope Hampton

McCall Colour Fashion News

Photographed by Kodachrome Process

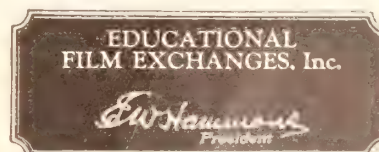
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Member, Motion Picture Producers
and Distributors of America, Inc.,
Will H. Hays, President



CONFIDENTIAL REPORTS ARE THE FAIREST

¶ The exhibitor who sends in box-office reports to MOTION PICTURE NEWS has no possible object in view other than giving brother exhibitors a fair and impartial statement of what the attraction did at his theatre.

¶ He has no reason for under-statement, for he knows that a report published anonymously cannot be used to his personal disadvantage in any way. Similarly, he has no possible motive for exaggeration.

¶ Nothing is more confusing than to struggle through a score of varying reports, "Big," "Fair," "Good," "Poor," and what not, and to try to iron out individual variations of condition and opinion and arrive at a true estimate of the picture's worth.

¶ For that reason, MOTION PICTURE NEWS, by means of a simple and easily understood percentage system, reduces all reports to a "common denominator" that tells the story at a glance, saving time and confusion for the busy manager—presented again this month in

"The Check-Up"

Let's
Laugh
every
month!

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Oscar A Price Pres

Star\$ Star\$ Star\$ Star\$ Star\$



Laugh with HAROLD LLOYD in Associated Exhibitors Popular Demand Editions of his Hal Roach Successes, "NEVER WEAKEN," and "I DO!"



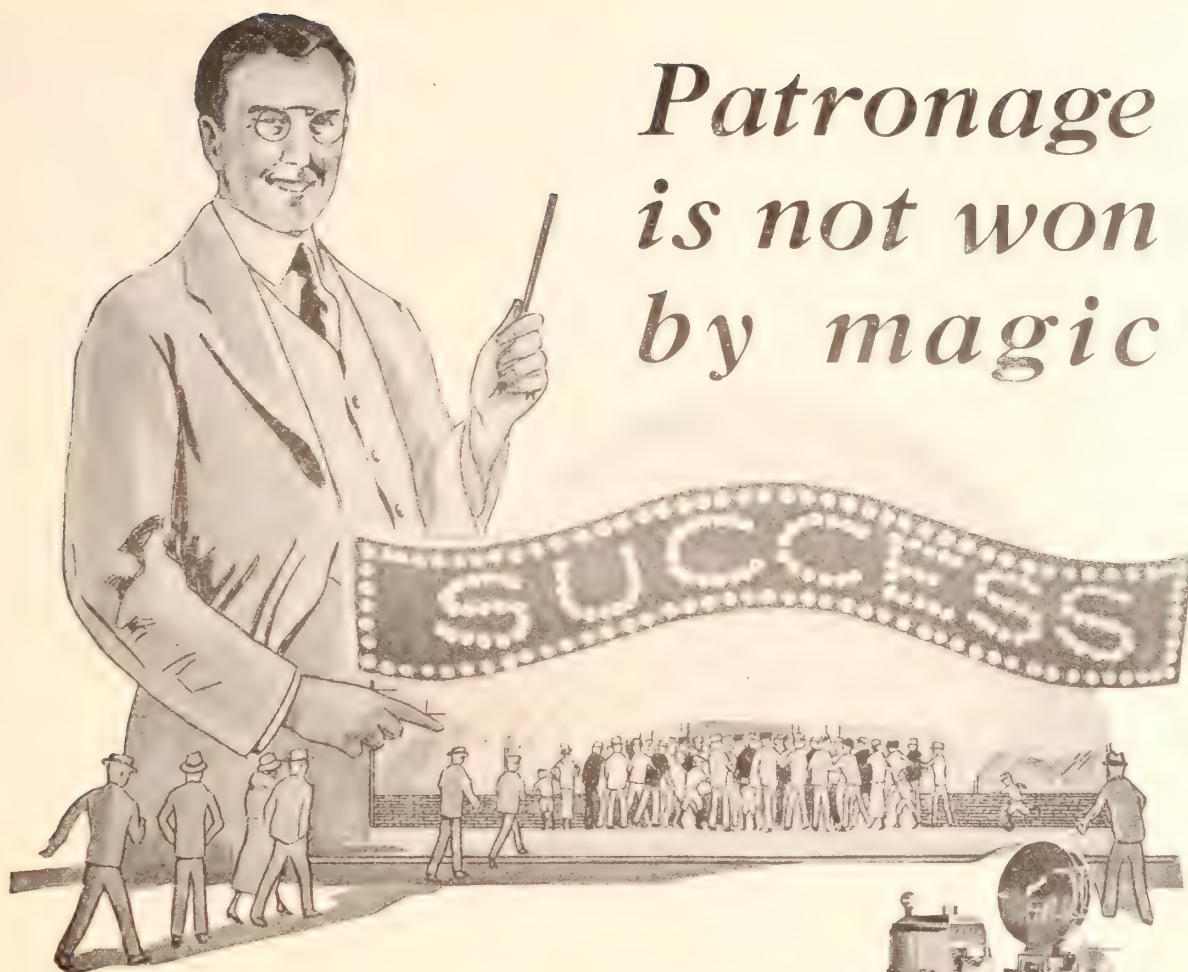
Laugh with GLENN HUNTER in the Fine Arts hits, "THE PINCH HITTER," with Constance Bennett; and "THE BROADWAY BOOB," with Mildred Ryan.

Laugh with MONTY BANKS in Howard Estabrook's Pictures, "KEEP SMILING," Directed by Albert Austin and Gilbert W. Pratt; and "PLAY SAFE," Directed by Joseph Henabery.



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Patronage is not won by magic

Our service men have studied the success of theatres in all parts of the country, operating under widely different business methods.

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A Mystery Melodrama
By

Mary Roberts Rinehart
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From the stage play produced by Wagenhals and Kemper —

Mystery! Melodrama! Millions!

"The Bat," the greatest mystery melodrama ever staged becomes the greatest mystery film melodrama ever made, and March 15th "The Bat's" \$10,000,000 legiti-

mate theatre drawing power is available at box offices of picture houses. A lavish production. A superb cast. A picture that will draw big money to the box-office.

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**March
15th
Re-
lease**



Samuel Goldwyn
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"PARTNERS AGAIN"
WITH **POTASH & PERLMUTTER**

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**The Laugh and Thrill of The
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Potash & Perlmutter played nine years on Broadway. Ran nine years in the Saturday Evening Post. In newspapers. In magazines. In book form. On records. Over the air by radio. Here the "50-50" partners are in the automobile business. By far the biggest Potash & Perlmutter picture.

Packed with laughs! Tingling with thrills!

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(by Arrangement with Samuel Goldwyn)

Irene Rich
May McAvoy
Bert Lytell

Ernst Lubitsch's

"No
one who
enjoys good
moving pictures
should miss it"

N.Y. Eve.
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"Should
be seen to
be appreciated"

N.Y. Eve.
WORLD

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"As honest
and intelligent
a piece of screen
entertainment
as we have
seen this year"

N.Y. Eve. Telegram

"One of
the directorial
triumphs of
the year~"

New York Sun

"All
evening we
tingled with
delight at the
delicacy and
originality"

N.Y. American

"Lady Windermere's Fan"

From the Play by
OSCAR WILDE

WARNER BROS.
Classics of the Screen

*All the star's drawing
power that "Classified"
redoubled, plus gorgeous
oriental backgrounds
for her beauty!*



Corinne
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in
"Infatuation"



*Percy
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Adapted from
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play

**'CAESARS
WIFE'**

Directed by
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*Another of Those First
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That Make You Used to
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FULL of showmanship, too — full of glamorous atmosphere for presentation and colorful lobby displays—full of that picturesque stuff that makes your musical director, your producing director, your ad-man and your artists all want to show what they can do!

AND for your audience there's everything—the star, the cast, the story of a wife who saw the colors of life iridescent as a bubble—the bubble of her own enchantment that she feared to break!



Again for 1926—

First National

is running away with it!



ROBERT KANE *Presents*
**"BLUEBEARD'S
 7 WIVES"**

Story by
 BLANCHE MERRILL and PAUL SCHOFIELD
Directed by ALFRED A. SANTELL

with
 BLANCHE SWEET
 LOIS WILSON
 BEN LYON

DOROTHY SEBASTIAN, SAM
 HARDY and DIANA KANE

"A knock-out! The audience fairly rocked with laughter. Don't let this picture go by without seeing it," says the N. Y. Graphic. "A wow!" says the Indianapolis Star. Every critic echoes—"A wow!"

Exhibitors themselves are passing the word along: "Play 'Bluebeard's Seven Wives'. It's the wow of the Industry!"

With winners like this for 1926, no wonder First National is running away with it!

Motion Picture News

Volume XXXIII

ALBANY, N. Y., AND NEW YORK CITY, January 16, 1926

No. 3

The New Kind of Entertainment

THE inauguration at the Rivoli Theatre of the Anderson revue brings closer to our editorial doors what we have already forecast—that this new kind of entertainment in picture theatres will come quickly to the front this year.

Our mind goes back to the first divertissement in picture presentation—the first, at least, that came to our attention. It was in 1913 at the Regent Theatre, New York, under S. L. Rothafel's management. The picture was "The Last Days of Pompeii;" a score of people back of the screen shouted as the city was destroyed.

With the building of the larger theatres in 1914 and thereafter, large orchestras were introduced and then came prologues. With the opening of the Capitol Theatre vaudeville was introduced. Later Rothafel and Riesenhof developed these stage attractions to a high degree, but for a long time it was felt that they must uphold and partake of the note of the picture, its atmosphere, etc.

About three years ago we published an article from Thomas D. Soriero, manager of the Whitehurst Theatres in Baltimore, stating that the prologue was passing. Entertainment, he contended, that was designed to add to the picture's interest by interpreting it really detracted from the appeal of the screen; that what was wanted was all that the word divertissement implied, namely, a departure, a change, a variety of attraction. And he instituted at that time, at the Century Theatre, a series of twenty-minute operettas and flash acts, such as revues and ballets.

Prologues have undoubtedly passed; and variety acts are with us. In England—we quote from *The Kinematograph Weekly*—"throughout the year the policy of adding vaudeville acts to kinema programmes has grown steadily. One circuit is reckoned to

stage up to seventy vaudeville acts every Friday night."

In this country there will be much progress along these lines this year. Publix Theatres have announced the erection of producing studios for this class of entertainment. Probably they will be developed at different points throughout the country. Picture theatres in general, the neighborhood theatres as well as the first runs, will undoubtedly turn to vaudeville, as in fact many already have.

With the seating capacity of the big motion picture theatres, the very best producers, artists and acts of the highest order can and will be secured: we may expect to see some remarkable developments, as the super-theatre gets under full headway, unprecedented in the show world. But for theatres other than these a note of caution may well be sounded.

Pictures are pictures. Pictures are the drawing card—everywhere. It is loose talk to say that a big house can be run with its show, regardless of the picture; and the men who know by actual experience don't talk this way. Picture entertainment has advanced to a high degree, and vaudeville has got to match it.

When we say pictures are pictures, we refer to the short features as well as the long. The writer has seen bills—and in some pretentious theatres, too—where the stage acts might better have been dispensed with in favor of good short pictures; much better, for the sake of the box-office. And the wise exhibitor knows this.

It simply won't do to put on cheap vaudeville and hastily and crudely devised acts merely to do what the big house with its huge income can afford to do so well. Otherwise, many a box-office will point a moral stronger than the one this editorial strives for.

W. A. Johnston

WARNERS' super - picture, "The Sea Beast," was given a preliminary showing to the press last week. It will be reviewed in these columns later, when it opens at the Warner Theatre, where a long run at advanced prices has been arranged.

We speak here of the acting of John Barrymore, which we believe to be about the finest of all the stellar performances on the screen. His transition from the gawky, larky whaling lad into the suffering man crippled by the sea monster, and then into the prematurely aged, vengeful demoniac captain of the whaler, is a wonderful and admirable and great characterization. It is fitting, too, to add that Dolores Costello wins her laurels in this picture as an actress and a big drawing card at the box-office. There are big moments in the picture. It shows throughout the care and expense that have been lavished upon it.

* * *

IT is common report on Broadway that William Fox is making it next to impossible for any other producer to secure Broadway's best stage plays.

Starting last year with the deal with John Golden, he also added to his bag "The First Year," "The Fool" and "Lazybones." The Golden alliance continues into next season. "Lightnin'," "The Wheel," "Thunder Mountain," "Thank You," and "Wages for Wives" will be followed by the filming of "Seventh Heaven," "Pigs," "The Holy Terror," and "Going Crooked."

Then came the contract with David Belasco for the filming of the stage classics: "The Music Master," "The Return of Peter Grimm," "The Auctioneer," and "The Grand Army Man," and including also "The Lily" and "The Comedian."

Through the American Play Company, film rights were secured to the celebrated Charles Hoyt plays, of which "A Trip to Chinatown" is well advanced in production and nine other plays are to follow.

"What Price Glory," "The Cradle Snatchers," "Is Zat So"—all outstanding hits of the current season—have been bought at startling prices; and the newspapers are announcing right along the probable purchase by Fox of most every play that flashes into success, together with alliances with New York's foremost producers. Screen rights have been secured to "The Family Upstairs," "The City," "Whispering Wires," "The Way Things Happen." It is safe to say that similar and important announcements may be expected weekly from the Fox camp.

All of which is important. Fox made his line-up last year one of special attractions. Not merely well advertised stage plays of the present and the past, but also spectacles, thrillers, stories of war like "Havoc," patriotism like "As No Man Has Loved," and such good show stuff added as Tom Mix's well-handled trip to Europe. "The Iron Horse" need not be mentioned here, except that it brought into the limelight the director and cast who, this year, are to make "The World of Promise."

AN EDITOR

The Week in Review

Fox, as we have remarked before, makes shows, which is more basic than theatres, mergers, etc. And the new season, with the reconstruction of the producing forces under W. R. Sheehan and with James R. Grainger at the sales helm, certainly looks good.

* * *

AFTER all the smoke and confusion which issued from Berlin during the conferences between the Ufa officials and representatives of Famous Players, Metro-Goldwyn-Mayer and Universal, the sky has cleared—and apparently everyone is happy. Ufa is relieved of an embarrassing financial position, Universal gains play-dates in German and American theatres and is relieved of the loan and the distribution of Ufa product, Famous Players and Metro-Goldwyn gain great advantages in the splendid representation which they will enjoy in the Ufa houses.

All in all, great credit is due to Sidney R. Kent of Famous, Leopold Friedman of Metro-Goldwyn, and Carl Laemmle of Universal, as well as the others concerned, for the sane and sensible solution which was arrived at. A complete and bitter deadlock might easily have been reached which would have done irreparable harm to international relations and resulted in a costly commercial war. Instead of that, a compromise has been effected which damages no one and which leaves each company materially better off than before.

The feeling has been expressed in certain quarters that Universal has come off rather badly in the deal, with only a few shreds of the benefits which it would have derived from the original arrangements. That opinion is not very well borne out by the facts. Universal has lost certain advantages, to be sure—but it is a question as to whether the benefits gained by the realignment do not more than compensate for the losses.

All credit to Carl Laemmle for being the first to perceive the value of such an international affiliation—the best proof of which is the situation created by his announcement that he was about to sign with Ufa. All credit, too, for the diplomatic and businesslike manner in which he consented to a compromise which would leave all parties happy and better feeling all around.

* * *

"BEN-HUR," the Superb, is with us, and the applause greeting its premier echoes in the ears of those who added their voices to the chorus of acclaim. A truly marvelous production, of such tremendous scope and magnitude that even the most blase members of the experienced first-night contingent were stirred to enthusiasm. Remembering the furore created by the stage play a decade ago, and our own unrestrained admiration for illusionary melodra-

ON BROADWAY

By William A. Johnston

matic effects attained during such episodes as the big chariot race by use of clever mechanical inventions, we could not help thinking how utterly the screen has dwarfed the "legitimate" in the massing of spectacular detail and achieving dynamic climaxes.

It is, of course, as a gigantic and soul-moving spectacle that "Ben Hur" is destined to live in the public memory. A masterpiece of surpassing beauty and massive settings, it breathes and develops a sense of majesty that, combined with its symbolic splendor and reverential suggestion of the tragedy of the Christ, holds an audience spellbound, except for such intervals as the chariot race and sea fight of the galleys when the thrill of nervous action, clashing combat and flashing steel awakens a storm-tumult of vocal appreciation.

* * *

THAT the story theme concerning the loves of the gallant Jewish lad and lovely maiden was not submerged and lost in the sweeping tidal waves of the spectacular flood is a lasting testimonial to the directorial skill and fine judgment of Fred Niblo. That romance is necessarily a secondary issue in comparison with the feature's far-flung glory of vividly realistic accomplishment, but enough of the tender passion's charm shines through the crashing conflict of opposing factors to placate those to whom film entertainment on ever so grand a scale lacks appeal, if the straight heart-touch and sentimental lure be missing.

The famous race is a never-to-be-forgotten triumph of camera technique. Ben Hur's white steeds straining every nerve and sinew in the wild, mad, gallop, sometimes losing, again gaining ground, the haughty Messala sneering disdainfully at his opponent, the crashing of the chariots; horses, men, kicking, rolling on the arena floor, a chaotic mass of struggling flesh and blood, the whirlwind finish, the furious force and searing tension of it all!

Another no less wonderful photographic feat is the filming of the battle between the galleys, with the half-nude, hapless slaves toiling desperately at their oars, keeping time in unison to the beat of their taskmaster's uplifted hand of authority, the close-action fighting as the craft collide, the sinking vessel, and countless heads rising and falling with the waves as the drowning victims struggle toward the shore.

The opening sequence of the Nativity is delicately and exquisitely handled, Betty Bronson as the Madonna making an impression of rare, spiritual beauty that will linger long in the minds of the beholders. Other scenes in which the reverent, religious suggestion is beautifully carried out are those registering the symbolism of the star guiding wise men and shepherds. Christ's ride into Jerusalem and the solemn, fateful march to Calvary.

AS to the acting, too much praise cannot be awarded Ramon Navarro for his fine, heroic portrayal of the Hebrew youth who loved, suffered, fought and won. Francis

X. Bushman's splendid muscular frame and handsome features fitted him eminently for the role of the proud, overbearing Messala, and the dash and daring of his execution proved that he has retained much of the fire and energy of youth which distinguished him as a star of former days. Other outstanding performances are those of Nigel de Brulier, as Simonides; May McAvoy, as Esther; Claire McDowell in an affecting mother role; Winter Hall, as Joseph; Carmel Myers, as Iras and Kathleen Key, as Tirzah.

To slightly paraphrase an old quotation, "Ben Hur, came, was seen, and conquered!" An amazing production, and one which it is gratifying to recollect *MOTION PICTURE NEWS* was first of all trade papers to herald as a future screen sensation.

* * *

ONE of the happiest men in New York the morning after "Ben-Hur" opened at the George M. Cohan, we dare say, was Director Fred Niblo. The long, weary months of planning and toiling and worrying were over at last, and the picture safely launched. As a result he was as delighted as



Fred Niblo, who directed "Ben-Hur" for Metro-Goldwyn-Mayer.

a young boy over the many nice things said about the picture—but he was still wearing the same size hat. Like most of the really big figures (and he can hardly be other than that from now on) he is unassuming and cordial. The morning after the opening, although he had not yet even had time to read the New York newspaper notices, he found time to receive various members of the press.

It is a rare pleasure to talk to Niblo, so free from affectation and pose is this man who himself was a Broadway star but ten years ago. With engaging candor he told us of the making of "Ben-Hur," giving credit freely to those who had helped him—to his assistants and his cameramen, to Carey Wilson and Bess Meredyth for the script, to the players for their courage and patience and enthusiasm, and so on down the line.

He described vividly the strain he had labored under when, as in the Mediterranean sequences, the lives of hundreds of men depended upon his preparations and care, and when one faulty move or oversight might send them to destruction. The chariot race, too, kept him lying awake nights, dreading the accidents which the following day might bring. When an

(Continued on page 261)

MOTION PICTURE NEWS

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1926

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Speaking Editorially

MR. HAYS has added a former Governor to his staff—Carl Milliken of Maine, who is also a distinguished churchman and a man of wide interests. He is already well-known and very favorably known to the industry; his appointment is an event of real significance.

GOVERNOR SMITH has again come out flat-footed in opposition to censorship, and urged its repeal in New York State. His argument is incisive and unanswerable. Repeal would seem to have more than a fair chance of succeeding this year.

WE are very much interested in the announcement this week of the radio arrangement effected by the Hays organization through Station WJZ. Wednesday afternoon talks are being given by prominent figures in the industry—Col. Jason Joy, head of the Hays Public Relations Department; President Woodhull of the M. P. T. O. A.; D. W. Griffith and others. This is a very important work. It is utilizing the magic of the air to further public good-will.

PURCHASE of the United Studios in Hollywood by Famous Players is another indication of the expanding production activities of that company.



That wasn't static you had on your loud speaker the other night—it was Mack, one of the leonine beauties at the Universal City Zoo, broadcasting "Moonlight and Roses and You" to an appreciative audience.

The United plant covers 26 acres, and has long been regarded as one of the important producing centers in the film colony. First National, which has been using the United facilities, will continue there until May 1, after which other arrangements will be made, with the building of a new plant being considered as one of the possibilities.

THERE was discussion, at the recent convention of the M. P. T. O. of Oklahoma, of a State income tax on producers who use the percentage system. L. W. Brophy, secretary of the organization, was quoted in the daily press as condemning percentage and urging the tax.

There are two vital points to be considered in this connection, it seems to us. The first is that percentage in itself is not an evil. On the contrary, MOTION PICTURE NEWS has for years advocated it as the correct and fair method both for producer and exhibitor, provided it is fairly conducted. Abuse of the percentage plan is, of course, indefensible.

Just as important is the fact that the urging of additional taxes on this already tax-burdened industry is a mistake. It can be productive of nothing but trouble and injustice to the business as a whole.

In Connecticut, it will be recalled, certain ill-informed persons believed they were placing a tax upon the distributors. But the tax was passed along, as taxes always are; and the result was a serious tangle which was ironed out only after weeks of difficulty.

We regret to see an exhibitor openly favoring such a proposal, as that attributed to Mr. Brophy.

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AN EDITOR ON BROADWAY

By William A. Johnston

(Continued from page 259)

accident did occur, and horses, chariots and men were piled up at one of the turns, five years were taken off the wrong end of his life, he declares—though luckily not a man or horse was seriously hurt.

His description of the weeks of preparation for the chariot race scenes, when a large vacant lot was rented and converted into the Circus Maximus, was especially interesting. The details to be attended to were enormous—the engaging of thousands of extras, costuming them, erecting the enormous circus, preparing the track, finding the horses, and endless other tasks. The direction was divided among several men, with 22 assistants working among the crowd of extras.

An interesting feature is the fact that four negatives were made of "Ben-Hur," instead of the customary two. The picture is expected to have so long a life as to require more prints than could satisfactorily be taken from the usual one domestic and one foreign negative.

It was characteristic of Niblo that when Lloyd Nosler, his youthful cutter, entered for a moment he diverted the subject of the interview from himself to Nosler. This young chap has performed the prodigious task of selecting 12,000 feet of film from almost a million feet shot. Every day, Sundays included, for more than a year Nosler has looked at not less than four or five thousand feet of "Ben-Hur," and usually more. Yet, he declares, he is still interested in it.

We might go on and on indefinitely quoting Niblo's comments and sidelights, but since we must stop

somewhere we close with an incident he relates which illustrates well the undying optimism of picture executives. After the months of strain and labor were over, and Niblo was leaving for New York, Louis B. Mayer called him aside and said: "Well, Niblo, now that you've finished 'Ben-Hur'—when you come back I want to put you on a BIG picture!"

* * *

AFTER "Peter Pan" it scarcely could be considered an experiment to bring to the screen Barrie's "A Kiss for Cinderella" under the auspices of Herbert Brenon's direction and Betty Bronson's portrayal of the winsome heroine of that charming work of dramatic fiction. Yet there is no insuring the success of an enterprise in photoplay production—the shrewdest precautions against failure, the most sincere efforts to achieve success have proved their fallibility in picture making as in the creative arts. But here is an instance where the end justified the means, and the enthusiastic applause of critics and reviewers must be echoed and re-echoed by all those who appreciate fine things in the theatre.

The quaint and piquant charm of the central character, the quiet humor and moving pathos of her real and imaginary adventures, the pictorial beauty of the dream phantasy, all come to full flower under the artistic touch of the director and his able companions in the work of picturizing "A Kiss For Cinderella." It is a screen work of transcendent beauty, with the direction, the acting of Miss Bronson, Tom Moore, Henry Vibart and Esther Ralston, reaching the heights of their respective goals.

Censorship Useless Says Gov. Smith

Again Recommends Abolishment of N. Y. Motion Picture Commission
in Address Before State Legislators

GOVERNOR ALFRED E. SMITH again recommends the abolishment of the New York State Motion Picture Commission, just as he has in previous messages to the Legislature. Addressing members of the Legislature at the state capitol in Albany on Wednesday noon, January 6, at the opening of the session, Governor Smith, devoting a portion of his remarks to the question of motion picture censorship, outlined his viewpoint in the following language:

"Foremost among many useless activities of the government is our attempted censorship of moving pictures. Censorship stands in open opposition to the American idea of freedom and liberty. We have sufficient laws to punish those who outrage public decency. If we haven't they should be enacted.

"The arm of the state must never reach out against freedom of speech or freedom of the press, and the exhibition of motion pictures is not far removed from those fundamental liberties that we have sought to guarantee to every citizen.

"It will be no backward step because the

censorship of motion pictures was caught up in the mad scramble to censor everything only a few years ago. We have retraced our steps from the policy of subjecting our school teachers to a loyalty test as we have likewise turned our back upon the governmental policy of licensing private schools.

"The security of the state does not rest upon its ability to condemn acts before their commission, but rather upon its ability to punish violators of the law."

Looking at the situation in an impartial way, there is every indication that motion picture censorship will probably be wiped out of existence in New York state by July 1. There are three things that point to this as being probable. While the New York State Legislature still remains Republican and would not naturally adopt Governor Smith's suggestion of abolishing the Commission, the fact remains that any patronage now going to the Commission would be Democratic, and would be named by the Governor. This means that the Republican Legislature will not be as keen as in the past for the retention of the commission when it meant several fat plums.

Today two of the three heads of the Commission are Democrats and the terms of the third, George H. Cobb, a Republican, expired on January 1.

The fact also remains that last year, as well as the year before, quite a number of the Republicans in the Legislature, were inclined to swing over to the Democrats, when it came to voting on the question of censorship. Party leaders found themselves in hot water in more than one instance when they attempted to line up the Republican forces solidly against carrying out Governor Smith's suggestion of abolishing the Commission. If this was so last year, it will be even more so this year.

No berth has yet been made for the Censorship commission in the plan of reorganization of departments and commissions. Governor Smith must be given credit for being consistent for even though there is already a \$7,500 job open on the Commission for some Democrat, the State's Chief Executive does not turn aside but still maintains the attitude that censorship of motion pictures is absolutely nonsensical and should be done away with once and for all time.



Lupino Lane, Educational comedian, with Charles McManus, King Features cartoonist, whose "The Newlyweds" is tied up with National Laugh Month.

PICTURES AND PEOPLE

A SPLENDID TRIBUTE

AN inspiring tribute to J. Gordon Edwards, the producer-director who died last Thursday at the Hotel Plaza, New York, after being stricken with pneumonia on Christmas day, has been paid by A. L. Selig, one of the best known publicity men and a close friend and associate of the late director. It is as follows:

J. Gordon Edwards has passed but "to live in the hearts of those we love, is not to die."

There are so many things that can be said of J. Gordon Edwards, but mere adjectives cannot adequately describe the love, affection and esteem he was held in by those who came in daily contact with him and who knew of the big heart that beat in that great big body of his.

"Daddy" as he was affectionately called by all who knew him, it is safe to say, left not a man or woman on this earth who could say aught but the highest of encomiums of him. Amid his great achievements for the motion picture screen he still remained the affable, friendly human being that Nature intended him to be.

No cry of distress, no story of poverty, that did not receive the helping hand of "Daddy." He did not forget the friends of his early years of struggle, and his words of encouragement and in many, many cases a monetary consideration turned many a helpless soul from the path of despair to a more cheerful outlook on life.

Crowning all these qualities of "Daddy" was his idealistic love for his wife—his sweetheart—a love that in itself was the overshadowing passion of his life. And that love returned in the same idealism by Mrs. Edwards, stands out among those who were fortunate enough to come in contact with them.

To the screen J. Gordon Edwards gave some of the greatest spectacles—pictures that will live as epics until the day of Doom. He has had under his direction literally many thousands of men and



Arriving for the New York premiere of "Ben Hur" (Metro-Goldwyn-Mayer); Lloyd Nosler, who edited the picture, Mrs. Niblo (Enid Bennett), and Fred Niblo, the director.



Natacha Rambova (Mrs. Rudolph Valentino) displays an extensive wardrobe of new Paris fashions in her first starring picture "When Love Grows Cold" (F.B.O.).



A piquant post of Wanda Wiley, comedienne in Century comedies for Universal release, who will add to the gaiety of the nation in Laugh Month.



Laura La Plante, Universal star, displays a rare and radiant charm as the premiere ballerina in "The Midnight Sun," soon to brighten the film firmament.



Little Virginia Marshall, a cute youngster who will have a prominent role in "My Little Pal," the next Fox Films production starring Tom Mix.



Alan Hazelton, secretary-treasurer of H & K Pictures Corp., who will assist Burton King in directing "Cleaner Flame" for that company.



Colleen Moore, the vivacious and dainty star of "Irene," her latest First National vehicle, is set upon by a fierce, untamed beast of the Stone Age.



General Ma Fu-Hsiang, ruler of the city and province of Sulyuan in China, and one of the richest men in the country, with a private army of 40,000 well trained troops, shown in Kinograms, Educational's news reel.



June Marlowe, Warner Bros. player, presents a lovely appearance in this evening dress of white panne velvet, with white lace and rhinestones.



J. Frank Brockliss, veteran film man whose appointment as managing director of First National Pictures, Ltd., of Great Britain, is announced.

women—but they were human beings to "Daddy" and from the very humblest of extras to the star, there was that devotion and fidelity that gave to their director the best that was in them.

Many will miss "Daddy"—his genial personality, his cheery presence, his mischievous twinkle in his eye, his commanding figure—over six feet, two inches—most of all his sweet, devoted wife, whose very life was wrapped up in her distinguished husband, who was with him from his earliest struggles until success crowned his efforts—but—

"To Live in the hearts of those we love, is not to die."

WALTER WEDS
WALTER F. EBERHARDT, who writes the Satevepost and other national advertising copy for First National, and M.ss Harriet Howard Kimball, were married on Wednesday, December 30th, at the Church of the Transfiguration, New York City.

The groom (whom we assume wore the conventional black) has been with the publicity and advertising department of First National for a number of years, having handled exploitation publicity for some time, then national tie-ups, and now national advertising. He has also been prominent in the affairs of the A. M. P. A.

Congratulations are being extended on all sides, in which Pictures & People is happy to join.



Jane Arden, and attractive blonde who plays the role of the Widow Zander, the siren of "Shady Rest" (Universal), the latest Andy Gump comedy.



Thelma Todd, of Lawrence, Mass., has the distinction of having the longest hair of any of the girls at the Paramount Picture School, Inc., naturally wavy and of a lovely blonde shade.



Joe Brandt and Jack Cohn of Columbia Pictures Corporation sign up Lester Allen, Broadway comedian, to a contract which makes him a Columbia star.



Sally O'Neill, the "Mary" of "Sally, Irene and Mary" and a Metro-Goldwyn-Mayer find, displays the very latest thing in filmy negligees.



Fabrique, the cloth pup owned by Marian Nixon, dainty Universal player, appears to be very sad about something, though why he should be in such company is beyond us.

BACK FROM BIRMINGHAM

HAVING resolved to be out of the trenches by Christmas, the members of the "Men of Steel" unit just barely crept under the wire, the last contingent arriving in New York from Birmingham on Christmas morn, tired but happy.

For seven weeks the company filming First National's epic of steel has been on location in the southern city, including Milton Sills, Doris Kenyon, Mae Allison, George Fawcett, Director George Archainbaud and about fifty others. Remarkable co-operation was given them, and some striking shots are understood to have been gotten in the open pit mines and the steel mills.

A BOOK OF GREAT VALUE

NAT G. ROTHSTEIN and his aides at Film Booking Offices have brought out a book which should prove unusually popular among exhibitors—in fact, we shouldn't wonder if it became a best seller. It is a booking book, pocket size, which the company is distributing gratis to exhibitors who apply for it. For completeness and practical arrangement it surpasses anything we have seen.

Attractively bound in a dark green leatheroid, it should stand the wear and tear of daily use in good shape. Two full pages are provided for each week's program, with space for listing the short



John C. Flinn, vice-president of Producers Distributing Corporation, was a visitor on the set for "The Volga Boatman" during his recent trip to the Coast. Cecil B. De Mille is explaining the scene in his personally directed production, while Elinor Fair and Theodore Kosloff look on.

subjects as well as the feature, and with a place on the right hand page for keeping a record of all accessories and of advertising expenditures.

An added convenience is the listing of all public holidays, Lent, and so on, next to the dates on which they occur. All in all, a mighty useful little book and one which well represents the practical show brains back of it.

W A MERRY LIFE, FORSOOTH

E hear often of the problems of the casting director, who must now and then must find a three-legged man, or red-haired twins, or a Missouri fiddler or what have you? But another individual who has his problems and griefs and worries is the purchasing agent, of whom we hear less.

L. A. French, assistant general manager and purchasing agent at the Hal Roach studios where comedies are produced for Pathé,



Irving Hartley begins to find out what it means to be a movie actor when, in a scene with Dorothy Nourse, a piece of the ceiling is dropped on his head. The still is from "Glorious Youth," the Paramount Pictures School picture.

gives an interesting picture of the queer purchases that are all in the day's work. Here are some of the things that he has been called upon to obtain recently for "Our Gang," Charley Chase, Glenn Tryon, Clyde Cook and Hal Roach comedies:

One (1) rooster that would crow without looking at the camera.

Three (3) large apes, one trained to do the Charleston and one that would walk sidewise, facing the camera.

One (1) automobile wrecked and put together again in such a way that it would fall into 1,216 pieces, or thereabouts, at the director's command.

One (1) parrot with a fondness for riding on the steering wheel of an auto.

Seven (7) tons of corn fodder, possessing a strong photographic likeness to snow.

Workmen's clothes which would look like leather but tear easily.

One (1) snappy, brand new roadster equipped for a romantically inclined driver, with all controls on the left hand side of the steering wheel.

French found them all, but he has good reason to know that making comedies is no laughing matter.

THE BIOGRAPH GIRL

FLORENCE LAWRENCE, the original "Biograph girl," is going into vaudeville for the second time this winter, hitting the Big Time on this occasion. Her vehicle is Ethel Clifton's "Diamond Cut Diamond," the sketch which Mrs. Wallace Reid used some time ago.

It is pleasant to know that the film fans still remember her with warm affection, and that letters, flowers and such tokens of remembrance have been flowing in at each performance.

A \$53,608 TREASURE

WHILE playing at being a doughty buccaneer with Douglas Fairbanks in "The Black Pirate," Captain George C. Wester, master of the full-rigged ship Llewelyn J. Morse, part of the Fairbanks fleet, has received notice that a real treasure of \$53,608 (no stage money) is awaiting him.

More than thirty years ago, Captain Wester was one of the American sealers outlawed from the Bering Sea by the U. S. The Canadian government contested the claim of jurisdiction and won. The American government indemnified the Canadian sealers, and the U. S. vessel owners then instituted action to be similarly indemnified for seals which they might have caught had they been permitted to hunt. Just the other day Captain Wester and 67 other skippers won their claims in the Federal court in San Francisco, for the years 1892 and '93. At last reports, however, he was still navigating for the Fairbanks production, with no intention of becoming an independent producer on his own.

STARRING THE SHORTS

BULLETINS of the Better Films committee of the National Board of Review for the past two weeks award none of the asterisks denoting "a particularly good picture" to features, but pin five of them on the short subject producers. All five, it so happens, are Pathe releases, and the subjects so honored are: "All Astride" and "The Uprising Generation," both Sportlights, and Pathe Review No. 51, No. 1 and No. 2.

NAT PLAYS HOST

NAT G. ROTHSTEIN, director of Publicity, Advertising and Exploitation for F. B. O. was host to a big comedy movie entertainment at the Convalescent Home for Crippled Children at Rockaway Park on Tuesday, December 29th.

Twelve reels of hilarious comedies and cartoons were shown, and



A shooting star, Fred Thomson, F. B. O. daredevil, in a little stunt with Silver King for "The Tough Guy," his latest starring vehicle.

the kids enjoyed every moment of the entertainment.

Among those who contributed to the occasion by supplying pictures were F. B. O., Universal, Fox, Educational and Pathe.

WIELDING A MEAN BRUSH

WHEN Hobart Bosworth went to famous old Fort Huachuca, Ariz., with Victor Schertzinger, for the purpose of making Fox Films version of "The Golden Strain," he took with him some odds and ends which he called his "Trifling tools." Those who were intimate with the celebrated character actor knew that this outfit contained his painting kit.

"I thought," said Bosworth, "that I could do a little daubing between sequences. If the thing came out nicely—all well and good. If not—all I wasted was a tube or two of paint and some good white cloth."



Renee Adoree in a doll scene with the marionettes which she uses in "The Black Bird," which Tod Browning has both written and directed for Metro-Goldwyn-Mayer.

The company remained at the Arizona fort three weeks. During this time Bosworth had several idle days. He made the most of them. Sitting at his window, in the famous "horseshoe"—a row of officers' dwellings which surround the post—he painted early and late. His best view—that of the Mexican range—was just to the South.

Returning to Los Angeles, Bosworth encountered Peter B. Kyne, famous California author.

"You wrote the story," Bosworth volunteered, "but somebody else painted the picture. Here's the result. I move that we send this to Colonel 'Jim Crow' Rhea—commander at Fort Huachuca—with our compliments."

"Great!" said Kyne. "I know 'Jim Crow' Rhea—soldiered with him, in fact."

"That being the case," said Bosworth, "we might send your picture along with the painting. He'd appreciate both."

"As well as your own," Kyne suggested.

"In that case," said the obliging photographer, "I suggest a photograph of the picture—with Messrs. Bosworth, and Kyne looking on. He'd surely appreciate that!"

And when Colonel Rhea wrote—acknowledging the lovely gift—he said the Tenth Cavalry was so proud of the painting he would hang it in the Officers' Club at Huachuca.



Hobart Bosworth and Peter B. Kyne, author of "The Golden Strain," which Fox Films has picturized, viewing the oil painting which Bosworth made while on location with the company at Fort Huachuca.

\$16,000,000 Loew Pittsburgh Project

Transaction for Theatre and Office Building Heads Many
Theatre Expansion Deals During Past Week

A BUILDING to be erected by Marcus Loew in Pittsburgh at a cost of \$16,000,000 heads the new theatre transactions, of which there have been many throughout the United States during the past week. The Loew project calls for a theatre with a seating capacity of 4,000 and a large office building. Building operations are scheduled to start May 1st. The deal was closed by E. A. Schiller, general representative of Loew's, Inc.

Among the other important transactions, the new Broadway Theatre in Portland, Oregon, a 2,500-seat house now in course of construction, was taken over by lease by the North American Theatres Corporation, a subsidiary of Producers Distributing Corporation.

The house was being built by the Ackerman and Harris vaudeville and musical show circuit. Present plans indicate that the motion picture end will be handled by the Producers organization, with the vaudeville features still to be supplied by the Ackerman and Harris company. The former organization will have complete charge of the management of the house.

The Grand and Royal theatres at Peterborough, Ontario, have been acquired by Famous Players Canadian Corp., Toronto, it is reported. Famous Players already have the Capitol Theatre at Peterborough, the manager of which being A. G. Crowe, one of the best known theatre men in the Province.

Dan Michalove of Universal in the Southeast is making a tour of Florida towns where company theatres are located. Upon his return some definite policy for the expansion of the theatre department will be announced.

The Universal Chain Theatrical Enterprises, originally incorporated under the laws of Delaware, has been granted a charter by the Secretary of State to engage in business in New York State. The concern has a capital of \$1,000,000. Charles B. Paine is the president.

Fox is said to be contemplating the building of a big first run theatre in Brooklyn on a site close to the Brooklyn Strand. The new house, it is said, will seat between 4,000 and 4,500, and will be ready in about a year.

Joseph Stern and Louis Golding have procured land for a theatre in Union, New Jersey, at the corner of Morris and Stuyvesant Avenues. The theatre will seat approximately 1,250 and will cost approximately \$200,000. Construction will start February 1st.

A half interest in the Rialto, Omaha, was sold during the week. Famous Players-Lasky bought the half interest, the sellers being Keith Neville, Walter Brandes, Arthur Mullen and John Latenser. A. H. Blank, who owns the other half, will operate the house as heretofore. The Rialto was built seven years ago.

Merging of the Robbins chain of theatres with the Mark Strand corporation of New York was officially announced in Syracuse this week, when representatives of the firms met to complete details of the merger, which is expected to be consummated within a month. The conference, confined to officers of the firm, brought Moe Mark, president

Warners Open Seattle Egyptian

WARNER BROTHERS formally opened Warners Egyptian Theatre in Seattle on Christmas Day. It is declared to be one of the finest theatres in the Northwest and was built at a cost of \$250,000. It is built in the Egyptian style throughout, the exterior being an adaptation of Egyptian temples. The house seats 1,300 and boasts the largest organ in Seattle, as well as a ten piece orchestra. L. K. Brin, a veteran theatre manager is the managing director.

Among the unique accommodations in the new theatre are a "crying room," a glassed enclosure where mothers may sit with their babies and watch the performance, and a smoking room also glass enclosed, from which the pictures may be seen.

"The Man on the Box" was the opening attraction, with Syd Chaplin, the star, and "Chuck" Resiner, who directed and played a comedy role, appearing in person. A capacity house with many Seattle dignitaries attended the opening.

of the Mark Strand corporation; Walter Hays, vice president, and Nathan Robbins, head of the Robbins chain. Mr. Mark denied a report that a new motion picture theatre was to be built in Syracuse, but said the Evkel will be made into a strictly modern theatre soon.

The erection of a new theatre in Detroit, to cost \$500,000, is announced by W. S. Butterfield, head of the Bijou Theatrical Enterprises. The company owns the Regent and Capitol in Detroit and theatres in several other cities in Michigan. Work on the new building, to be known as the State, will begin early in the spring and will be completed by October or November.

The John H. Kunsky enterprises, already owners of four big downtown Detroit theatres, and associated with Ballaban and Katz in the building of the magnificent new Michigan theatre, soon to open, announced this week that it is planning several new big theatres of the Michigan type, equipped to handle large revues besides pictures. The Michigan will accommodate 5,000 persons.

The deal between Publix Theatres corporation and the Shea Amusement company of Buffalo has finally been closed. The Shea houses will be controlled by a new corporation to be known as the Shea Operating Company, the officers of which are: Michael Shea, president; Harold B. Franklin, vice president; Austin C. Keough, secretary, and Fred Metzler, treasurer.

The members of the board of directors are Mr. Shea, Vincent R. McFaul, Harold B. Franklin and Sam Katz. McFaul, who has been with Mr. Shea a quarter century or so, starting in as office boy in the Shea office in the old Garden Theatre, and who has been manager of Shea's Hippodrome since Harold B. Franklin left that post to head the Paramount theatre department, will be associated with Mr. Shea in the physical operation of the Shea chain.

He also will be managing director of the new Shea Buffalo, which is scheduled to open Saturday, January 16. The company will control Shea's Court Street, Hippodrome, North Park, Kensington, now under construction; Buffalo, about ready to open, and a new theatre, the Metropolitan, which it is planned to build at 628 Main Street, between the Buffalo and the new theatre which the Coplon Brothers are building and which will be leased by Fox. The company also proposes to open theatres in many of the residential sections of the city.

Finkelstein and Ruben celebrated the Christmas holidays by announcing plans for the construction of two new theatres in their Northwest territory. One is to be erected at Huron, S. D., and the other at Aberdeen, S. D. Contract for the Huron house was let to the Maul Construction Company. It will seat 1,100 people will cost \$150,000 and will be located in the business district. Russell & Lindgren got the contract for the Aberdeen theatre, which will seat 1,400 and will cost around \$225,000.

United Acquires Rhode Island Houses

Three more theatres in the Pawtucket Valley, Rhode Island, have been taken over by the United Theatres, Inc. These are the Thornton Theatre, the Opera House at Riverpoint, and the Gem Theatre at Arctic. This gives the United control of all of the theatres in the valley as they already operated the Majestic and Palace Theatres in Arctic for several weeks.

The new ownership gives Owen B. Thornton, dean of Pawtucket Valley theatrical men, the management of the four theatres in Arctic. James Thornton, son of Owen B. Thornton, who has been manager of the Gem Theatre, is to manage the recently opened theatre at Westerly. Edward Lewin, who has been managing the Palace and Majestic Theatres since they were leased to the United Theatres, Inc. by Carson Brothers, has been promoted to the home office of the company.

Robertson Enterprises to Build in Detroit

The James R. Robertson Enterprises, who operate the Cinderella, De Luxe and Roosevelt theatres in Detroit announce that on March 1st ground will be broken somewhere on the East Side of Detroit for an elaborate theatre to seat approximately 4500 persons, which they intend to operate as a combination of high class pictures and vaudeville.

New Corporation Launched in Pittsburgh

A new corporation has just been formed in Pittsburgh to buy, sell, lease and deal generally in motion picture films, machines and projectors, under the name of the Motion Picture Machines Company.

Hays Office Ties Up With WJZ on National Broadcast

Weekly Talk Going Out on Super Service Power

BY arrangement between the M. P. P. D. A., Will H. Hays, president, and the Radio Corporation of America, an address on some film topic of general interest is being given each Wednesday afternoon at 2:45 p. m. from station WJZ by a leader of the film industry or other prominent national figure. These addresses go out from the studio of WJZ in Aeolian Hall, New York City, and are put on the air on super-service, the new high power authorized under the experimental license to this station, and which has been heard in all parts of the country. All details of the broadcasting are being handled by the two organizations jointly.

The addresses will be of a purely general nature, for the benefit of the industry at large, and will in no way publicize individual productions or players. The super-service, it has been found, will make these talks available to radio listeners in approximately 30 states. The afternoon period was chosen because there is less interference at that hour from other high powered stations.

Colonel Jason S. Joy, director of the Department of Public Relations of the Hays office, was the first speaker. He outlined the radio service play and made a strong plea for constructive co-operation. R. F. Woodhull, president of the M. P. T. O. A., spoke on January 6th on Laugh Month; January 13th will bring the Rev. George Reid Andrews, chairman of the Committee on Educational and Religious Drama of the Federal Council of Churches of Christ in America, and vice-president and general manager of the Religious Motion Picture Foundation, who will talk on "Religious Motion Pictures"; and January 20th will see as the speaker James E. West, chief scout executive of the Boy Scouts of America, on "Why Western Pictures."

Among others who have already spoken are D.W. Griffith; Mrs. Robert H. Flaherty, wife of the explorer-photographer; Charles A. McMahan, executive secretary of the National Catholic Welfare Council; and John C. Eversman of the Hays office. Schedules are now being mapped out to keep the service continuous throughout the year.

Woodhull's talk was titled "The Art of Making You Laugh," and some of the highlights in it were:

"I trust that the folks listening in will pardon me for a moment while I pay my respects to the Motion Picture Theatre Owners of Western Pennsylvania, who are meeting today at Pittsburgh. I say 'pay my respects' because it is with the highest regard that I always think of the personnel of that organization.

"I am speaking for the motion picture theatre owner, who retails to you, the public, the product or picture produced and distributed by the first two units.

"It is my thought that a theatre just as much as any other institution has its own important part to play in the rendition of community service, and is one of the five great educators, namely, the pulpit, the press, the school, the radio, and the screen.

"The latter is an universal language. No printed word or wonderful oratory can be understood in every language and in every country, but a picture depicting mother-love, comedy, drama, or any other situation, registers with all the people throughout the universe.

"All this is merely a foreward to the message it is my pleasure to convey to you today.

"The month of January has been dedicated to laughter by an association of gentlemen in our industry who devote their efforts to the production of the shorter subjects of the motion picture programs; and may I say, speaking for the theatre owners, that the time has arrived when it has become necessary for us to pay quite as much



R. F. Woodhull, National President of the M. P. T. O. A. who was the speaker this week during the broadcasting period arranged by the Hays' organization.

attention in the planning of our entertainments to these most important featurettes as to the longer features, and I am quite sure if you will ask the theatre owner or manager in your community, he will tell you that one of his greatest worries is the art of making you laugh. It is a very serious matter, and while January is being celebrated as "Laugh Month," and the theatre owners all over the country are making a special effort to keep the brighter side of life foremost, one of the principal reasons that I so heartily welcome this promotion of laughter is because of the fact that it is directing the attention of the movie fan quite seriously to the matter of comedy.

"If there is any group of workers in motion pictures who give much to picture lovers, and I am afraid receive little in the way of recognition, it is the splendid group of fine men and women who are devoting their lives to making you happier through laughter.

"You may not have realized it before, but comedy is an absolute essential to a well rounded bill of entertainment, and yet too often you have perhaps accepted it as a matter of course, and when the laughs are over, and you have been one of the many to write admiring letters to the stars, you have perhaps overlooked forwarding a little word of encouragement to the comedy artists who, for a few moments, at least, lifted the weight of worry and tears, of which our average lives are all too full, and made these lives happier with a laugh.

"It is perhaps due to the fact that you have neglected to tell your local theatre manager how much you enjoyed the short subjects that he has in many cases devoted his entire time to the selection of his feature, and purchased his short subjects with the idea of their being fillers instead of featurettes.

"Comedy is fast coming to a position of predominance in motion picture entertainment. Many of the big feature productions of this season have been out comedies, and the dramatic director today who fails to inject into his picture a plentiful supply of comedy relief has put forth his creation under a most terrific handicap.

"It is, however, the briefer comedies in which we are most interested during January, "Laugh Month," and I do not feel I have to direct your attention to the improvement in quality manifested in the shorter subjects during the last few seasons.

"Many of the two-reel films that make you roar with laughter represent six to eight weeks or more of constant work by huge studio organization and in their making it is often necessary to photograph 8000 to 10,000 feet of film to get the 2000 feet of finished product, in order that you may laugh for twenty minutes.

"I sincerely hope that during this month of January you will secure an unlimited store of healthful laughter, and also that in the future you will remember that your local theatre manager has a problem that has never dawned upon you before."

Compromise Made in Ufa Situation

Universal, Famous Players and Metro-Goldwyn Will Share Benefits of Joint Arrangement With Leading German Concern

AS outlined briefly last week in a late dispatch from the Berlin correspondent of MOTION PICTURE NEWS, the final outcome of the negotiations in Berlin between the officials of Ufa and representatives of Universal, Famous Players and Metro-Goldwyn is a modification of the original deal between Universal and Ufa under which the advantages derived therefrom will be shared by the three companies.

The loan of \$4,000,000 for 10 years will be extended by Famous Players and Metro-Goldwyn jointly, instead of by Universal, the interest rate to be seven and one-half per cent, it is understood. The Ufa program will include nine Universal Jewels, instead of 16 as originally planned. The balance of the program, presumably, will be largely made up of Paramount and Metro-Goldwyn-Mayer product.

Newspaper accounts painted the conferences in Berlin as a veritable "battle of words and money," with Famous and Metro-Goldwyn threatening to build a chain of houses in competition with Ufa in Germany, where they would show American pictures at cut prices, unless the Universal deal was cancelled and awarded them. This was emphatically denied by Nicholas M. Schenck, vice-president of Metro-Goldwyn-Mayer, who told a NEWS representative:

"Such reports are absolutely untrue. The conferences were entirely amicable and conducted for the general good of the American trade. There was no coercion or threats to build theatres in competition with Ufa."

Elek J. Ludvigh, at Famous Players, who was abroad for that company some time ago to investigate conditions, stated that S. R. Kent, general manager, had advised nothing further than that the deal had been closed, and that full particulars of the Famous Players participation in the deal would not be known until Mr. Kent's return, some time next week.

Universal originally agreed to distribute one-third of the Ufa output in the United States, which on the schedule of the past year would mean 11 or 12 features. It is now relieved of this obligation and Famous Players and Metro-Goldwyn will distribute five Ufa pictures each, per year, if they are suitable for the American market.

One or two elaborate productions, it is said, will be made by Famous Players and Metro-Goldwyn each year in Berlin in conjunction with Ufa. No other production abroad is included in the deal, however.

Whereas Universal was to have two of the five directors on the Ufa board, Famous and Metro-Goldwyn, according to press reports, are to have two-thirds of the board of directors. They are also to share in any theatres erected by Ufa in the future. Ufa now has 130 houses and books for a total of nearly six hundred.

According to cablegrams from Carl Laemmle received at the home office of Universal in New York, important advantages were conceded to Universal by the other two American companies in the deal for playdates in their houses in the United States and particularly in New York City. Laemmle also stated that he could go no further without overthrowing principles of independence for which he has always

Foreign Bureau Again Up in Washington

EFFORTS to secure the establishment in the bureau of foreign and domestic commerce of a motion picture division, which will look after the needs of the American film producers abroad, are expected to be renewed during the present session of Congress.

Secretary of Commerce Hoover, accompanied by Director Julius Klein, this week will appear before the House committee on appropriations to discuss the estimates of the department for the fiscal year 1927. Those estimates as approved by the Budget Bureau do not carry any provision for the establishment of a motion picture division, but it is expected that individual members of the appropriations committee, who last year discussed the question with Secretary Hoover, again will delve into the subject with a view to determining whether the bureau cannot be created.

Jack S. Connolly, Washington representative of the Hays office, is expected to appear before the committee to urge the inclusion of an item in the bill providing the funds with which the division could be set up.

fought hard in this country, and that he had had no desire to acquire a monopoly of the German field.

Consequently, Universal, being assured of representation in the Ufa theatres in Europe and the Famous Players and Metro-Goldwyn houses in America, expresses itself as entirely satisfied with the outcome of the negotiations, particularly in view of the fact that it is relieved of the \$4,000,000 loan and the distribution of Ufa pictures in America.

The principal portion of the annual report of the board of directors of Ufa, read at the meeting on December 30th in Berlin, is as follows:

The business year 1924-25, the first after the publication of the first gold mark balance sheet of June 1, 1924, calls for a detailed report, because it has brought about for the international film business as well as for our own concern entirely new situations and also because of the fact that into this period falls the strongest expansion and development our firm has had since its organization. This period of expansion runs well into the current business year.

It is the aim of the American film industry, which was in a position to expand steadily, since all economic forces in Europe were tied up by the war, and which has a strong fundamental basis in its tremendous home market and its important sales organizations throughout the world, to conquer the markets of Europe. Despite the unfavorable political and economical situation in Germany, the German film industry has succeeded in holding its ground against the American competition. This is true especially in the case of our own company, which maintains the leading position in Germany and which for exactly this reason, has certain binding responsibilities. The stand taken by the German film industry does not mean enmity against America; on the con-

trary, our position on the world's markets calls for the best of business relations with the leading American film firms and we are of the opinion that the public in Germany as well as that of every other country in Europe, in which we are represented, has a perfect right to demand from our renting establishments the best of the entire world's productions. But, quite naturally we are obliged, above all, to see that our own organization and production is kept on so high a standard, that, on one hand, America can't ignore this organization and that, on the other hand, German standard works are produced, the quality of which will make them successful throughout the world. This policy we shall adhere to in the future as well as at present.

Only in connection with material financial sacrifices could this policy be carried through with a promise of success. The big American concerns were ready to open branches in Germany for a keen competition within Germany and at the same time, to block German products from the American market. In view of these prospects it appeared necessary to fortify ourselves by expanding our renting organizations and by improving the quality of our product, if we were to successfully meet the American offensive. Our position as the leading German film concern made these measures so imperative that we could not delay them even in a period when the economic and financial situation in Germany called for strictest reserve.

The situation depicted above is reflected in the balance sheet inasmuch as the items covering the costs of our studios and stocks are substantially higher as those of the balance sheet of the preceding year.

As far as the various branches of our enterprises are concerned, attention must be called to the following facts:

Production and studios: While it is conceded that, in Germany, the government restriction of import has helped in erecting a dam against at least a flooding with cheap American pictures, on the other hand, this very measure called for the production of a certain number of German films as a compensation for the import from America. For we cannot show foreign productions if we have not on hand the same percentage of home productions. Since there was little time to cope with this problem in our studios, not only large amounts were necessary for the prosecution proper but also new investments for up-to-date equipment of the studios and their supplements.

In the past business year our scientific department has not stopped at the production of the usual scientific and educational reels. A substantial number of plays with scientific or educational tendencies has been produced, based for instance on matters of agriculture or sports.

During the past business year we have acquired the majority of stock of the Aktien-gesellschaft Fur Film-Fabrikation in Berlin—Tempelhof, a big and modern printing laboratory with own buildings and real estate.

Renting Establishments: Our renting establishments have developed favorably during the past business year. A favorable selection of German films, other than of our

own production, our own films of quality and standard and profitable contracts for foreign films has brought about this happy result.

Theatres: The number of patrons in our theatres has materially increased during the past year. On the other side, however, the expenses, due to the increasing demands of the public in regard to programs offered and especially through the general increase of running expenses has also been materially augmented.

The following new theatres were opened during the past business year:

Ufa theatre, Turmstrasse, Berlin.
Frankischer Hof, Cologne.
Ufa-Palast, Gelsenkirchen, Westfalia.
Albert Hall, Leipzig.
Schauburg, Gleiwitz.
Helios Lichtspiele, Hindenburg.
Ufa-Palast Victoria theatre, Leipzig.
Kaiserkrone, Kiel.
Muenz theatre, Koenigsberg.
Urania theatre, Koenigsberg.
Trianon theatre, Koenigsberg.
Stadthallen Lichtspiele, Koenigsberg.

Since May 31, 1925, the following houses have been added:

Ufa-Palast Konigstadt, Berlin, Mozartsaal, Berlin, Ufa-Palast Oberhausen in Westfalia, Tonhallen-Lichtspiele, Bochum, Westend-Hall Leipzig, Kammerlichtspiele, Oppeln Beuthen, Intimes theatre, Beuthen, Schauburg, Beuthen.

The Ufa theatre Turmstrasse is the first modern cinema building erected in Germany since the termination of the year. The purpose of the theatre is to offer to the laboring classes a place of recreation with comfort

and up-to-date entertainment. The Koenigstadt theatre serves the same purpose.

Aside of these steps it has been our ambition to keep pace with the best first run houses of New York and other capitals. The reconstructed Ufa Palace at the Berlin Zoo, which has been enlarged and luxuriously decorated has brought record attendances of as much as 9,000 people per day. By a special transaction we have obtained controlling influence on the Gloria Palast, a first run theatre to be opened in the near future on one of the most important traffic centres of Western Berlin. This transaction consisted in our acquiring the majority of the stock of the J. C. Pfaff A. G. Berlin, which concern among others owns the Roumanian house, sheltering the Gloria theatre and situated right opposite to the Kaiser Wilhelm Memorial Cathedral.

The exorbitant entertainment taxes imposed on the cinema theatres by the German municipalities—a thing unknown in other countries—has had the effect that our theatres have not made a substantial profit during the past business year, while the middle class of exhibitors and the smaller ones were absolutely wiped out by this system of taxation.

In the same measure as our production has increased our organizations in foreign countries have been augmented. Following the establishment of renting organizations in Czechoslovakia, Holland, Switzerland, Finland and Poland, additional renting branches have been organized in Austria and Hungary which are based on their own first run houses. The opening of sales branches in London and Paris, for which important contracts are ready and waiting, is impending.

After having overcome initial difficulties, our New York branch has gained a fair footing and gives hope for successful activities.

The number of employees and workmen of the Ufa was 5,000 at the end of the business year. The salaries and wages paid by the firm during this period, subsidiary firms and wages for actors and extras included, amounted to 16,000,000 marks.

The net profit of RM3,078,314.17 as shown on the balance sheet, we propose to use as follows:

Six per cent dividends on a stock capital of	
RM45,000,000	RM2,700,000 00
Tantieme as per statutes....	100,000 00
Credit to new account.....	278,314 17
Total	RM3,078,314 17

The outlook for the new business year in the various branches of our enterprises gives hope that the incoming amounts will not only eliminate the present financial tension but that an adequate profit will be turned over to the shareholders. This hope is especially based on the new renting and theatrical season which commenced on October, 1925. On the other hand our increased production of last year and our large stock of ready films make it seem superfluous to divert the same amount as last year into this branch of business, so that the temporary tension which perhaps was a trifle too sudden, but at the same time unavoidable in the organization of a European film concern of importance, can be regarded as a matter of the past.

The Board of Directors of the Universum Film Aktiengesellschaft, Grau Jacob Pommer Stauss.

Improvements on Fox Lot Rushed

New Buildings Erected at Fox West Coast Studio to Cost Almost a Million Dollars; Will be Complete "Movie" City

APPROXIMATELY a half million dollars has been expended and a half million more has been appropriated to make Fox Hills, in Hollywood and Westwood, which property was acquired by William Fox some time ago, a most complete producing unit both from the esthetic as well as the practical angle.

The buildings making up this unit consist of a new administration building erected at a cost of \$50,000, a previewing theatre at \$10,000, a completely equipped still-portrait studio costing \$5,000, a wardrobe building at \$20,000; a huge stage calling for an expenditure of \$75,000 and a new reception building covering an entire block, between Delong Pre Avenue and Sunset Boulevard which called for an additional \$75,000.

The arrangement of these buildings has been decided on as a model for all future construction of this nature. The business manager and his personal staff will be located on the first floor of the Administration building as well as the scenario editor and his staff. The directorial staffs with their personal offices will also be found on this floor.

On the second floor are the offices of the art director and his staff, the scenario writers and readers, the technical staff and the big library, in which are over twenty thousand volumes in charge of an expert librarian and a staff of assistants who pass on all technical points regarding correctness of all scripts. On this same floor is the script

editors room where manuscripts are disposed of.

In keeping with the Spanish architecture which predominated, the exterior is of stucco with a red tile roof and artistic wood trimmings. Special attention has been paid to the lighting and ventilation systems.

The reception building fronts on the North Western Avenue side of the West Lot. The entrance is to a reception lobby, 40 by 60 feet in dimension, with tiled floor and wainscoting, ivory colored plaster and heavy beamed ceiling, all of Spanish design. In one corner there is a pool and wall fountain. Wrought iron is used for the doors and the fixtures, making for an harmonious and striking effect. The entrance, of hand-tooled art stone is surmounted by an electric sign with concealed lights.

An information desk in the main lobby facilitates the transaction of business in an efficient and quick manner.

Visitors must pass through this entrance hall to enter the lot, which is reached by a long corridor to the Administration Building, the bungalows of the stars, the offices of the general superintendent, Tom Mix training quarters, the previewing theatre, and the stages.

The previewing theatre will be Spanish design, the interior color scheme of polychrome with the ceiling in blue. The floor will be in black and tan tile. Again the indirect niche type of lighting is used most effectively. Seating capacity is 100, with the

seats of upholstered plush and of the most recent type. The projection room is perfect of its kind, employing the latest improvements throughout. The proscenium arch is 13 feet wide by 5 feet deep and affords space for a large screen.

The new wardrobe building is the largest in Hollywood. It is 36 by 110 feet and has accommodations for the largest assortment of wardrobes in the industry, as well as rooms for costumers and their assistants, special fitting rooms and one floor devoted to the use of extras entirely. An innovation is the well between the first and second floors, providing for the care of valuable rugs and hangings, which may now be hung instead of being rolled and folded and preserves their quality.

The still-photograph studio is one of finest of its kind, employing the services of an expert photographer and his staff, who are constantly at work making portraits of Fox stars.

The Fox lot seems a most cosmopolitan city, with many streets laid out for production purposes. There is a Western street; a New England lane; a Spanish avenue; an old English street; a French ruin street; haciendas and detached houses. Also the reproduction of Johnstown at the time of the great flood in 1889 is well developed in construction. Other operations include a cyclorama, a treadmill, skyline, the largest individual motion picture stage in the world, a portable stage and new electric generator sets.

Pathe and Sennett Sign New Contract

Deal Consummated This Week Involves Production and Release of Two-Reel Comedies For Several Years

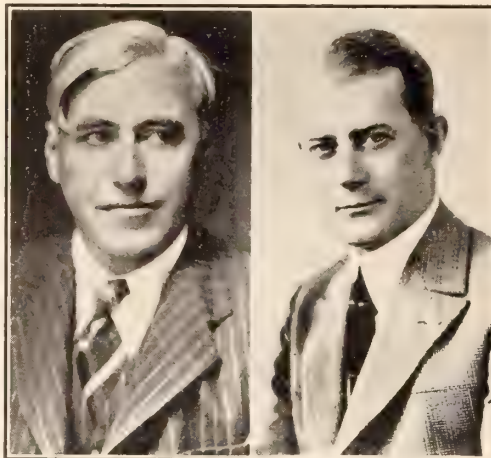
A NEW contract involving several hundred productions and several million dollars was entered into this week between Pathe Exchange, Inc., and Mack Sennett, veteran comedy producer. The deal provides for the production and release of fifty-two two-reel comedies per year over a period of several years.

This schedule, according to the parties concerned, calls for substantial increases in production costs in order to insure the highest-calibre talent and material available in the way of stories, direction, cast and general high tone production.

In a statement announcing the new contract, Elmer R. Pearson, vice-president and general manager of Pathe Exchange, stresses the efforts of Pathe to establish its short-comedy output on a plane of quality with the finest feature productions on the screen. In his statement Pearson says:

"The production cost under the new contract is increased by from 25 per cent. to 50 per cent over our previous arrangement. The entire transaction involves several hundred productions and several millions of dollars.

"It has been the aim of Pathe and Mack Sennett to produce comedies that for sheer excellence of entertainment and box-office drawing power will rival that of the best feature-length pictures on any exhibitor's program. While, heretofore, rental grosses have not permitted all the production lati-



Left: Mack Sennett, producer of comedies for Pathe release, and right: Elmer Pearson, Vice-president and General Manager of Pathe Exchanges, Inc.

tude desired, the new arrangement gives the producer ample elbow room on this score, and if the plans now in hand are carried out a real treat is in store for the Pathe customers and motion picture fans all over the world."

Ben Turpin has been signed to appear in a series of two-reel comedies and Raymond McKee and Ruth Hiatt will make a series of domestic comedies depicting the mishaps of the "Smith Family." McKee and Miss Hiatt

will play Mr. and Mrs. Smith, respectively, Mary Ann Jackson plays the Smith baby and "Cap," grandson of "Teddy," the well-known canine actor, also plays an important part in this series. The first Smith Family comedies listed are "Smith's Baby," "Smith's Vacation" and "Smith's Landlord."

In addition to the Turpin and Smith Family series, the Alice Day and Ralph Graves starring series will be continued and a number of Harry Langdon specials are listed under the terms of the new agreement. As in the past, Miss Day will be supported by such players as Danny O'Shea, Ruth Taylor, Eddie Quillan and Joseph Young. Graves' supporting cast will consist of Thelma Parr, Eugenia Gilbert, Marvin Lobach and William McCall.

Harry Langdon will be seen in six special productions, three of which have been dated for release, the remainder not yet scheduled. These special productions are titled "Lucky Stars" and "The Junk Man," which are two-reelers; "There He Goes" and "Saturday Afternoon," made in three reels; "The King" (tentative title), in four reels, and Langdon's initial five reel comedy production, "His First Flame."

The Mack Sennett brand comedies will be continued, the cast for this series including Billy Bevan, Andy Clyde, Madeline Hurlock, Eugenia Gilbert, Kewpie Morgan and other members of the stock company. The well-known Mack Sennett bathing girls will also grace the casts of the fun films.

United Studio Bought By Paramount

Famous Players to be in Possession of Big Coast Plant in Spring—First National May Build

FAMOUS PLAYERS-LASKY has purchased the United Studio in Hollywood and will take it over May 1. Official announcement of the purchase was made this week by Jesse L. Lasky, who declared that the step was taken to enable Paramount to carry out the most ambitious production program in its history.

The First National production units on the West Coast will continue at the studio until May, when other arrangements will be made. These will be determined on the arrival of Richard A. Rowland, who left New York for Los Angeles on January 4.

In response to a request for a statement, John McCormick, general manager of production on the West Coast for First National, wired MOTION PICTURE NEWS as follows:

"We are considering various propositions for purchase or lease of plants now available. Also considering properties on which to build our own plant. However, nothing will be decided until Rowland's arrival and until after he has had opportunity to go over whole situation and which will probably require couple weeks. Meantime we remain present studio until May 1 as per our arrangement."

It is reported First National is negotiating with the De Mille and Metropolitan studios in Culver City and Hollywood for space to house its own and allied units.

St. Paul Exhibitors Form Advertising Combine

TEN exhibitors in St. Paul, Minnesota, have banded together for the purpose of competing with the Finklestein and Ruben interests in that city as regards advertising in the newspaper columns, as the first step in a new movement to attract business to their theatres.

Heading the advertising used by the ten houses will be copy of the Tower theatre, operated by Joe Friedman, which will carry a by-line proclaiming it St. Paul's only independent first run house.

Space has already been leased at the Metropolitan studio by Corinne Griffith. The De Mille and Metropolitan plants are now under one management and there is plenty of room for production units other than those at work for release through Producers Distributing Corporation.

First announcement of the deal with Famous Players was made on the Coast by Joseph M. Schenck and M. C. Levee. The sale figure given in this report was \$5,000,000.

Paramount production activities will be

transferred in May from the Lasky Studio in Vine Street, Hollywood, to a new producing center.

"Although our studio in Hollywood has long been considered the best equipped plant in the country," said Mr. Lasky, "it is not big enough to take care of the productions which we have scheduled for this coming year. The United Studio has nine stages and its 26 acres will enable us to expand our activities to take care of the production program we have in mind."

For the present, said Mr. Lasky, there will be no disposition made of the Lasky studio property, which is in the center of Hollywood. It is probable that some production will continue at the Lasky studio throughout the summer, as it is not expected that the necessary additions to the United Studio can be made in time to take care of all of the Paramount production activities for some time to come.

The purchase of the United Studio by Famous Players follows the celebration last month of the twelfth anniversary of the Lasky studio. Twelve years ago Jesse L. Lasky and Cecil B. De Mille made their first picture in a small barn which now occupies a corner of the Lasky studio, and last month all of the stars, directors and leading players of the Famous Players organization gathered in this barn to help Mr. Lasky celebrate the anniversary.

Former Gov. Milliken Joins Hays Staff

Succeeds Courtland Smith, Who Goes to Fox Theatres Corp.—
Jerome Beatty Appointed Assistant to President

SEVERAL important changes were announced this week in the staff personnel of the Hays organization. Courtland Smith, secretary of the association since its inception, has resigned to accept a post with the Fox Theatres Corporation.

Mr. Smith is succeeded by Carl E. Milliken, nationally known churchman and Governor of Maine from 1917 to 1921.

Jerome Beatty has been appointed an assistant to President Will H. Hays. He will assume many of the duties heretofore in charge of Courtland Smith.

Governor Milliken, who has had a large business experience, is prominent also in many activities of the Baptist Church, the Y. M. C. A. and the Federal Council of Churches of Christ in America. He is president of the American Baptist Foreign Mission Society and chairman of its finance committee; former president of the Northern Baptist Convention, a member for twelve years of the International Committee of the Y. M. C. A., a director of the Playground Association of America, and is active in many other civic and religious organizations. In 1911-1912 he toured the United States with John D. Rockefeller, Jr., speaking in behalf of the Interchurch World Movement.

Governor Milliken is a member of the



Carl E. Milliken, newly appointed secretary of Motion Picture Producers and Distributors of America

Board of Directors of the Religious Motion Picture Foundation. Upon completing his term as Governor, he took up a study of mo-

tion pictures as a social force. With a group of Maine men he produced a series of pictures from outdoor stories featuring Maine scenery.

He was born on a farm in Pittsfield, Maine, and holds degrees from Bates College, Harvard, Colby and the University of Maine.

Mr. Beatty was loaned to the Hays organization last April by Carl Laemmle, president of Universal Pictures Corporation, to conduct the Greater Movie Season celebration. Arrangements were made by Mr. Hays to make the loan permanent, and since the end of Greater Movie Season, Mr. Beatty has been in charge of various activities of the association.

After ten years' newspaper experience throughout the United States, Mr. Beatty entered motion pictures as publicity director in 1915 for Essanay. Following that he was with Thanhouser, McClure Pictures, and six years with Famous Players-Lasky Corporation, as advertising manager, then director of publicity and advertising and later as representative of the Department of Distribution in the Lasky Studio in Hollywood. He left Famous Players to join Preferred Pictures, and upon the dissolution of that company went with Universal as Director of Exploitation. He has been a frequent contributor to magazines.

'Ma' Ferguson Proclaims Laugh Month

Texas Laugh Month Committee Enlists Services of State
Governor in Gigantic Exploitation Idea

THE biggest local stunt so far engineered in connection with Laugh Month—and one of the greatest pieces of exploitation work ever put over by motion picture men—has been engineered in Texas by the Laugh Month Committee of Dallas exchange men and the Texas Motion Picture Theatre Owners whose combined efforts brought about the issuance of a governor's proclamation declaring January Laugh Month in the State of Texas.

On Thursday, December 31, Governor Miriam A. ("Ma") Ferguson, in the pres-

ence of the Dallas Laugh Month Committee and Col. H. A. Cole, President of the Texas M. P. T. O., signed the following proclamation:

"Realizing that the year of 1925 brought prosperity to many, though adversity to some; and

"Believing that a cheerful, happy outlook is the best antidote for gloom, as well as the greatest assurance of future well being; and with the most heart-felt conviction that 'It is better to laugh than to mourn,' and that 'we must laugh to live'—

I HEREBY PROCLAIM the month of January, 1926, as 'Laugh Month,' for the state of Texas; and I recommend to the people of this great and glorious commonwealth that they start the year with happy laughter and good cheer, with the assurance of a Happy and Prosperous New Year.

(signed) MIRIAM A. FERGUSON,
Governor of Texas.

Governor Ferguson's proclamation resulted in front page publicity for Laugh Month in practically all the newspapers of



When Governor Miriam A. Ferguson signed the Texas "Laugh Month" Proclamation. (Left) Seated: the Governor; standing left to right: P. K. Johnson, Dallas Fox Manager; F. A. Tomes, Dallas Educational manager; R. C. McIlhenn, manager Universal Dallas exchange; Col. H. A. Cole, President, M. P. T. O. of Texas; and Oscar Morgan, manager Dallas Pathe exchange. (Center) "Ma" Ferguson signs the proclamation; (Right) Miss Dorrace Ferguson, Mrs. George Nalle, Ex-Gov. "Jim" Ferguson; the Governor's son; and "The Little Colonel," Ernest Nalle, the Governor's grandson.

Fox Buys "Sandy," Newspaper Serial; Will Be Spring Release

"SANDY," the new newspaper serial story from the pen of Elenore Meherin, the author of "Chickie," has been purchased by Fox Films to supplement its group of spring releases, according to an announcement by James R. Grainger, general sales manager of the Fox organization.

Because of the success of "Chickie," there was spirited bidding among the various producing organizations for the screen rights to Miss Meherin's latest effort.

Upward of one hundred newspapers in the United States are running "Sandy" serially.

Mr. Grainger announces that he intends to place the entire Fox advertising, publicity and exploitation staffs to work on one of the greatest campaigns ever put over in connection with a motion picture.

In an effort to make "Sandy" a sure fire artistic and financial triumph, Mr. Grainger also announces that every detail of its production will have a strong box office appeal. A cast of all star proportions will be chosen, and a director of proven merit will be selected to handle the megaphone over the filming. The scenario will be the work of one of the most capable adapters in the business.

Winfield R. Sheehan, general manager of Fox Films, who has been at the Fox West Coast Studios for the past four months, will personally supervise the production details. He is now considering three directors preparatory to making the final selection and has instituted a careful search for the best type of girl to bring to the screen the vivid personality of "Sandy," McNeil, the beautiful young girl of nineteen who is the heroine of the story.

Paramount Reorganizes Staff

Changes in Exploitation Department Following Resignation of Saunders

GEORGE E. WEEKS, general manager of distribution for Famous Players-Lasky, has completed the reorganization of Paramount's exploitation department, following the resignation of Claud Saunders as manager.

Oscar Kantner, formerly exploitation representative in San Francisco, has been transferred to the home office to supervise the activities of the field force. Leon J. Bamberger, formerly assistant to Saunders, has been appointed manager of special exploitation with national campaigns under his supervision.

Since Saunders' resignation there has been a realignment of the field force which now comprises 16 men. This staff will be enlarged immediately, however, under Kantner's direction.

The present field representatives and their assignments follow:

Lee Balsley, Columbus—Columbus and Cleveland territories; Albert Birch, Denver—Denver and Salt Lake territories; John

Callahan, Boston—Boston, New Haven and Maine territories; Ed Corcoran, Philadelphia—Philadelphia and Wilkes-Barre territories; William Danziger, Chicago—Chicago, Milwaukee and Peoria territories; Curtis Dunham, Dallas—Dallas, Oklahoma City, San Antonio and New Orleans territories; Harry Eagles, Seattle—Seattle and Portland territories; Kenton Franklin, Atlanta—Atlanta, Jacksonville, Charlotte and Memphis territories; George Gambrill, Cincinnati—Cincinnati, Indianapolis and Louisville; Russell Moon, New York City—New York, Albany, Buffalo and Jersey territories; Luther Putnam, Minneapolis—Minneapolis, Sioux Falls, Des Moines and Omaha territories; William Robson, Pittsburgh—Pittsburgh territory; Harry Swift, Los Angeles—Los Angeles territory; Edward Wall, Detroit—Detroit territory, and Irving Zeltner, Washington, D. C.—Washington territory.

Rowland Leaves For Coast

First National General Manager Will Confer With Various Producers

RICHARD A. ROWLAND, general manager of First National, has departed for his regular mid-winter visit to the west coast studios to discuss production plans with producers and directors associated with the company.

Just before his departure Rowland said:

"I believe that the coming year will prove more conclusively than ever the box office value of popular stars. A production may be artistic, the story may have dramatic value and there may be the appeal of a good box office title, but without a star whose name means something to the public, the actual worth of a picture will not be realized. This is not theory but fact, as shown by exhibitors' reports on pictures without stars and those with them."

Production plans of the company, accord-

ing to Rowland, are well ahead of schedule, both on the west and east coasts. He expressed himself as pleased with the work done by George Archainbaud and his company starring Milton Sills, recently returned from Birmingham where exteriors were made for "Men of Steel," which will be one of the big schedules of the coming year.

While in Los Angeles Rowland will confer with John E. McCormick, western representative of First National, who is presenting Colleen Moore in a series of starring pictures. He will have an opportunity to consider in detail the plans of the allied producers, whose product is handled by First National. Among these are Joseph M. Schenck, Sam Rork, M. C. Levee, Marion Fairfax, John M. Stahl and E. M. Asher.

"Ma" Ferguson Proclaims Laugh Month

(Continued from preceding page)

Texas, giving a most auspicious start to the celebration of Laugh Month in that state. Motion pictures and still photographs of the signing of the proclamation were made, and while the newspapers were printing the still pictures, all four news reels were showing the ceremony in the theatres throughout the state.

The Dallas Laugh Month Committee which put over this great piece of exploitation work is comprised of F. A. Tomes, Manager of the Educational Exchange, Oscar A. Morgan, Pathe Exchange, P. K. Johnston, Fox Exchange, and R. C. McIlheran, Universal Exchange. This Committee was formed as soon as plans for National Laugh Month were announced and promptly met with Col. Cole, head of the Texas exhibitors, to map out the Texas campaign.

With their hearts and souls sincerely in the work and with the finest spirit of co-operation at all times, the Laugh Month Committee and the exhibitors' organization secured the complete co-operation of the executive office at Austin. The Laugh Month Committee and Col. Cole went to Austin on December 31 accompanied by camera men and Associated Press representatives and within an hour after the proclamation was signed the Austin *Statesman* announced it in a big two-column box story on page one.

Manitoba Theatre Fire Loss \$20,000

The Princess Theatre at Portage la Prairie, Manitoba, was destroyed by fire with a loss of \$20,000 when flames spread from a freshly-lit furnace before the start of the evening performances. The manager was Ernest Webb, and the owner was J. Steinmann who bought the property one year ago. There was insurance of \$13,000.

First Children's Matinee Held in New York

THE first of the "Saturday Matinee Movies," sponsored by some of the children of New York's "Four Hundred," was held at The Sulgrave, located at 67 Park Avenue, New York City. These matinee's will be in the nature of a philanthropy by the residents of this section for the less fortunate youngsters on the East Side.

The idea is to give the children carefully selected entertainments, reduced in size of projection and length of program. The entire proceeds of these matinees, of which there will be eight, will go to the fund of the Yorkville Centre Junior Camp for Boys. Miss Regge Doran, Director of the Pathe Public Relations Department, is giving active cooperation to the sponsors of this new form of entertainment.

The first program will consist of an "Our Gang" comedy, a Grantland Rice "Sportlight," a Will Rogers comedy, and Pathe News and Review. Following programs will be somewhat varied, depending on the requests of the children. Sue Hastings' Marionettes will appear on at least one of the bills in addition to the screen fare.

Montreal Reports Show No Attendance Slump

That there was very little in the way of a big summer slump with Montreal moving picture theatres, nor very much in patronage fluctuations throughout the year, has been indicated in the civic report issued December 30 regarding the revenue derived from Montreal theatres during the fiscal year ending November 30, 1925.

This report shows that the total patronage at all local theatres during the 12 months period was 19,513,128, the amusement tax having been paid on this number of tickets. The tax revenue was \$688,606, this being approximately 10 per cent on the face value of the tickets sold. From this, it is easy to figure that the gross revenue for all Montreal theatres during the fiscal year was close to \$7,000,000, if the amusement tax statistics are reported correctly.

The number of theatre tickets sold and the revenue derived during the various quarters of the fiscal year are as follows:

Quarter ending February 28: tax collected, \$185,475; admission tickets, 4,682,187.

Quarter ending May 31: tax collected, \$178,114; tickets sold, 5,014,924.

Quarter ending August 31: tax collected, \$139,075; admission tickets sold, 4,569,532.

Quarter ending November 30: tax collected, \$185,940, and tickets sold at local theatres to 5,246,464 persons.

Gerhard Warners Theatre Publicity Chief

George Gerhard, well known as a newspaper man and motion picture critic, is now in charge of publicity at Warners Theatre, New York. He took the position this week on appointment of Warner Bros. Gerhard was for a long time picture reviewer of the New York Evening World.

Illion, N. Y. Taxpayers Vote for Sunday Pictures

The village of Illion, N. Y. will now enjoy Sunday motion picture shows as the taxpayers, after one of the biggest fights in the history of the village, voted in favor of the Sunday shows.

Centralized Censorship Urged for Canada

THE subject of moving picture censorship recently caused a snappy debate in the British Columbia Legislature when G. A. Walkem, one of the legislators, advocated one censorship for the whole of Canada instead of the nine film censor boards as now maintained, one for each of the nine provinces.

Walkem made a strong plea for a movement to urge all Provinces to consider centralized censorship in Canada. Attorney-General Manson of British Columbia supported the plan but disagreed with the suggestion that film censorship was entirely unnecessary. The upshot of the debate was that an appropriation of \$1,500 was passed by the House at Victoria, B. C., for further dealing with the subject.

The centralization of film censorship in Canada was advocated largely as an economical step.

Harry Carr Appointed Managing Editor Of Paramount Production

A SIGNIFICANT move to give the public a medium for critical influence in the making of motion pictures was taken by B. P. Schulberg and Hector Turnbull, associate producers of Paramount, when they announced the appointment of Harry Carr, nationally known newspaperman, as managing editor of production of Famous Players-Lasky Hollywood studio.

Carr is an editorial power, a noted dramatic critic and writer, and western representative of the Brewster Publications. He is an authority on motion pictures, having been chief advisor to D. W. Griffith and literary advisor to Thomas Ince and other producers. Also, he is co-author with Walter Woods of the screen story for the filming of the historic epic of "Old Ironsides," the exploits of the American frigate, "Constitution," which James Cruze will make for Paramount.

"Managing editor of production is a new department in motion pictures," said Mr. Schulberg in telling of the new position, "and is designed to provide a critical viewpoint on continuities of screen plays. The reviewer's viewpoint in the past has been obtainable only on a completed production. Hereafter the attitude and reaction of the critic—acting as the voice of the public—will be given us before a picture is made instead of after."

Both Turnbull and Schulberg believe that Carr's incisive ability in analysing and interpreting the public pulse will prove invaluable to the Paramount organization. He will be in charge of previews of Paramount Pictures, and will aid in titling productions.

"Mr. Carr will be virtually the critical voice in behalf of the public on the merits and appeal of new productions," said Schulberg.

Laemmle Starts Acting School

Students Given Practical Training With Opportunity of Five Year Contract

CARL LAEMMLE, president of Universal, has established at Universal City a Photoplay University which will be run on a strictly business basis, entrants receiving the regular stock salary and used in pictures as often as possible. The University at present is housed in the Administration building, but it is planned to extend the curriculum to other arts in addition to acting if the courses warrant it. At present there are about thirty-five in the school.

There are entrance examinations, Paul Kohner, casting supervisor, acting as the entrance board, and a set course of training with examinations and promotions on the basis of merit and achievement. George Summerville, Dick Smith, Cliff Smith, Al Rogell, Wilham Seiter, Harry Pollard, Herbert Blache, King Baggott, Lynn Reynolds, Edward Sedgwick, Svend Gade and Edward Laemmle act as professors of motion picture art.

If the students make good they receive five year contracts and if they fail they are either let out or put back to their old standing in case promotion was premature.

Among the best prospects at present are Raymond Keane, a 19-year old Denver boy, who appears in "The Midnight Sun"; George Lewis, who is 21, played a juvenile lead in "His People" with such sincerity that he has been given a five year contract. Blanche Mehaffy, too, has been awarded a five year contract as a result of her work in the same picture.

Barbara Kent, Kohner's "discovery," has been signed under contract, but as yet has not appeared in pictures. Fay Wray, chosen by the Wampas this year, has been at Universal several months, and Clarence Thompson, a Harvard graduate, is being trained for Universal Westerns, recently playing a role in "A Fool for Luck," in which Art Accord is starred.

First National Studios Active

Many Productions Are Under Way at Both West Coast and East Coast Plants

FIRST NATIONAL is rushing production at both the eastern and western studios with the advent of the new year, an exceptionally heavy winter and spring program having been mapped.

At the eastern plant, A. L. Rockett, recently elevated to the rank of production manager, has selected "Puppets," a stage-play by Frances Lightner, as his first picture to be made under the First National banner. Milton Sills will have the starring role and consequently production will not be started until Sills has completed "Men of Steel," a First National special.

Within the next few days "The Savage," an original story for the screen by Ernest Pascal, will get under way under the supervision of Earl Hudson. Ben Lyon will have

the featured male role and Fred Newmeyer will direct.

Among other scripts ready for production are "Mismates" and "The Boss of Little Arcady." Scenarists are working on "The Crystal Cup" and another not yet announced.

Two new pictures went into production on the same day on the west coast lot. Edwin Carewe started filming "Twentieth Century Unlimited" with a cast including Mary Astor, Lloyd Hughes, Dolores del Rio, Rita Carewe, John T. Murray, Alec Francis, Edwards Davis, Clarissa Selwyn and Charles Sellon.

Lambert Hillyer started work on "The Second Chance" with Anna Q. Nilsson in the leading feminine role and Huntly Gordon and Charles Murray in featured parts.

MARIE PREVOST IN STAR SERIES

Signed by Metropolitan Pictures

METROPOLITAN Pictures Corporation scored a winning move for their line-up of productions for the 1926-27 season, this week, in signing Marie Prevost under a long term contract.

Under the provisions of the contract Miss Prevost will be starred in a series of Metropolitan Productions to be released in next season's group of pictures and plans are being perfected for a Marie Prevost production unit to film a number of popular books and plays which the company has had under consideration.

John C. Flinn, president of Metropolitan Pictures, and vice president of Producers Distributing Corporation through which the new Prevost pictures will be released, says regarding the contract:

"We regard Marie Prevost as one of the brightest personalities among all the reigning stars on the screen. Her rise to popularity has been pronounced and decisive following her work in such pictures as "Tarnish" and the two Lubitsch pictures, "The Marriage Circle" and "Kiss Me Again." In every criticism the work of Miss Prevost has been commented on in terms of highest praise.

"That the public makes the stars was never more clearly demonstrated than in the case of Marie Prevost whose advancement to a stellar position in a few years from a beginning as a bathing girl in comedies, is due to the approval of the picture going public."



Monument Theatres Buys Rochester Site

The Monument Theatre Corporation of Buffalo, which owns and operates the Lafayette Square theatre in the Queen City of the Lakes, has purchased a site at the corner of Court street and Clinton avenue in Rochester, on which it is planned to erect a 3500 seat theatre. The contracts for the real estate, involving a consideration of \$1,150,000, have been closed.

Three parcels of property have been acquired which will give the house a frontage in Clinton avenue of 207 feet and 200 feet in Court street, extending to Cortland. The contract provides that the deal is to be consummated this spring and the construction of the theatre will start soon afterward. The theatre will be operated along lines which have made the Lafayette Square successful in Buffalo—high class vaudeville and good motion pictures. Morris Slotkin is general manager of the Monument Theatre Corporation. It is understood that A. H. Fennyvessy of Rochester also is interested in the project.

Naked Truth Dinner Big Affair

A. M. P. A. is Assured Attendance of Twelve Immortals of Film Industry

THAT the annual Naked Truth Dinner will be the industry's biggest affair is assured by the presence of the 12 Immortals chosen some months ago by the members of the A. M. P. A.

The 12 as they stand are as follows:—Adolph Zukor, Jesse Lasky, Will Hays, Roxy Rothafel, D. W. Griffith, Joe Schenck, Marcus Loew, William Fox, Sam Katz, Sidney Kent, Dick Rowland and Carl Laemmle.

Each of those 12 immortals with the possible exception of Laemmle who is now in Europe will be present at the affair. Special boxes have been set aside for the occupation by those famous men.

A series of surprises has been planned by the committees now at work to put this dinner over in a manner that will set new high records of entertainment and class in motion picture events.

One hundred stars gathered from every part of the nation will be present. One hundred tables is the limit. Nat Rothstein also promises a few "nifties" and surprises that should help to make the evening a most brilliant one.

The class of New York in music has been already secured. Two of Gotham's finest jazz orchestras will dispense the snappiest dance music heard in this village for many a day, and the music will be fast, furious and continuous. The largest galaxy of celebrities ever gathered under one roof will give those present a treat not witnessed before at any dinner, Naked Truth or otherwise. "The Eye and Hoof" party is the way the gang describes this party, eye for the nifties of sight and hoof for the thrills of the dancing. For once the motion picture fraternity will actually see "Who's Who" in film circles when the party gets under full swing.

Irrespective of the fact that at the last Naked Truth Dinner more than 300 people

had to be refused admission because of the decision of the Committee under no circumstances to allow crowding or discomfort there have been requests received that indicate that more than 500 will have to be refused admission this season.

In order that no one in the industry may be disappointed it is urged that tables and reservations be made immediately, thus avoiding any alibis being forced on the committees who have the seating arrangements in charge.

Charles Einfeld of 1st National at 383 Madison Avenue has charge of all tickets.

Finkelstein, Rubin Staff Holds Convention

Nearly 100 managers and probably twice as many more from the staffs of more than 80 Finkelstein & Ruben theatres in the Northwest attended the annual F. & R. managers' convention at the Radisson hotel, Indianapolis, Jan. 5.

The managers were in session for two days going over every phase of the business under the direction of the following executives, Theodore L. Hays, general manager; I. H. Ruben, owner; M. L. Finkelstein, owner; Harold D. Finkelstein, director of personnel and music; Edmund Ruben, director of bookings; C. P. Murphy, director of production; Ben Ferris, director of advertising, and J. F. Cubberley, supervisor of theatres.

Plans were laid to keep the promise made in the F. & R. New Year greeting to their patrons which read as follows:

"Finkelstein & Ruben and our 1847 employees wish you a Happy New Year. We appreciate the patronage of the 18,200,000 persons who were entertained in our 80 theatres last year. For 1926 we promise you a continuation of the same high class entertainment."

Few Corporations During Holiday Period

Motion picture companies incorporating in New York state during the closing days of the year, included the following: Basil Dean, Inc., \$10,000, Basil Dean, Pheobe Feiner, A. G. Scheer, New York city; Neslein Picture Corporation, \$3,000, Charles H. Nielsen, Charles Wintjrn, Rudolph Hoseas, Brooklyn; Mosholu Theatre Corporation, capitalization not specified, J. L. Geller, J. A. Hirsh, Joseph J. Rosenthal, New York city; Marlboro Pictures Corporation, \$75,000, O. A. Peters, Ridgewood; E. G. S. Powell, H. J. Fladin, New York city.

Theatre Films Advocate Church Attendance

IN its cooperation with the churches of Wichita, Kan., the Miller theatre has engendered the good will of the people of that community. Speaking of the Miller plan, the Wichita Beacon says editorially:

"We do not know whether anything like it exists elsewhere in the United States, but the Miller theatre management of Wichita is in the habit of doing distinctive things, so we imagine it is alone in this feature.

"We refer to the practice on Saturday evenings of running a short film pointing out the advantages of church and Sunday school and urging people to go to those places on Sunday.

"There exists in some minds the notion that the theatre and the church are necessarily antagonistic.

"This is a mistake. The two institutions have many things in common. In fact they coincide along some lines.

"The Christmas programs given at the Miller theatre during the holiday each year exemplify this fact. Parts of these programs could be transported bodily to a church and performed with perfect propriety and with great effect.

"And the weekly injunction to go to church is the exemplification of a fine, wholesome spirit on the part of the management. It sort of warms one's heart."

State of Washington Bans Picketing

"Peaceful picketing" of non-union motion picture theatres in the State of Washington was eliminated and was declared punishable by fine last week in the annual session of the Washington Legislature, when Senate Bill No. 135 was defeated by the Washington lawmakers. Greatly involved was the Motion Picture Theatre Owners of Washington, which organization stood behind the legislators with the constant claim that no such thing as "peaceful picketing" was possible.

The bill came up as a direct result of the war that has been waged for many months against the theatre operators and projectionists, and the musicians' unions, who have constantly picketed the Seattle houses of John Danz with "Unfair" signs and banners. Danz recently caused the elimination of pickets by an injunction, until such time as the case should come before the legislature, as it just has.

Publix Appoints New L. A. House Managers

Frank L. Newman, managing director of Publix Theatres in Los Angeles has named F. T. Thomas and Bernard J. Byrnes house manager and assistant at the Metropolitan. They formerly occupied the same positions at the Million Dollar theatre. At the latter house Augustus Eyssel and George B. Sully will act as house manager and assistant.

Gotham and Lumas Move to Larger Quarters

Lumas Film Corporation, producer of Gotham Productions has moved to larger quarters at 1650 Broadway, New York. They have vacated the ninth floor for additional space on the tenth floor. Practically double the former office space will be utilized and ample room provided to allow for the growth of the organization.

Edelman Named Assistant to Mel Shauer

Louis Edelman, advertising sales representative of Paramount, has been appointed home office assistant to Mel A. Shauer, manager of the ad sales department. He has already assumed his new duties.

Percentage and Overage Booking Banned

At a special meeting of the Cleveland Motion Pictures Exhibitors' Association held last Wednesday at the Hotel Statler, a motion was duly made, seconded and unanimously carried that the association go on record as emphatically opposing any percentage and overage booking or buying of pictures.

A letter, proclaiming this motion, has been sent to all film papers, both regional and national, and to every motion picture exhibitor, and every motion picture exchange in Cleveland. It was further resolved, at this meeting, to call another meeting in the near future, at which time ways and means for enforcing this resolution, will be formulated.

Famous To Float Big Bond Issue

KUHN, Loeb and Company are to float a \$10,000,000 bond issue of the Paramount Broadway Corporation, which organization is constructing the new Paramount building and theatre at Broadway and 43rd street, New York City. The issue which will mature in 25 years, will be offered slightly below par and will bear interest at 5½ percent.

Mutual Benefit Bureau Plans Carnival

The Film Mutual Benefit Bureau will hold its third annual carnival at the Hotel Plaza, New York City on February 3rd. The program will preview some of the best films to be seen on Broadway this year. Part of the proceeds will be devoted to charity and the balance toward the educational work of the bureau, which is a volunteer organization which has gone on record as being opposed to censorship.

Rayart Pictures Moves to Enlarged Quarters

Rayart Pictures has moved to enlarged quarters on the tenth floor of the Powers Building at 723 Seventh Avenue, New York City. With them has moved Richmount Pictures, Inc., headed by David J. Mountain, president, who distributes the Rayart product abroad. The two organizations occupy the entire floor space, giving a uniform sales service for Rayart customers for both the foreign and domestic markets.

Brooklyn M.P.T.O. To Hold Next Meeting Feb. 10th

The M. P. T. O. of Brooklyn will hold their next installation dinner and dance at the Hotel Bossert in downtown Brooklyn on the night of February 10th, according to an announcement made this week by Secretary Phillips. Officers for the new year will be elected and prominent borough officials will be present. It is also reported that Mayor "Jimmie" Walker will be among the guests.

Calcutta Owner Coming to America

J. J. Madan, partner and director of Madan Theatres, Ltd., with headquarters in Calcutta, will sail for Europe and America in the near future to study theatre conditions. He is scheduled to leave Bombay on February 13th for Marseilles and eventually will come to this country. Madan Theatres maintains a large chain of houses throughout India.

Michigan M. P. T. O. Opens Service Department

H. M. Riehey, manager of the M. P. T. O. of Michigan announces the establishment of a service department for the handling of second-hand theatrical equipment. Often, theatre men seek material of various kinds and many have material for sale, therefore, this department was organized operating somewhat on a brokerage basis.

Semi - Monthly Newspaper for Chadwick

The Chadwick Clarion, a semi-monthly motion picture newspaper, published by Chadwick Pictures Corporation, made its initial appearance on January 1st. The Clarion, which is the idea of Charles Reed Jones, director of advertising and publicity of the company, who will edit it, will be distributed on the first and fifteenth of each month to exhibitors through the Chadwick exchanges.

"U" Signing Big Cast for "Mystery Club"

Universal is signing one of the most extensive casts of the season for "The Mystery Club," which Herbert Blache will direct as a special for 1926 release. Matt Moore will have the featured role with Edith Roberts playing opposite him. Those already announced for the supporting cast include Warner Oland, Mildred Harris, Charles Puffy, Nat Carr and Charles Crane.

Latest Gibson Girl Added to Kane Cast

Annette Earle, latest Gibson Girl, who has posed for many of the noted artist's current series of pictures in Life, has been added to the cast of "Bluebeard's Seven Wives," Robert T. Kane's production for First National. Ben Lyon, Lois Wilson and Blanche Sweet have the featured roles.

Gravina Added to "Monte Carlo" Cast

Christy Cabanna has added Cesare Gravina, noted character actor to the cast of "Monte Carlo," which he will shortly start directing for Metro-Goldwyn-Mayer. Gravina will have the role of the Count. A notable cast is being assembled for the new production to start in a few days.

Kane Adds Cain to Support Dorothy Mackaill

Producer Robert Kane has added Robert Cain to the cast to support Dorothy Mackaill in "The Dancer of Paris." The picture is being made at the Cosmopolitan studio for release through First National. Cain takes the place of Lowell Sherman, who has withdrawn from the cast.

Kansas - Missouri Will Settle Problems

TWO important issues will be determined at the meeting of the M. P. T. O. Kansas-Missouri to be held in Kansas City, January 12th. One of these will be the question of M. P. T. O. members declining to sit on the joint board of arbitration to hear cases of exhibitors who are not members of the exhibitor body. The other is the question of admitting to membership in the organization managers of producer-owned theatres.

The proposition of holding an annual "social" convention will also be up for consideration. This event is looked upon with much favor by most of the exhibitors.

Warner Radio Station Opened

WBPI in New York City Gives Company
Broadcasting Units on Both Coasts

NEW YORK'S newest broadcasting studio, station WBPI, was opened by Warner Bros. on December 29th from Warners Theatre, with a program from 6 p. m. to midnight. A brilliant group of Broadway talent was assembled for the opening, which also included a talk by Irene Rich, Warner star, and talks and telegrams from leaders in the film industry.

Will H. Hays, in a long telegram from Sullivan, Ind., declared "This undertaking is another example of your progressiveness. It is characteristic of your splendid accomplishments." He suggested that "thought be given in 1926 to What's Right With the Movies", and urged that the motion picture be used to bring about lasting peace on earth.

"A few thousand feet of celluloid film in a metal container can be sent to the ends of the earth to speak the language which every one understands," he said. "Under the benign influence of familiarity with each other the world will grow better and that the motion picture shall have an important part in this development is my greatest hope."

Frank Vreeland, dramatic critic of the New York Telegram, who was present in person and discussed the question, "Do Good Movies Pay?" also struck a note of optimism. In general, he answered his own inquiry in the affirmative, and cited the

work of a Warner star and a Warner director as evidence.

Irene Rich, featured in "Lady Windermere's Fan," created a favorable impression in her radio talk. In her present role she has found release from the neglected wife type of character and she asked fans everywhere to write in and tell her if they approve the change. She denied indignantly that her hair is bobbed and expressed regret that it isn't naturally red, as in the present picture.

Sam L. Warner explained in his address that WBPI stands for Warner Bros. Pictures, Inc., and Arthur L. Lee, managing director of the Hotel McAlpin, New York, welcoming the new station to Broadway, declared the letters mean "Working Best for the Public Interest." Christie Bone-sack, in charge of WNYC, the New York municipal station, extended the city's greetings and other welcoming addresses were made by Mayor William J. Dalton of Long Beach, L. I.; Phillip R. Mannis, district deputy grand master of New York Masons, and Major Charles S. Tate, 113th U. S. Infantry.

Telegrams of felicitation—besides that of Will Hays, came from Harry M. and Jack Warner, both in Hollywood; John Barrymore, Ernst Lubitsch, Syd Chaplin, Kenneth Harlan, Matt Moore, Louise Fazenda and Charles Wellman, announcer at KFWB, the station at the Warner West Coast Studios.

Winnipeg Asks Admission Tax Reduction

Representatives of all moving picture theatres in Winnipeg, Manitoba, and officers of the Manitoba Exhibitors Association, recently waited upon Premier Bracken and Hon. B. L. McLeod, municipal commissioner, of the Manitoba Government, to ask that legislation be introduced for a substantial reduction in the Provincial amusement tax on theatre tickets of 50 cents and under. No change was requested in tickets with a face value over that limit.

Premier Bracken replied that the request would mean a loss in revenue to the Government. Last year Manitoba received \$44,000 in the tax on tickets valued up to 50 cents. A cut in taxation would mean that the revenue would have to be made up some place else.

The deputation of exhibitors was introduced by Gordon C. Lindsay, secretary of the Manitoba Exhibitors Association, Winnipeg.

A. M. Weinberger Joins Staff Of United Artists Corp.

A. M. Weinberger, well known member of New York exchange circles, has recently severed his connection with the First National organization and has been appointed office manager of the United Artists Corporation. Mr. Weinberger was associated with First National for the past eighteen months and previous to that was with Famous Players for six years as their office manager.

United Artists are now in possession of two entire floors in the building at 729 Seventh Avenue. They recently moved from the ninth to the fifteenth and were already installed on the fourteenth floor.

Joe Brandt Back From Europe

Columbia President Completes Arrangement for Producing Unit in England

JOE BRANDT, president of Columbia Pictures is back from Europe, where he went to make necessary arrangements for the continued distribution of Columbia pictures abroad and also to establish a Columbia production unit in England.

Brandt, who made a careful study of con-

ditions abroad had the following to say on his return:

"In making plans for the production of Columbia Pictures for the season of 1926-1927, and upon the arrival in London of Vice President Harry Cohn, we entered into an arrangement whereby a separate producing unit would make several Columbia pictures in England using British actors, actresses, technical help, with possibly one or two American stars in the cast to give these productions the necessary international aspect which will make them acceptable throughout the world.

"The British Columbia Picture unit will have its own financing organization, and the profits of these productions will accrue to the benefit of those British capitalists who are fathering this venture.

"It was with a great sense of gratification that I found Columbia pictures being exhibited in about every large city throughout Europe. When I visited Amsterdam I saw several Columbia pictures presented. Also in Berlin, Paris, Milan, Prague, Nice and other cities. Mr. Harry Cohn and myself had the pleasure of seeing our product well received.

"When I canvassed these territories and the various offices handling our product I was elated to find that Columbia pictures so generally distributed were giving such genuine satisfaction to our foreign distributors."

Blofson Wins Promotion With Associated

E. J. SMITH, general manager of Associated Exhibitors has announced the first promotion in the recently reorganized sales staff. Al Blofson, recently appointed Philadelphia manager, has been elevated to Eastern division manager with supervision over the Philadelphia, Washington, Buffalo, Albany, New Haven and Boston branches.

The promotion rewards Blofson for his splendid work since he joined Associated in November. Prior to going to Philadelphia for Associated, Blofson made his headquarters in Paris, where he was Central European Manager for Universal.

Another appointment to the field staff is that of Harry Brown, who at present holds the rank of special representative and will be assigned to a definite territory in the near future.

St. Louis Theatre Stocks Vary During Year

Theatre stocks listed on the St. Louis Stock Exchange showed a wide range during 1925 according to statistics just issued by the exchange. St. Louis Amusement Company stock had a high of \$63, a low of \$50 and closed the year at \$54.50. A total of 4504 shares changed hands during the year.

Skouras A showed a high of \$68 and a low of \$36 and closed at \$52. A total of 41,299 shares of this stock was dealt in during the year. Of course some shares changed hands several times, thus increasing the general total.

Lester Allen Signed By Columbia

LESTER ALLEN, Broadway comedian has been signed by Columbia Pictures to appear in a series of comedies they will produce. Allen will enter into his motion picture work as soon as he has finished his present engagement in the Earl Carroll Vanities.

Columbia Pictures is said to have secured options on several Broadway farces and comedy stories by well known authors, which will be used as vehicles for the Allen series. Allen has been carrying on his comedy antics on Broadway for a number of years and has won wide popularity.

Metropolitan Buys Current Serial Story

Metropolitan Pictures has purchased the picture rights to George Agnew Chamberlain's new, six-part serial story, "Man Alone," the first part of which appears in this week's issue of The Saturday Evening Post. Following its conclusion as a Post serial it will be published in book form by George Putnam.

The story has to do with the glass blowing industry and is set in the southern part of New Jersey, where an old glass mill employing obsolete methods of moulding glass is still in operation, while close by is a modern up-to-date mill. It is likely the picture will be filmed on these locations.

Banner Signs Le Saint to Direct Barrymore

Banner productions has signed Edward Le Saint to direct Lionel Barrymore in "Brooding Eyes," fifth of the Banner productions to be released by the Henry Ginsberg Distributing Corporation. It is a crook melodrama, the script of which is now being prepared from the John Goodwin novel, "The Man With the Brooding Eyes." The picture will go into production on the coast upon the completion of "The Taxi Mystery," fifth Royal picture, which is now being made with Edith Roberts and Robert Agnew in the leading roles.

"Lady of Harem" is New Paramount Title

"The Lady of the Harem" has been decided upon by Paramount as the releasing title for "Hassan," James Elroy Flecker's stage spectacle, which originally went into production as "The Golden Journey." Director Raoul Walsh has been filming the production for the past three months. Featured in the cast are Ernest Torrence, William Collier, Jr., Greta Nissen and Louise Fazenda.

First National Adds to Winner Group

FIRST NATIONAL announces a number of changes in the Winner Group of picture during the coming months owing to a development in production plans that makes additional pictures of a special feature calibre available. Robert T. Kane's contributions of "The New Commandment," "Bluebeard's Seven Wives" and "The Reckless Lady" will be added to by two additional pictures, making five instead of four productions by him.

There will be three Milton Sills pictures in the group, including "The Unguarded Hour," "His Partner's Wife" and "Puppets." One of the dates originally reserved for this star will be taken by "The Desert Healer," now being produced on the coast by Marion Fairfax and Sam Rork.

The Drury Lane melodrama, "Good Luck" will be produced by E. M. Asher for release in place of "The Rose of Monterey," which will not be made. Leon Errol will follow up "Clothes Make the Pirate" with "Lunatics at Large," scheduled for release July 25th.

Postmaster General Thanks Theatre Owners For Christmas Cooperation

NATIONAL Headquarters of the Motion Picture Theatre Owners of America is in receipt of a letter from Postmaster General Harry S. New, in which he expresses his appreciation for the excellent work accomplished by the National Organization in awakening the public to the necessity of early Christmas mailing. The letter in full is as follows:

Mr. R. F. Woodhull,
President, Motion Picture Theatre Owners of America,
25 West 43rd Street, New York, N. Y.

My dear Mr. Woodhull:

I wish to make grateful acknowledgment to you for the very great service your organization rendered the Post Office Department in its campaign for early Christmas mailing.

The theatre owners throughout the country are to be congratulated upon their fine sense of public service which prompted them to display on their screens the Department's injunction to the public to deposit its mail early to avoid the Christmas rush.

I know of no other medium through which so many people may be reached, or their attention held, than the silvered screen of the motion picture theatre.

Sincerely yours,
(Signed) HARRY S. NEW,
Postmaster General.

F. B. O. Renews Production

Studios are Functioning at Full Blast Following Holiday Season

WITH the holiday season at an end, F. B. O. settled down to a busy production schedule the first of this week completing the current season's program and assembling many of the big features for the season to come.

The last of the year saw the completion of "The King of the Turf," a new racing melodrama, which James Hogan directed from the story by Joseph Louis Vance and John C. Brownell. Kenneth Harlan, Patsy Ruth Miller, Mary Carr, Eddie Phillips, David Kirby and George Irving head of the cast.

Another feature completed was "The Tough Guy," in which Fred Thomson is starred. Lola Todd plays opposite the star and Thomson's horse, Silver King also has an important role.

Evelyn Brent has completed "Queen O'Diamonds," her last starring vehicle for the season under the direction of Chet Withey. She will shortly enter on a new series of special productions.

Emory Johnson will shortly start casting for his new melodrama which dramatizes the recent dash of the United States Navy from San Francisco to Hawaii. The naval authorities of San Diego are cooperating with the producer.

Lefty Flynn has completed "The Traffic Cop," based on Gerald Beaumont's story, "The Kitten and the King." A number of stories are being lined up for the star for the coming season.

Associated Arts Corporation has shipped to New York the master print of "Flaming Waters," a drama of the oil fields in which Mary Carr, Pauline Garon and Malcolm McGregor are featured.

Preparations are under way for "A Poor Girl's Romance," another of the Laura Jean Libbey stories. A cast for the production will be assembled shortly. Plans are being rushed for "The Isle of Retribution," another of the F. B. O. Gold Bond special for the current season. The director has not yet been chosen.

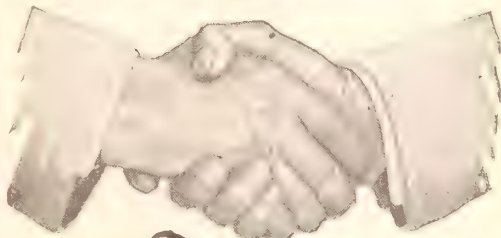
Richard Talmadge is shooting "The Night

Patrol;" Tom Tyler is working on "Born to Battle" and Bob Custer is filming "The Half-Breed Hostler."

Edeson Joins "Whispering Smith" Cast

Metropolitan Pictures have borrowed Robert Edeson from Cecil B. DeMille for an important role in "Whispering Smith," a picturization of the novel of the same name by Frank H. Spearman. H. B. Warner, Lillian Rich, John Bowers and Lilyan Tashman also have important roles in this drama, which will be distributed by Producers Distributing Corporation.

20 Years an Exhibitor



The Friendly Hand

Protest Film Service to Churches, Schools

Through its secretary William J. Banks, the Cleveland Motion Picture Exhibitors' Association has sent a communication to each exchange in the city, voicing the protest of the association against serving film to churches, schools, halls, and so forth. The protest says: "We feel that it is inimical to the interests of our theatre members to have to meet such unfair competition and we protest against the serving of them with film which enables them to run competitive shows to our members."

Mrs. Wallace Reid's Cast is Completed

The cast has been completed for Mrs. Wallace Reid's latest production, "The Earth Woman," world's rights of which will be handled by J. Charles Davis, 2nd. The story is an original by Norton S. Parker. The cast which will support Priscilla Bonner will consist of Mary Alden, Russell Simpson, Johnny Walker, William Scott, John Carr, Carroll Nye and Young Butterworth. Walter Lang will direct.

Grant Withers Is Signed By F. B. O.

F. B. O. has signed Grant Withers, juvenile of stage and screen, for a period of five years. He has been assigned to the juvenile heavy role in "Fighting Hearts," the new Sam Hellman two-reel series which was started last week with Ralph Cedar directing. Alberta Vaughn is starred and Al Cooke, Kit Guard and Larry Kent are also in the cast.

Parisian Actress Leaves for West Coast

Arlette Marchal, Parisian actress, departed for the Lasky studio, Saturday. She has been cast for an important role in the new picture which will co-star Betty Bronson and Ricardo Cortez, and which will be directed by William Wellman. Paramount signed Mme. Marchal following her work with Gloria Swanson in "Madame Sans-Gene," which was made in France.

Interest Aroused in First National Month

DUE to reports of heavy bookings coming in, the distribution department of First National Pictures, which is headed by Sam Spring, announces that at the present time it is far ahead of estimated returns for First National Month.

When all returns are in at the end of January more than \$8,000 will be distributed in prizes to branch managers and employees in the first, second and third branches which will be determined by the volume of sales.

One of the most interesting features of First National Month, from the exhibitors' angle, is the Exploitation contest in which First National is offering prizes totalling \$2,000 for the best exploitation, advertising and publicity during this month. Details of this contest have been published in a previous issue.

"Cleaner Flame" First For H. & K.

THE newly organized H. & K. Picture Corporation, with offices in Broadway, New York, will make as their first feature production "Cleaner Flame." Burton King, well known as a director, will direct and will have Alan Hazelton, a newcomer to the film world, as his assistant. Production is scheduled to get under way this week.

Elsie Werner, well known scenario and continuity writer has been engaged to write the continuity for "Cleaner Flame." Miss Werner recently arrived from the west coast, where she has been devoting her talents to productions of Metro-Goldwyn-Mayer.

Continuity Completed For Johnson Production

Mrs. Emilie Johnson has completed the continuity for the next Emory Johnson production for F. B. O., based on the historic airplane hop of the United States Navy from San Francisco to Hawaii. Casting will be under way at an early date at the F. B. O. studios, where Johnson maintains production headquarters.

Ames Will Play Opposite Pola Negri

Paramount has signed Robert Ames to play the leading role opposite Pola Negri in her new production, which is still without a title. The story is an original by Ernest Vajda, Hungarian playwright, and is being directed by Dimitri Buchowetzki.



Scenes from the current "Our Gang," Pathe release "Good Cheer."

New Peggy O'Day Script Completed

The script has been completed for the second of the Peggy O'Day features dealing with the adventures of a girl secret service operative. The story is titled "Peggy From Headquarters" and is an original by Finis Fox, who will supervise the production.

The picture is now being cast and will go into production when J. Charles Davis, 2nd, president of Davis Distributing Division, arrives in Hollywood.

Jack McDermott Signed by Universal

Universal has signed Jack McDermott, well known screen writer and comedy director, as a writer of feature comedies. His first work will probably be the adaptation of Frank Craven's play, "Too Many Crooks." Reginald Denny will have the starring role and William Seiter is scheduled to direct.

Edward Sloman to Direct "The Old Soak"

Edward Sloman's next directorial effort for Universal will be a screen version of Don Marquis' stage success, "The Old Soak." Production is scheduled to get under way within the next three weeks with Jean Hersholt in the featured character role. It will be Hersholt's first picture under his new starring arrangement with Universal.

Universal's "Poker Faces" Cast Completed

Universal has completed the cast for "Poker Faces," Harry Pollard's new Jewel Picture, which went into production last week. Edward Everett Horton, Los Angeles stage star has the masculine lead, with Laura La Plante playing opposite him. In the supporting cast are Tom O'Brien, Tom Ricketts and Leon Holmes.

Three Added to Richard Dix Cast

Three additions have been made to the cast of "Let's Get Married," Richard Dix's latest picture now being produced at the Paramount, Long Island studio. Gunboat Smith, former heavyweight pugilist, has the role of the detective, while Joe Kilgour and Tom Findlay will also be seen in prominent parts.

First National Insures All Employees

FIRST NATIONAL has completed arrangements with the Connecticut General Life Insurance Company whereby the permanent salaried employees of the picture company are insured against death and permanent total disability. The insurance is graded from \$500 for employees who have been with the company less than a year, up to \$5,000 for those who have rendered longer service in important capacities.

Arrangements with the life insurance company were completed in time for a general notification to be issued during the holiday season to those covered by the insurance.

Rayart Completes Many Productions

A number of productions for Rayart Pictures Corporation are announced as having been completed in the past week. Among them are "Somebody's Mother," a Gerson Pictures production, starring Mary Carr; "The Fighting Thorobreds," a Harry J. Brown production, starring Billy Sullivan; "Racing Romance," a Brown-Rayart release, starring Reed Howes; "Thrilling Youth," a West Brothers production, starring Billy West, and "Starlight's Revenge," a Harry Webb production, featuring Jack Perrin and his horse, Starlight.

In addition the first episode of a ten episode serial has been completed starring Herbert Rawlinson and Gloria Joy. Frederic Sullivan, another Rayart director, has completed "Wet Paint," a Joybelle comedy starring Eddie Fetherston and Gloria Joy.

Evelyn Ward Cast for "The Light Eternal"

Evelyn Ward, former screen comedian, and who later played a leading role in "The Brand of Lopez" has returned to picture work following a retirement of four years which occurred after her marriage. She has been cast for a small part in "The Light Eternal," the first American production which Benjamin Christianson, the Danish director is making for Metro-Goldwyn-Mayer. The cast for this picture, for which the scenario was written by the director, includes Norma Shearer, Charles Emmett Mack, Claire McDowell, Carmel Myers, John Miljan and the talented dog actor, "Buddy."

Chaney Vehicle Titled "The Black Bird"

Lon Chaney's latest starring vehicle for Metro-Goldwyn-Mayer, directed by Tod Browning will be released as "The Black Bird." The story of the London underworld is an original by Browning and the continuity by Waldemar Young. Owen Moore, Renee Adoree and Doris Lloyd head the supporting cast.

Warners Theatre Adopts New Policies

WARNER BROTHERS have adopted a number of new policies for Warners Theatre on Broadway, New York. Among them are an increase in the admission prices and but two shows daily. The changes are to become effective with the opening of the world premiere run of John Barrymore in "The Sea Beast" on January 15th. They will continue in effect following that engagement.

Tentatively Warners have decided to start the regular week-day afternoon performances at 2.45 o'clock and the evening program at 8.30. Sunday afternoon showings will start at 3 o'clock. A revised schedule of admission prices calls for an evening top of \$2 and an afternoon top of \$1. Evening prices for all pictures will be \$1, \$1.50 and \$2. Afternoon prices will be 50 cents and \$1.

Elaborate prologues will be arranged for each feature photoplay. The prologue for "The Sea Beast" is to be especially impressive, if all of the plans now under way materialize.



Scenes from the Metro-Goldwyn-Mayer production titled "The Great Love."

Tacoma Backs Film Premiere

Initial Showing of "Hearts and Fists" Gets Unusual Cooperation From Civic Organizations

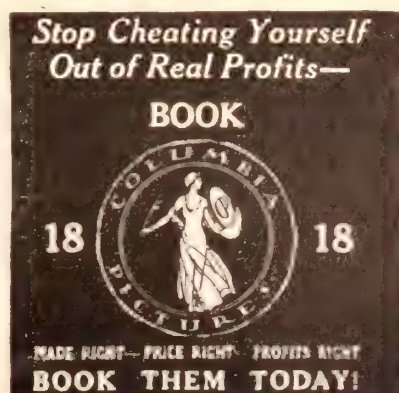
ASSOCIATED EXHIBITORS, INC., are having the active co-operation of the Tacoma Chamber of Commerce in their exploitation of "Hearts and Fists," one of the Triumphant Thirty which was a January release. This picture is the initial production of the recently erected H. C. Weaver Production studio at Tacoma, Wash., and every public organization in the State is getting behind the production.

The world premiere of "Hearts and Fists" was held at the Rialto theatre in Tacoma, on January 2nd, and was attended by leading state and civic officials. Marguerite de la Motte, John Bowers, Allan Hale and Dan Mason play the leading roles. Numerous scenes in the production were familiar to the audience and convinced many that the natural beauty of the mountainous Northwestern state would result in Washington becoming an active production centre for the outdoors type of picture.

An instance of the manner in which Tacoma is backing up "Hearts and Fists" is seen in its Board of Commerce having purchased 100,000 postcards printed with a facsimile of the title of "Hearts and Fists" for free distribution by Tacoma citizens. These postcards show a view of the famed Mount Tacoma, which appears in the production, and also gives the names of leading members of the cast. On the reverse side a script paragraph states the card contains an important message from Tacoma, Washington and requests the readers to ask their favorite motion picture theatre to book "Hearts and Fists" if they wish to see Tacoma and the wonders of the Northwest. An added sentence gives credit to Associated Exhibitors, Inc., and states the photoplay to be a product of Tacoma, Washington.

Associated Exhibitors, placed their reliance upon the U. S. Air Mail when laboratory trouble held up prints on "Hearts and Fists," and almost made necessary the postponement of the world premiere in Tacoma, announced for January 2nd. The western metropolis had been informed of its opening at the Rialto theatre, by means of a complete advertising campaign.

Despite the fact that recent unfavorable weather has considerably delayed the air-mail service, it was decided to take a chance on "Hearts and Fists" reaching Tacoma in time for the opening. Accordingly the print consigned to the Rialto theatre, Tacoma, Wash., left New York on December 28th and after a 3000 mile journey by air and rail reached its Pacific coast destination just a few hours before the time set for its showing there.





Highlights from "The Palace of Pleasure," a Fox production.

Fox Ready To Start New Season

End of Present Production Schedule in Sight, New Pictures Under Way Soon

WINFIELD R. SHEEHAN, general manager of the Fox Film Corporation, has wired the home office in New York from the west coast that three additional pictures on this season's schedule have been completed and everything is now in readiness to start actual filming of some of the most important of next season's releases before the end of January.

Since his arrival on the coast four months ago, Sheehan has supplemented the Fox stock company of players with the best talent available and has strengthened the directorial staff by the addition of such directors as Raoul Walsh, Irving Cummings, Howard Hawks and Harry Beaumont.

Hawks and Cummings are responsible for two of the features just completed. Cummings has finished "The Johnstown Flood," a thrilling epic based on that American catastrophe. Hawks' first contribution to the Fox release schedule is "The Road to Glory," based on an original scenario written by himself. The cast is headed by May McAvoy, who is supported by Leslie Fenton, Ford Sterling, Rockcliffe Fellowes, Milla Davenport, John MacSweeney and Hank, the dog.

The third production announced as having been completed is "A Trip to Chinatown," first of the Charles Hoyt comedies to be made by the Fox company. Margaret Livingston and Earle Foxe have the leading roles. In the supporting cast are J. Farrell MacDonald, Anna May Wong, Gladys McConnell, Harry Woods, Marie Astaire, Charles Farrell, Wilson Bangs, George Kuwa and Hazel Howell.

Every stage at the gigantic Fox studio is now being occupied. George E. Marshall,

supervisor of Fox comedies, has comedy units scattered all over the place making Imperials, Helen and Warren, O. Henry and Van Bibber two-reelers. Production does not stop at comedies, however, as on the big stages there are six Supreme Attractions in work and four more ready to be started.

Scott Sidney to Retire as Director

When Director Scott Sidney completes "The Million Dollar Handicap" for Metropolitan Pictures and released through Producers Distributing Corporation, he plans to retire from picture direction. Previous to the filming of this Metropolitan he was for eight years with Christie and previously to that was with Thomas H. Ince. He has directed such pictures as "Charley's Aunt," "Madam Behave," "Hold Your Breath" and "Seven Days."

Additions to "Prince of Pilsen" Cast

A. H. Sebastian has made a number of recent additions to the cast of "The Prince of Pilsen," which he is producing for Producers Distributing Corporation release. George Sidney, veteran actor of the stage, and well known on the screen, has been signed for a leading role. Allen Forrest will play the part of the Prince and Myrtle Stedman, the Princess. Rose Tapley, formerly a featured player with the old Vitagraph Company, is another addition to the cast.

"Forbidden Waters" For Priscilla Dean

"Forbidden Waters," a story written especially for the star by Percy Heath, will be Priscilla Dean's second production for Metropolitan Pictures. She was called back to the studio right after the holidays to start work on the production.

In the cast with Miss Dean are Walter McGrail, Casson Ferguson, De Sasia Mooers and Dan Mason. Alan Hale has been borrowed from Cecil B. De Mills to direct the picture.

"Spuds" Will be Next Story for Larry Semon

"Spuds," a comedy written by John A. Moroso for Everybody's Magazine has been purchased by Pathe, as the next vehicle for Larry Semon, from Lois Weber who controlled the screen rights. Semon is now adapting the story, which deals with a boy who earned the sobriquet of "Spuds" due to his expertness in peeling potatoes as an Army K. P., for the screen and will start shooting sometime during January.

Monta Bell Will Direct "Charm" for M-G-M

Monta Bell has been assigned by Metro-Goldwyn-Mayer to direct "Charm," an adaptation of the New York stage play by John Alexander Kirkpatrick. The play was purchased some months ago by M-G-M and adapted to the screen by Alice D. G. Miller. Details as to the cast have not yet been decided.

Harold Shumate Added to M-G-M Staff

Metro-Goldwyn-Mayer have added Harold Shumate to the editorial staff of the organization. Shumate recently completed the adaptation of "Miss Brewster's Millions," in which Bebe Daniels is the star, for Famous Players-Lasky. He is now at work at the Metro-Goldwyn-Mayer studios on an adaptation of a well known stage comedy.

'World of Promise' New Ford Production

JOHN FORD'S production for Fox, which has been in the making for the past fifteen months under the temporary title of "3 Bad Men" will be released as "The World of Promise." General manager Winfield R. Sheehan considered the picture too big to have the impression get abroad that its action centers about three bad men. It is a picturization of the story of the early west and Fox officials declare it is destined for greater popularity than "The Iron Horse," another of the John Ford productions.

A notable cast of players was chosen for the important roles in "The World of Promise." It includes George O'Brien in the leading male role, J. Farrell MacDonald, Tom Santschi, Frank Campeau, Lou Tellegen, Olive Borden, in the leading feminine role, Alec B. Francis, Otis Harlan, George Harris and Priscilla Bonner.

John Adams presents

LARRY SEMON

in

“STOP,
LOOK

and

LISTEN!”

Adapted from the Musical Comedy—
by Harry B. Smith

It's all to the
merry-merry!

Directed by Larry Semon

Pathépicture

TRADE



MARK



LARRY SEMON

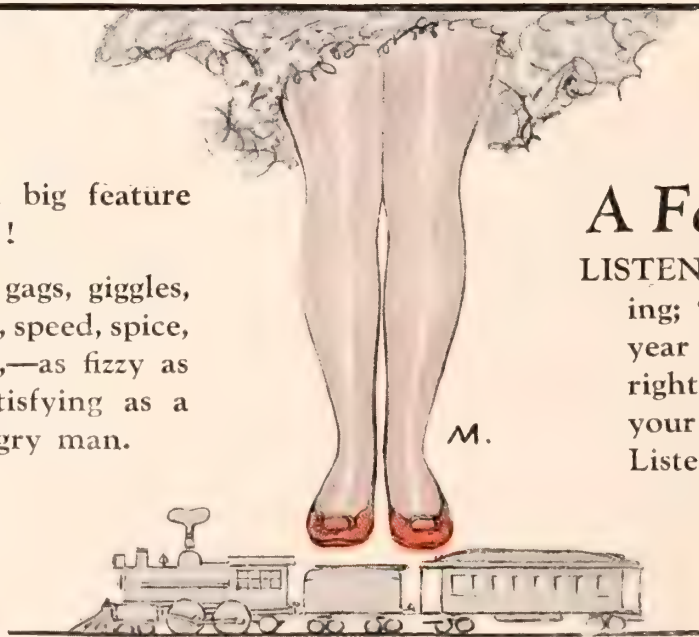


STOP wishing for a big feature comedy. It's here!

LOOK at it! Girls, gags, giggles, shrieks of laughter, speed, spice, suspense, romance,—as fizzy as champagne, as satisfying as a banquet to a hungry man.

A Feature Comedy

LISTEN to what they are all saying; "1926 will be the greatest year yet for comedy." Start right with one that will raise your roof,—"Stop, Look and Listen!"



Pathépicture

TRADE



MARK

Olive Borden Steps Into Featured Roles

Olive Borden, voted one of the Wampas stars last winter is ready to step into the new season as a Fox featured player, according to the terms of her recent contract. Her first appearance in a featured part of importance is in the Tom Mix starring vehicle, "The Yankee Senor," scheduled for release January 10th. Miss Borden has the leading feminine role.

Because of her work in this picture, Miss Borden was given the leading feminine role in "3 Bad Men," a drama of the west on which production is now nearing completion.

George Walsh Starts "Test of Donald Norton"

George Walsh has started his fifth production of the current season for Chadwick Pictures Corporation. It is titled "The Test of Donald Norton" and is being directed by Reeves Eason under the personal supervision of Jesse J. Goldberg. Joan Meredith, 1925 Wampas Baby Star, has been assigned to a prominent role.

The picture is an adaptation of the novel of the same name by Robert E. Pinkerton. Exteriors are to be made at Truckee, California. It is expected the production will be completed in about eleven weeks.

Karl Dane Cast for M-G-M's "Monte Carlo"

Karl Dane, whose role of "Slim" in "The Big Parade" won him many admirers, has been cast for a role in "Monte Carlo," the Carey Wilson novel which was adapted for the screen by Alice D. G. Miller. This comedy feature, with a cast including Lew Cody, Gertrude Olmstead, Roy D'Arcy, Harry Meyers, Cesare Gravina, Trixie Friganza and Zasu Pitts, will be directed by Wm. Christy Cabanne, according to an announcement by Hunt Stromberg, associate executive for Metro-Goldwyn-Mayer.

Frances Marion to Work for Samuel Goldwyn

AN agreement has just been entered into between Samuel Goldwyn and Frances Marion, well-known scenario writer whereby the latter will devote her time exclusively to the Samuel Goldwyn productions. Heretofore Miss Marion has been working as a free lance though she wrote the continuities for the eight productions which Goldwyn has produced since entering the independent field.

Miss Marion is now completing a story for another organization but will join the Goldwyn organization this month, thereafter devoting her time to the construction of stories for the Goldwyn stars and directors.

It is interesting to note that the scripts for both George Fitzmaurice's "The Dark Angel" and Henry King's "Stella Dallas," both of which have been recorded on the lists of "the ten best pictures of 1925 were prepared by Miss Marion, and that out of five pictures which have been awarded the Photoplay Magazine gold medal by popular vote, two, "Humoresque" and "Abraham Lincoln" were from her pen.



Production highlights from "Fifth Avenue," a Prod. Dist. Corp. release.

F. B. O. Gold Bonds Completed

Only Three of Original Twelve Scheduled Still Remain to be Finished

F. B. O. has already completed nine of the twelve Gold Bond productions of the 1925-26 program. The remaining three still to be completed are Laura Jean Libby's "A Poor Girl's Romance," Edeson Marshall's "The Isle of Retribution," and Emory Johnson's second production, tentatively called "Happiness."

Photography has been completed on "When Love Grows Cold," the Laura Jean Libbey romance in which Natacha Rambova (Mrs. Rudolph Valentino) is starred. The film is now being cut and edited. The production was personally supervised by Daniel Carson Goodman and directed by Harry O. Hoyt. Supporting Miss Rambova are Clive Brook, Sam Hardy, Katherine Martin, Kathryn Hill, Johnnie Gough and Little Russell Griffin.

The Associated Arts production, "Flaming Waters," a melodrama of the oil fields, is another of the completed ones. It was directed by Harmon Weight. Prominent in the cast are Mary Carr, Pauline Garon and Malcolm McGregor.

Final scenes have been shot on "The King of the Turf," a melodrama of the racing world, with Kenneth Harlan and Patsy Ruth Miller in the leading roles. "The Midnight Flyer," a railroad melodrama directed by Tom Forman, has already been previewed and is ready for distribution.

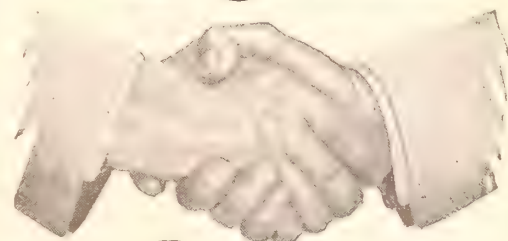
"The Last Edition," a tribute to journalism, is an Emory Johnson contribution to the 1925-26 program. In the cast are Ralph Lewis, Lila Leslie, Ray Haller, Rex Lease, Frances Teague and Adamae Vaughan.

"The Keeper of the Bees" is another finished production that has already been shown in leading theatres. "Parisian Nights," a Gothic production in which

Elaine Hammerstein and Lou Tellegen are co-starred in one of the earlier of the current year's Gold Bonds.

Another of the earlier ones is "If Marriage Fails." The cast is headed by Jacqueline Logan and includes Clive Brook, Belle Bennett, Donald MacDonald, Cissy Fitzgerald, Jean Hersholt and Mathilde Comont. John Ince directed. "Drusilla With a Million" is the first Gold Bond of the current season's program and has already had many first-run bookings.

20 Years an Exhibitor



The Friendly Hand



Highlights from the Producers Distributing Corporation release "Three Faces East."

Vogel Back From European Trip

States English Exhibitors are Enthused Over De Mille's "Road to Yesterday"

WILLIAM M. VOGEL, General Manager of Producers International Corporation, which handles Producers Distributing Corporation's product on the Continent, returned last week from Europe after an absence of three months during which time he visited most of the large countries in Europe.

Vogel reported that the eight British exchanges of Producers Distributing Company, Ltd., are lining up play dates at a rate equivalent to that of the older established companies.

Twelve of the first fourteen Producers' productions have now been trade shown, he said, but, owing to the advanced booking system, regular release will not start until March. In discussing the pre-release showing of Cecil B. De Mille's "The Road to Yesterday," which is to start at the Tivoli theatre, London, on January 11, Vogel stated that the trade predicts a successful run for the picture at the West End play house.

"When I arrived in Germany," said Vogel, "I found that the public there was very much interested in the improvements taking place in the theatre field within the past three or four months. Some more new first run theatre construction has been started and a number of leading old fashioned film theatres were modernized along American lines, notably the Ufa Palast, Berlin's largest motion picture theatre. Mr. Rapee is introducing American presentation methods on each program with an orchestra of seventy-five pieces and the public is readily patronizing this theatre in increased numbers and in other ways expressing its approval.

"In Czecho-Slovakia we are opening our own distribution exchange with Jan V. Musil as general manager and M. Z. Chrastil as sales manager. Up to this time Messrs. Musil and Chrastil were co-partners in Fa-

mous Films, Prague, where they also handled a number of important Pro-Dis-Co. productions. The new P. D. C., Ltd., of Prague has taken over the Famous Films exchanges.

"I arranged for the opening of our own exchange in Geneva for distribution in Switzerland. There we have appointed as manager, Joe Marius Boimond, who two years ago opened the Fox office in Switzerland.

"We are also opening our own office in Brussels to handle distribution throughout Belgium in association with Georges A. Boucksert, who for the last several years has run his own exchanges in Brussels under the name of Etabl Dumarteau. Our Belgian organization will probably bear the title of Belge Producers Distributing Corporation, S. A., and will take over the Etabl Dumarteau.

"Sweden is another territory where we are operating our own exchange. While in Stockholm, we acquired control of Film Aktiebolaget Tule, our former distributor there. Lars Bjorck is taking charge of the management and will preside over Pro-Dis-Co. distribution in all Scandinavia, Norway, Sweden and Denmark.

"In Holland we closed an extensive contract covering the distribution of our current product with Loet C. Barnstyn of the Hague.

"Outright sales of the Pro-Dis-Co releases have been made in practically each of the remaining countries of Europe, it being our preference to sell direct to native exchanges wherever any market can purchase an adequate quantity at prices that justify our recognized standard of production value.

"In retrospect, this trip proved a very busy and constructive one, as it resulted in establishing Producers International Corporation in many of the most important territories in the European market."

Van Loan to Write Originals for Universal

UNIVERSAL Pictures Corporation has just signed a contract with H. H. Van Loan, well-known screen author, to write seven original stories for the Universal stars, two for Reginald Denny, and one each for Laura La Plante, Mary Philbin, Norman Kerry, Hoot Gibson and Jean Hersholt.

Under the agreement Van Loan is to start immediately on a story for Reginald Denny to be titled "Wait a Minute," which will be a farce comedy detailing the adventures of a young scion of wealth who is forced to start at the bottom of his father's department store and how he wins success.

Van Loan worked in the publicity department of Universal more than ten years ago leaving to enter the original story field. He has written approximately fifty photoplays.

New Menjou Release Title "A Social Celebrity"

The release title for the new Adolphe Menjou feature now in production at the Paramount Long Island studio, will be "A Social Celebrity." It was originally called "I'll See You Tonight."

M-G-M Make Addition to Scenario Staff

Metro-Goldwyn-Mayer have signed F. Hugh Herbert, well known author, as a member of the scenario department. He left New York on December 29th for Culver City to take up his new duties.



Trio of scenes from "Three Faces East," a Producers Distributing Corp. release.

March
is
F.B.O.
month



Action stills from the First National production, "Two Much Money."

Record Comedy Month For Fox

Organization Expects to Establish High Sales Mark During Laugh Month

FOX Film Corporation is anticipating a comedy sales record for Laugh Month. According to reports received from branches everywhere exhibitors have adopted the all-comedy program suggested by the Fox short subjects sales department and the innovation has proven an exceptionally popular one with patrons.

Many showmen who were frankly dubious regarding the success of such a project are now said to have satisfied themselves that it really works.

Scheduled for Fox release during the last half of Laugh Month are "A Flaming Affair," an Imperial, in which Sid Smith has the role of a street car conductor, and "The Feud," one of the Van Bibber series.

The first of the East Side, West Side series released November 15th is also available for Laugh Month. It features Georgie Harris and Barbara Luddy. The second of this series, "The Fighting Tailor," is scheduled for release January 18th.

In addition to the two-reelers, three feature-length comedies will be ready for showing the last week in January. "The First Year," one of the John Golden adaptations, with Matt Moore, Kathryn Perry, J. Farrell MacDonald and Margaret Livingston, will be released January 24. "A Trip to Chinatown" and "The Cowboy and the Countess" are scheduled for first showings on January 31.

Christies Have Anniversary

Organization is Celebrating Tenth Birthday as Independent Producers

CHRISTIE FILM COMPANY is not only celebrating by contributing generously to Laugh Month, but also the tenth anniversary as an independent producing organization, and the sixth anniversary of its association with Educational Film Exchanges for comedy distribution.

Although Al Christie pioneered into Hollywood in 1911, it was not until January 6, 1916, that he left the Universal Company and organized his own producing concern, taking over the studio at Sunset and Gower which the Christie Company has occupied ever since.

The Christie Company is now in the middle of its sixth year of comedy product released through Educational. It has contributed much to the development of the two-

reel comedy business during that time.

The sixth year with Educational marks a program of two-reel comedy production larger than any previous year's output, since it includes ten Christie comedies featuring such stars as Neal Burns, Billy Dooley, Jack Duffy and others, and four star series with six comedies in each, these being the Bobby Vernon, Jimmie Adams and Walter Hiers series.

The latest release in each of these series are "Yes, Yes Babette," with Bobby Vernon; "Weak But Willing," with Walter Hiers; "For Sadie's Sake," with Jimmie Adams, and the two Christie comedies, "A Salty Sap," with Billy Dooley, and "Run Tin Can," with Neal Burns.

Six Added to "Paris At Midnight" Cast

Metropolitan Pictures has added six players to the cast of "Paris After Midnight," Frances Marion's screen version of the Balzac classic, "Pere Goriot." The new additions are Brandon Hurst, Jocelyn Lee, Mathilde Comont, Carrie Daumery, Jean De Briac and Fannie Yantis.

Jetta Goudal, Lionel Barrymore, Mary Brian, Edmund Burns and Emile Chautard portray the leading roles under the direction of E. Mason Hopper.

Five Additions Made to Phil Rosen Cast

Phil Rosen has made five additions to the cast of his first picture for Metro-Goldwyn-Mayer, which is as yet untitled. They are Gwen Lee, Antonio D'Algy, Julia Swayne Gordon, Marcia Mannon and Bernard Siegal. Renee Adoree and Conrad Nagel have the featured roles. The story is an original laid in France during the war and was adapted by Marion Orth and Harvey Gates.

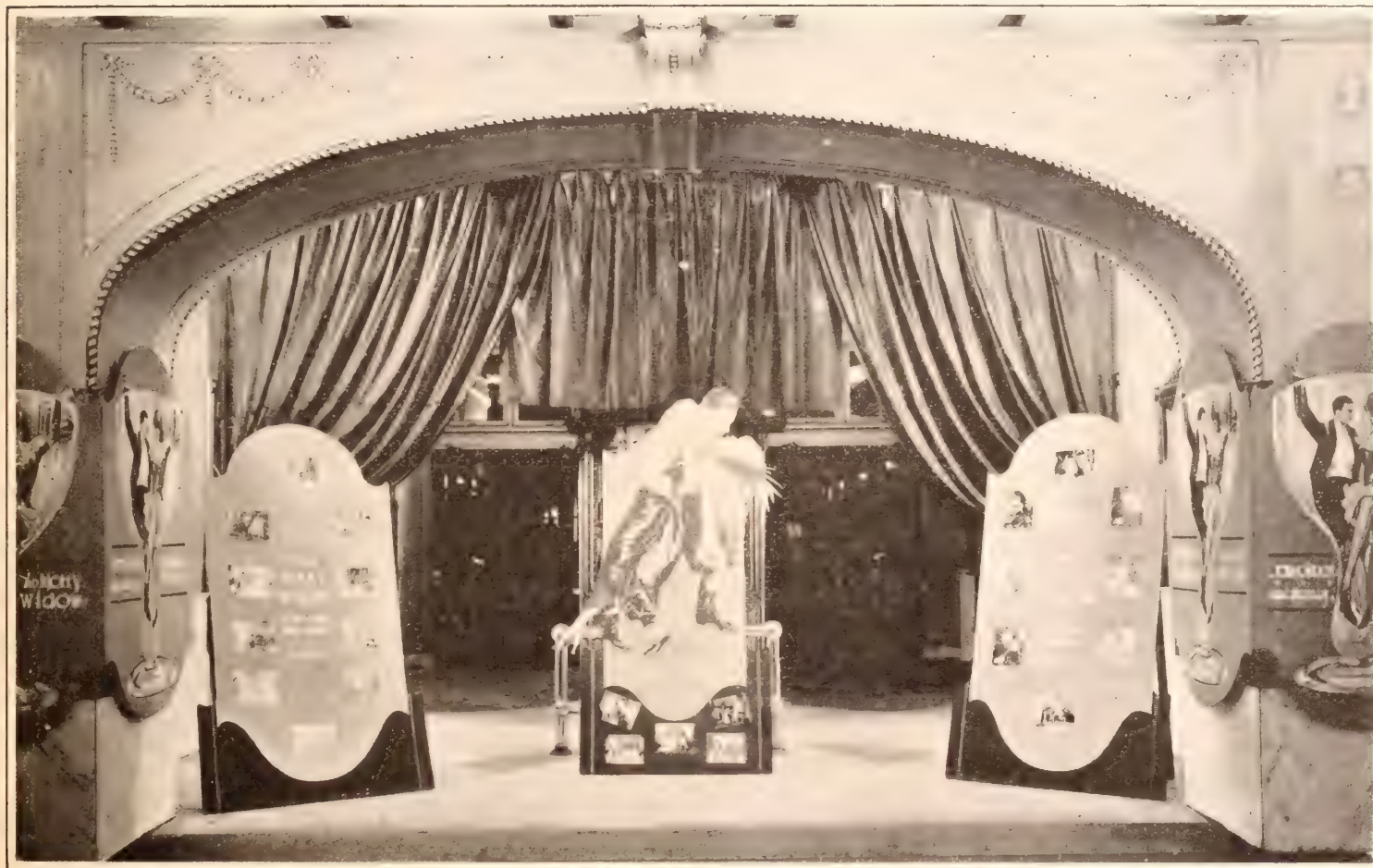
Gotham Acquires "Money to Burn" Rights

Gotham Productions has purchased screen rights to the Reginald Wright Kaufman novel, "Money to Burn," which has been printed in several editions. It will be produced early in 1926 as a Greater Gotham Production with such stories as "The Golden Web," by E. Phillips Oppenheim, and "The Woman Who Did Not Care," by Rida Johnson Young.



Scenes from the F. B. O. Gold Bond production "Flaming Waters"

Exhibitors Service Bureau



Attractive color effects gave the display for "The Merry Widow" (Metro-Goldwyn-Mayer) shown above a decided appeal. The arrangement was designed by Ernest Morrison and used at the Imperial Theatre, Asheville, N. C., of which he is the manager. Vari-colored lights were directed from small spots on the silk drapes which formed the background for the central cutout and the special lobby stands, made of compo board and decorated with scene stills.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

O. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. B. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

R. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres, Los Angeles.

Arthur G. Stolte, Capital theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Emprise theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair," the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS						
Cobra	3	4	5	—	48	6,895 ft.
Lord Jim	—	2	8	—	64	6,702 ft.
That Royle Girl	—	3	7	1	65	10,253 ft.
FIRST NATIONAL						
Unguarded Hour, The	—	7	2	1	52	6,613 ft.
We Moderns	—	3	4	3	70	6,609 ft.
FOX						
Everlasting Whisper, The	—	2	7	2	70	5,611 ft.
METRO-GOLDWYN-MAYER						
Merry Widow, The	—	—	3	17	96	10,027 ft.
UNIVERSAL						
Calgary Stampede, The	—	—	7	3	79	5,924 ft.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Jimmie Carrier, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Rosa A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

H. A. Albright, General Manager, West Coast Langly Theatre Circuit, Los Angeles, Calif.

Chaire Meachime, Grand theatre, Westfield, N. Y.

Ace Berry, Managing Director, Circle theatre, Indianapolis.



Scene showing a portion of the stage number presented by Eddie Hyman at the Strand, Brooklyn, as a prologue to "The Beautiful City," the First National production

Exploiting "Ancient Mariner"

Noteworthy Campaigns Developed In Pittsburgh, Toledo And Other Cities—Essays Leading Feature

A NUMBER of big exploitation campaigns for "The Ancient Mariner," among them noteworthy drives by the Temple Theatre, Toledo, and the Blackstone in Pittsburgh, appear to indicate that one of the most successful stunts for stirring general interest in this production is the essay contest run in conjunction with newspapers for school children. The fact that the Coleridge poem is included in English courses at schools makes the essay contest an especially apt exploitation device for "The Ancient Mariner."

The idea, developed by the Fox exploitation department, has been used on a large scale of operation, and a complete working plan was submitted to exponents of the company. The contest has been tied up with about a hundred newspapers so far, such cooperative drives being arranged in connection with the presentation of "The Ancient Mariner" at first run theatres.

The plan calls for the award of prizes totalling fifty dollars, divided into eight prizes, ranging from twenty-five dollars to two dollars, for essays on the topic "The Ancient Mariner and its Lesson to Humanity." In addition to the cash awards, prizes of theatre tickets have been added for essays which fall short of the money prize class. The contests have been conducted by the newspapers, with the result that theatres have received a great amount of free publicity, in the form of readers on the contest, notes about the production, photographs, and publication of the best essays. Added dignity is given the stunt by having prominent men and women of the cities and towns, act as judges of the essays.

As the picture played the Blackstone before the holidays, there was an extensive tieup for "The Ancient Mariner" with the post offices of Pittsburgh. This was arranged by having posters, of window card and one-sheet size, with appeals for "early mailing." There was a direct tieup between the picture and the appeal introducing a line to the effect that the humanitarian spirit of "The Ancient Mariner" would,

were he alive today, prompt him to mail his Christmas packages early.

Large space is being given now in the Baltimore American to a Mariner Essay Contest for Baltimore schoolboys and schoolgirls. The tie-up was arranged with the Baltimore American by William M. Whitehurst, assistant to the president of the Combined Whitehurst Theatrical Interests, in connection with the showing of "The Ancient Mariner," at the Parkway Theatre during the week beginning Monday January 4. The essays requested are to be 250 words in length and the subject should be "The Ancient Mariner and its lesson to humanity." The prizes include \$50 in cash and ten pairs of tickets to see the picture.

Something new in throwaways was achieved when the engagement of "The Ancient Mariner" at the Temple Theatre was heralded about Toledo, through the medium of a booklet with pages the same size as the regulation newspaper cartoon strip, and carrying cartoon illustrations of all the picture's big scenes.

The outside cover of this herald explained that the book is an "Illustrated Version of Samuel Taylor Coleridge's 'The Rime of the Ancient Mariner' as visualized in the William Fox masterpiece production of modern frivolity 'The Ancient Mariner,' with play date, etc.

School Matinee in Colorado Springs for "Phantom"

A "Deaf and Dumb" matinee was the high spot of the exploitation campaign for "The Phantom of the Opera" at the Regent Theatre in Colorado Springs.

The matinee was attended by 200 students of the famous Colorado school for deaf mutes, where "Chaney's parents attended when he was a child," and their attention was called to Chaney's hand and gesture acting. The children marched from the school to the theatre two by two, traversing the main streets of town, and attracting no small amount of attention.

All Comedy Circus Scores at Parsons, Kan.

The All Comedy Circus program, made up entirely of short features, has scored again, this time converting the Best Theatre, Parsons, Kan., to the use of the idea as a regular occasional feature in the policy of the house. The All Comedy day was staged by Manager Walter Fenney, who presented a program of Pathe short subjects.

Fenney's stunt was probably the first attempt of its kind in that territory. A wire to Pathe from Manager Fenney says: "All comedy circus a great success here, in fact, the biggest day's business we have done in months. If laughing means they liked it, they didn't miss."

A circus dodger advertised the program as "One big day for kids from 8 to 80—one day in Parsons when laughs will come faster than cinders from switch engines in the Katy yards. Be sure and get your share of laughs, not cinders."

Another paragraph says "No all-comedy show could be complete without 'Our Gang,' so here they are in their newest." The circus dodger was illustrated with three two-column cornerblock ads which are furnished free to exhibitors with all Pathe short comedies. Two of these covered Harry Langdon in "Feet of Mud" and Charley Chase in "The Caretaker's Daughter."

Prizes For Best Story Sell "The Pony Express"

A newspaper tie-up in which prizes were offered for the most interesting story of an actual experience "away back in 1860" at a meeting of Old Timers, was the means of creating a fund of good publicity for the engagement of "The Pony Express" at the New Central Theatre, Hot Springs, Ark. The stunt was finely supported by the newspaper which was induced to sponsor it.

Other items of a lively campaign in Hot Springs included a tie-up in which eight taxi cabs carried these signs in the discs of their spare tires: "The Pony Express in 1860. Now Call a Yellow Cab."

To children in the seventh and higher grades 13 prizes were awarded for 50 word essay on the old trail drivers.

As an ad in the local daily, Sidney M. Nutt, manager of the New Central, published his personal endorsement of the picture.

The revival of the pony express attracted a great crowd as it has in every city in which this stunt has been used.

"Lightnin' Bill" Feat is Duplicated by Farmer

When "Lightnin'" played at the American Theatre, Walla Walla, Washington, recently, among the advance publicity stories appearing in the local press on the engagement was the oft-repeated one of "Lightnin'" Bill driving a herd of bees across the desert in midwinter without losing a single bee. A few days after Bill's biggest whopper appeared in the Walla Walla Union, there appeared also in the same paper, and in all papers thereabouts, an account of Glen Merchant of Forks, Washington, driving a herd of fifty-eight turkeys, that he had brought thirty miles over a puncheon trail from the Huelsdunk ranch in the Hoh Valley. The gobblers were wanted for a turkey shoot and Merchant on a wager drove his birds all the way on foot, losing only two en route.

Hot Dog Stand Lobby Set for Menjou Feature

Taking a suggestion from the Coney Island scenes in "The King on Main Street," Manager D. Roscoe Faunce of the Strand, Birmingham, erected a mechanical hot dog stand in his lobby as an attractor for the picture. The display visualized Adolphe Menjou eating a hot dog, while a man in white apron looked on from behind the counter. Realism was supplied by a grill, similar to those used in rotisseries.

The effect was obtained by cutting an opening in front of chimney to represent a gate, across which were placed ornamental iron bars. An excellent fire effect was obtained by using pieces of half inch mesh screen wire, covered with strips of red paper. Two fans in base of chimney and several red lamps at bottom of wire screen, produced a very realistic fire. On a rod running across front of gate, was a canvass ham. By means of a motor attachment at upper part of chimney, this rod turned constantly, giving the effect of ham being roasted. Mechanism was so controlled as to give 20 revolutions to the minute. Red baby spot enhanced the warm glow of the fire, which attracted attention because of the exceptionally cool weather during picture's run.

Issues Standing Invitation to Poor Children

Loew's Regent Theatre, Harrisburg, Pa., through its managing director, Russell A. Bovim, has issued a standing invitation to children who are unable to pay the price of admittance, to attend the theatre during any week, without charge.

The invitation, printed in the theatre's weekly "Newsette," says: "If you know any kiddies who are so unfortunate as not to be able to afford a movie, call Loew's Regent. We will be only too happy to have these little ones as our guests at any matinee. Let us help to make the little unfortunates happy. If they are crippled we will call for them as well as take them home. * * * If you know any poor kiddies let us know, for we want them to be our guests Christmas week and any other week."

The Christmas week attraction to which the youngsters were especially invited was the Jackie Coogan film play, "Old Clothes."

'Don't Fold' Warning Stirs Interest in Serial Herald

A variation of the don't-Fold-this-card stunt was recently used by F. Raoul Cleaver, exploitation man in Universal's Detroit exchange, to start the "Ace of Spades," a new Adventure Picture, on its way at the Idle-hour Theatre in Alma, Mich. Through a tie-up with the Alma Record, 3-column ads, twelve and a half inches deep, announced a free matinee for children at four o'clock Friday. They were told that they would be the guests of their "favorite paper" if they cut out the advertisement and carried it unfolded to the theatre's box office.

One thousand and one hundred kids turned out for the first episode and five hundred came back for the second which means a smashing follow-up business for this serial.



Figures cut from stock paper used effectively as marquee decorations for the showing of Pathe's "The Freshman" at the U. C. theatre, Berkely, Calif.

Errol Feature Well Exploited

"Clothes Make the Pirate" Tied Up With Big Social Event in Pittsburgh—Other Drives

THE Charity Ball for the Harmarville Convalescent Home, held annually in Pittsburgh and one of the outstanding social events of the season, this year was allied with exploitation for a motion picture, and prospered by that fact, as did the Harry Davis' Million Dollar Grand Theatre and Rowland and Clark's Liberty Theatre, where "Clothes Make the Pirate" was the featured attraction. The Charity Ball was called "The Pirate's Ball," an arrangement due to the enterprise of Allan S. Glenn, head of the exploitation department of First National.

The event, which was held at the William Penn Hotel, was heralded by posters which made a direct tie-up between the Ball and "Clothes Make The Pirate." Owing to the prestige of the affair, these posters were on display in hotel lobbies, banks, office buildings and locations of the sort ordinarily closed to advertising of any form. Through the General Chairman of the Ball, the society pages of the newspapers carried stills of the picture, with mention of the theatres at which it was showing.

The night of the ball Rowland and Clark sent a quartette in costume to the affair to sing some of the numbers from "The Pirates of Penzance." They were billed as the "Clothes Make the Pirate" quartette, courtesy Rowland and Clark.

Pittsburgh being the home of the Pittsburgh Pirates Base Ball team was also taken advantage of, windows being fixed up by Spalding's and by Hans Wagner's Sporting Goods store, each devoting windows to stills of favorite ball players and Leon Errol in costume, captioned "Pirates of Yesterday and Today."

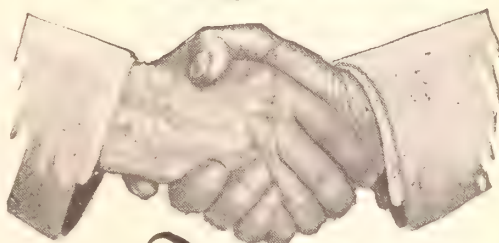
During its engagement in Cleveland at the Allen Theatre this Sam Rork comedy was well campaigned. A contest in which the readers were asked to finish the costume of a sketch of Leon Errol who plays the lead in "Clothes Make the Pirate"—the figure being drawn in outline with the most attractive pirate regalia filled in on him winning a prize—was published as feature story by the Plain Dealer.

The Cleveland Times ran a series of six stories offering prizes of tickets for "tongue twisters" based on the mouth filling names of the pictures' characters. Wurlitzer's music store, on one of the most prominent corners in town, turned over one of its windows to the display of an automatic projection machine showing a trailer of "Clothes Make the Pirate."

A special showing for the newsboys of Toledo under the joint auspices of the leading newspapers inaugurated the campaign of "Clothes Make the Pirate" at the Pantheon theatre.

The Toledo newsboys saw the picture at a preview especially arranged for them on Christmas morning, as the guests of the theatre and the newspapers. The newspapers reciprocated the courtesy of the theatre by liberal allotment of stories and stills in their news columns.

20 Years an Exhibitor



The Friendly Hand



Exhibitors Box-Office Reports



Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Value.
FAMOUS PLAYERS					
Ancient Highway, The....	4419	Minn.	Small town	Cold	Good
Any Woman.....	772897	Mo.	1st run.	Clear	Fair
Beggar on Horseback, A..	2500	Mo.	Small town	Cold	Fair
Best People, The.....	4500	Iowa	Small town	Cold	Fair
Coast of Folly, The.....	8000	Maine	Small town	Cold	Big
Cobra.....	12000	Ind.	General	Clear	Poor
	4500	Iowa	Small town	Clear	Good
	400000	Wash.	1st run	Cold	Good
Golden Princess, The....	4419	Minn.	Small town	Snow	Good
Goose Hangs High, The...	2500	Mo.	Small town	Cold	Good
Hands Up.....	416912	Cal.	1st run	Cold	Fair
In the Name of Love.....	796296	Md.	General	Cold	Fair
	4419	Minn.	Small town	Clear	Good
	2500	Mo.	Small town	Snow	Fair
Irish Luck.....	4500	Iowa	Small town	Cold	Fair
	772897	Mo.	1st run	Cold	Fair
King On Main Street, The	4500	Iowa	Small town	Cold	Poor
Kiss For Cinderella, A....	315652	Wash.	1st run	Clear	Big
Lord Jim.....	4500	Iowa	Small town	Clear	Good
	363591	Ohio	1st run	Stm'y	Fair
Lovers in Quarantine....	4419	Minn.	Small town	Clear	Good
Manicure Girl, The.....	8000	Maine	Small town	Cold	Good
Mannequin, The.....	416912	Cal.	1st run	Cold	Good
New Lives For Old.....	8000	Maine	Small town	Stm'y	Good
Night Club, The.....	8000	Maine	Small town	Clear	Good
Pony Express, The.....	363591	Ohio	Mixed	Stm'y	Good
Son of His Father, A.....	8000	Maine	Small town	Clear	Good
Stage Struck.....	4419	Minn.	Small town	Cold	Good
	250000	Texas	1st run	Cold	Fair
	400000	Wash.	1st run	Clear	Fair
Street of Forgotten Men, The.....	8000	Maine	Small town	Clear	Good
	4419	Minn.	Small town	Cold	Fair
	2500	Mo.	Small town	Clear	Good
Ten Commandments, The	1131	Nebr.	Small town	Clear	Big
That Royle Girl.....	12000	Ind.	General	Stm'y	Fair
	796296	Md.	1st run	Rainy	Fair
Wild, Wild Susan.....	8000	Maine	Small town	Clear	Fair
Womanhandled.....	120000	Fla.	1st run	Clear	Good
	450056	Mo.	1st run	Stm'y	Good
Woman Of The World, A	314194	Ind.	1st run	Clear	Big
F. B. O.					
Drusilla With a Million..	65000	Ala.	Mixed	Clear	Poor
Isle of Hope, The.....	8000	Maine	Small town	Stm'y	Good
Keeper of the Bees, The..	8000	Maine	Small town	Cold	Good
Last Edition, The.....	4500	Iowa	Small town	Cold	Big
Midnight Flyer, The.....	12000	Ind.	Mixed	Clear	Good
Wall Street Whiz.....	796296	Md.	1st run	Rainy	Good
FIRST NATIONAL					
Beautiful City, The.....	4500	Iowa	Small town	Cold	Good
Classified.....	4500	Iowa	Small town	Clear	Good
	315652	Wash.	1st run	Clear	Good
Clothes Make The Pirate.	796836	Ohio	1st run	Clear	Good
Dark Angel, The.....	400000	Wash.	Mixed	Clear	Fair
Find Your Man.....	1131	Nebr.	Small town	Cold	Good
Graustark.....	4500	Iowa	Small town	Cold	Big
Half Way Girl, The.....	2500	Mo.	Small town	Cold	Fair
Lady Who Lied.....	416912	Cal.	General	Cold	Good
	772897	Mo.	1st run	Clear	Fair
Live Wire, The.....	314194	Ind.	1st run	Clear	Good
	733826	Md.	1st run	Clear	Good
	733826	Md.	1st run	Clear	Good
	113344	N. Y.	1st run	Cold	Good
	4855	Pa.	Small town	Cold	Big
Necessary Evil, The.....	1131	Nebr.	Small town	Cold	Fair
New Commandment, The..	450056	Mo.	1st run	Stm'y	Fair
Pace That Thrills, The...	2500	Mo.	Small town	Cold	Good
Scarlet Saint, The.....	4500	Iowa	Small town	Cold	Fair

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Value.
FOX					
Ancient Mariner, The....	450056	Mo.	1st run	Stm'y	Fair
	772897	Mo.	1st run	Cold	Fair
Arizona Romeo, An.....	2500	Mo.	Small town	Clear	Fair
Best Bad Man, The.....	4419	Minn.	Small town	Cold	Good
Deadwood Coach, The...	2500	Mo.	Small town	Clear	Good
Durand Of The Bad Lands	4419	Minn.	Small town	Clear	Good
East Lynne.....	4419	Minn.	Small town	Snow	Poor
	450056	Mo.	1st run	Stm'y	Good
Everlasting Whisper, The.	8000	Maine	Small town	Stm'y	Good
Fighting Heart, The.....	8000	Maine	Small town	Clear	Fair
	250000	Texas	1st run	Clear	Fair
Thank you.....	4500	Iowa	Small town	Cold	Big
	4419	Minn.	Small town	Cold	Poor
When The Door Opened..	314194	Ind.	1st run	Clear	Fair
	796296	Md.	General	Cold	Good
Winding Stair, The.....	8000	Maine	Small town	Stm'y	Good
	4419	Minn.	Small town	Cold	Poor
METRO-GOLDWYN-MAYER					
Boy of Flanders, A.....	1131	Nebr.	Small town	Rainy	Fair
Bright Lights.....	550000	N. Y.	1st run	Cold	Fair
	250000	Texas	1st run	Cold	Fair
Go West.....	65000	Ala.	General	Clear	Fair
Masked Bride, The.....	8000	Maine	Small town	Clear	Good
Merry Widow, The.....	65000	Ala.	General	Clear	Big
	120000	Fla.	1st run	Clear	Big
Midshipman, The.....	65000	Ala.	General	Clear	Big
	550000	N. Y.	1st run	Cold	Fair
Old Clothes.....	12000	Ind.	General	Cold	Fair
	150057	Iowa	1st run	Cold	Fair
	8000	Maine	Small town	Cold	Big
	796836	Ohio	1st run	Clear	Good
	772897	Mo.	1st run	Clear	Good
Only Thing, The.....	12000	Ind.	Mixed	Clear	Good
	150000	Iowa	1st run	Cold	Fair
	450056	Mo.	1st run	Stm'y	Fair
	550000	N. Y.	1st run	Cold	Good
Pretty Ladies.....	65000	Ala.	Mixed	Cold	Poor
Romola.....	65000	Ala.	General	Cold	Poor
Sally, Irene and Mary...	12000	Ind.	Mixed	Clear	Big
Slave Of Fashion, A.....	65000	Ala.	Mixed	Clear	Poor
Tower Of Lies, The.....	65000	Ala.	General	Clear	Poor
	8000	Maine	Small town	Stm'y	Good
	550000	N. Y.	General	Cold	Good
	363591	Ohio	Mixed	Stm'y	Fair
Unholy Three, The.....	65000	Ala.	Mixed	Clear	Fair
	4500	Iowa	Small town	Clear	Good
PRODUCERS DIST. CORP.					
Coming of Amos, The....	65000	Ala.	Mixed	Cold	Poor
	1265	Minn.	Small town	Clear	Good
Hell's Highroad.....	65000	Ala.	General	Clear	Poor
	120000	Fla.	1st run	Clear	Good
People vs Nancy Preston.	1265	Minn.	Small town	St'my	Good
Prairie Pirate, The.....	1265	Minn.	Small town	Cold	Good
Road to Yesterday, The..	1265	Minn.	Small town	Clear	Fair
	315652	Wash.	1st run	Cold	Fair
Simon The Jester.....	1265	Minn.	Small town	St'my	Fair
Wedding Song, The.....	1265	Minn.	Small town	Cold	Fair
	796836	Ohio	1st run	Clear	Good
Without Mercy.....	1265	Minn.	Small town	Snow	Good

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Value.
Phantom of the Opera, The.....	4500	Iowa	Small town	Cold	Good
	4419	Minn.	Small town	Clear	Big
Sawdust Trail, The.....	2500	Mo.	Small town	Clear	Good
Sporting Life.....	250000	Texas	1st run	St'my	Fair
Storm Breaker, The.....	550000	N. Y.	General	Cold	Good
	400000	Wash.	1st run	Cold	Fair
Turmoil, The.....	2500	Mo.	Small town	Cold	Fair
Up the Ladder.....	8000	Maine	Small town	Clear	Good
WARNER BROS.					
Below the Line.....	65000	Ala.	General	Clear	Good
	1265	Minn.	Small town	Clear	Big
Bobbed Hair.....	1265	Minn.	Small town	Clear	Good
Clash of the Wolves, The..	65000	Ala.	General	Clear	Good
Compromise.....	796296	Md.	1st run	Cold	Good
	1265	Minn.	Small town	Cold	Poor
Hogan's Alley.....	250000	Texas	1st run	Clear	Fair
Lady Windermere's Fan..	315652	Wash.	1st run	Cold	Good
Man On the Box, The...	1265	Minn.	Small town	St'my	Big
Pleasure Buyers, The.....	1265	Minn.	Small town	Clear	Fair
	796836	Ohio	1st run	Cold	Good
Red Hot Tires.....	1265	Minn.	Small town	Clear	Good
Rose of the World, The...	1265	Minn.	Small town	St'my	Good
Seven Sinners.....	1265	Minn.	Small town	St'my	Good
	400000	Wash.	1st run	Clear	Good
Wife Who Wasn't Wanted, The.....	65000	Ala.	General	Clear	Fair
	1265	Minn.	Small town	Cold	Good
Woman Hater, The.....	8000	Maine	Small town	Clear	Good

Date. _____

Theatre.....

City _____ State _____

Liberty Ad Gives Short An Even Break With Feature

Both in newspaper ads and publicity readers the Liberty Theatre, Seattle, Wash., gave the short feature of a recent program equal prominence. The short was "Wild Beasts of Borneo," a three-reel Educational release. The picture played the same bill with the new Buster Keaton vehicle "Go West."

The Seattle Daily Times carried on the front page of its Motion Picture section a four column—page length display "ad" of which more than twenty eight column inches were devoted to a large cut on "Wild Beasts of Borneo" the largest cut of those offered for exhibitor's use in the Educational press sheet.

On the same day the Seattle Post-Intelligencer carried on page two of its Screen Section, a display "ad" measuring three columns by fifteen inches of which one-third, or fully double the space allotted the long feature, was given to "Wild Beasts of Borneo" copy. In this instance a press sheet cut was also used to advantage.

Starts Coogan Club to Exploit "Old Clothes"

A chapter of the Jackie Coogan Play Pals of America, was started in Toledo to launch a campaign for the presentation at Loew's Valentine Theatre of "Old Clothes."

The Toledo News Bee conducted the Play Pals movement by inviting all the boys and girls to see the Jackie Coogan movie. All the announcements were carried on the front page playing up the special performance on Saturday morning for the Play Pals. The free tickets were sent to children who had cut out and sent the coupon printed on the second page of the News Bee to the Chief Friend. The ticket was accompanied by a certificate of membership and a badge. More than twelve hundred children were



Miniature rural display for "Go West" (Metro-Goldwyn-Mayer) in the lobby of the Imperial Theatre, Columbus, S. C. Arranged by Manager C. B. Stiff. A fan motor was used to keep the head and tail of the cow in motion.

given tickets during the run without any cost to the theatre.

Additional interest was gained by giving a Toledo fountain pen to children who were able to gain the distinction of being a Real Pal, the second order in the organization of Play Pals. To win this degree a child must do certain things to get a hundred points, which was all explained to the Play Pals in the News Bee.

At the special performance for the "kids," a letter written by Jackie Coogan for the Play Pals, and sent by air mail to the editor of the Toledo News Bee, was read to the youngsters before the showing.

'Miss Paramount' Advance for Fond du Lac Opening

The "Miss Paramount" visitor to the city, a stunt which has been used successfully in several parts of the country, figured as an important feature of the advance campaign for the opening of the new Fischer Fond du Lac theatre in Fond du Lac, Wis. The campaign, handled by Len S. Brown, manager of the house, with the assistance of E. F. Corcoran, Paramount Exploiteer, followed an ambitious program and succeeded in creating widespread publicity for the new theatre.

The nucleus of the campaign was the announcement that Miss Paramount would be in the city for the opening of the festivities. In this stunt the two local dailies gave fullest cooperation, playing front page stories every day. In most instances these stories were played under five column streamers.

More than 50 stores, banks and cafes participated in the campaign through advertising, outfitting Miss Paramount and in many other practical ways.

Another attraction was the popularity contest to select a girl to be crowned Miss Fond du Lac. This aroused interest throughout the county in which Fond du Lac is located for the contest was open to all young women of the county and scores were entered. One newspaper and the merchants cooperated in this stunt.

Express Riders Deliver Packages for Store

Emmett Sorg, manager of the Paramount theatre, Ogden, Utah, gave a new twist to the revival of the pony express as exploitation on Paramount's "The Pony Express." Three riders, during the five days of the engagement, delivered packages for the local stores.



Attractive animated window display in Washington, D. C., for the showing at the Loew's Columbia theatre there of "The Merry Widow" (Metro-Goldwyn-Mayer). Miniature figures on dance floor were on magnetized bases and were kept in motion by means of electric currents through platform.



NEW YORK CITY

Capitol Theatre—
Film Numbers—Soul Mates (Metro-Goldwyn-Mayer). At The Rainbow's End (Cartoon), Capitol Magazine (Selected), Cities of Other Lands (Scenic).
Musical Program—"Die Fledermaus" (Overture), "Lolita Serenade" (Solo), "Concerto in D Minor" (Piano Solo), "Bal Masque" (Capitol Ballet Corps), Organ Solo.

Strand Theatre—
Film Numbers—Infatuation (First National), Topical Review (Selected), Ko-Ko Steps Out (Novelty).

Musical Program—"Sakuntala" (Overture), Special Stage Presentation (Continued).

Rivoli Theatre—
Film Numbers—Womanhandled (Paramount), Rivoli Moviements (News), Screen Novelty.
Musical Program—"Gems from the Opera" (A. B. C.), (Overture), Special Orchestra, "Then I'll Be Happy" (Organ Novelty), "The Dime Museum" (Murray Anderson Presentation).

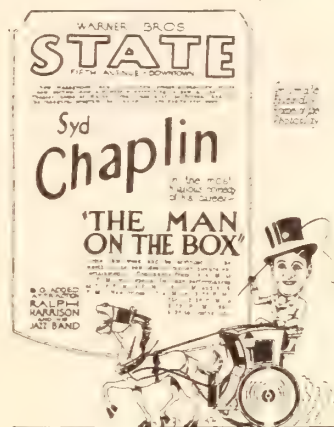
Rialto Theatre—
Film Numbers—"The Unguarded Hour" (Paramount), Plastigrams (Novelty), Rialto Cinemovements (News), Set 'em Up Again (Comedy).

Musical Program—"Chimes of Normandy" (Overture), Tenor Solo, Harp Virtuoso, "An Apology" (Organ Novelty).

Cameo Theatre—
Film Numbers—The Birth of a Nation (United Artists), Cameo Pictorial (Selected).

Musical Program—"Evolution of Dixie" (Overture), "Southern Melodies" (Organ Solo).

Geo. M. Cohan Theatre—
Film Numbers—Ben Hur (Metro-Goldwyn-Mayer), Continued.



Three column display for "The Man on the Box," (Warner Bros.) used by Warner's State Theatre, Pittsburgh.

Embassy Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Apollo Theatre—
Film Numbers—Stella Dallas (United Artists), Continued.

Colony Theatre—
Film Numbers—The Phantom of The Opera (Universal), Continued.

Astor Theatre—
Film Numbers—The Big Parade (Metro-Goldwyn-Mayer), Continued.

BOSTON

Beason Theatre—
Film Numbers—Steel Preferred (Prod. Dist. Corp.), The Last Edition (F. B. O.), Comedy (Educational), News (International).

Musical Program—Overture, organ.

Fenway Theatre—
Film Numbers—Steel Preferred (Prod. Dist. Corp.), The Last Edition (F. B. O.), Fables (Pathe), News (Pathe).

Musical Program—Overture, organ.

Gordon's Washington Street Olympia Theatre—
Film Numbers—Joanna (First National), Comedy, News (Pathe).

Musical Program—Overture, orchestra and organ, vaudeville.

Loew's State Theatre—
Film Numbers—A Woman of the World (Paramount), A Dog's Life (Pathe), News (Pathe).

Musical Program—Overture, organ and orchestra.

Metropolitan Theatre—
Film Numbers—The Wanderer (Paramount), Topics of the Day (Pathe), News (International).

Musical Program—"A Babylonian Revel," Paul Orsard; Interlude, De Pace; "Light Cavalry," Suppe—orchestra and organ.

New Boston Theatre—
Film Numbers—The Best Bad Man (Fox), A Punch in the Nose (Pathe), News (Pathe).
Musical Program—Overture, orchestra and organ, Vaudeville.

St. James Theatre—
Film Numbers—The Other Woman's Story (S. R.), Comedy, Fable, Topics of the Day and News (Pathe).
Musical Program—Overture, orchestra, Vaudeville.

INDIANAPOLIS

Circle Theatre—
Film Numbers—Bluebeard's Seven Wives (First National), News (Universal).

Musical Program—Overture, "Home, Sweet Home," "Struttin' Th' Charleston," "Syncopators."

Apollo Theatre—
Film Numbers—The Vanishing American (Paramount), Comedy (Pathe), News (Fox).

Musical Program—Orchestra, singers, organist.

Colonial Theatre—
Film Numbers—Madame Behave (Producers Dist. Corp.), Comedy (Universal), Aesop Fable, International News.

Musical Program—American Harmonists.

SALT LAKE CITY

American Theatre—
Film Numbers—Romola (Metro-Goldwyn-Mayer), The Lion Tamer (F. B. O.), International News.

Kinema Theatre—
Film Numbers—Wages For Wives (Fox), Laugh That Off (Pathe), Pathe Review.

Pantages Theatre—
Film Numbers—The Only Thing (Metro-Goldwyn-Mayer).

Paramount Empress Theatre—
Film Numbers—The Wanderer (Paramount), Pathe News.

Victory Theatre—
Film Numbers—Mannequin (Paramount), Pathe News.

LOS ANGELES

Forum Theatre—
Film Numbers—Satan In Sables (Warner Bros.), Hot Doggie (Comedy), Kinograms and international News.

Musical Program—Vaudeville.

Hillstreet Theatre—
Film Numbers—Fifty Fifty (Associated Exhibitors), Adventures of Mazie (F. B. O.), In-

ternational News, Aesop Fable, Musical Program—Vaudeville.

Loew's State Theatre—
Film Numbers—Classified (First National), International News, Kinograms.
Musical Program—Special Stage Presentation.

Metropolitan Theatre—
Film Numbers—Hands Up (Paramount).
Musical Program—Stage Specialties (Staff).

Criterion Theatre—
Film Numbers—The Scarlet Saint (First National), Fox News.
Musical Program—Organ solos.

Figueroa Theatre—
Film Numbers—The Golden Strain (Fox), Our Gang (Pathe).
Musical Program—Stage Presentation (Staff).

Million Dollar Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Rialto Theatre—
Film Numbers—The Pony Express (Paramount), Continued.

ST. PAUL

Astor Theatre—
Film Numbers—Blue Beard's Seven Wives (First National), Pathe Comedy, Selected News.
Musical Program—Orchestra.

Capitol Theatre—
Film Numbers—The Man on the Box (Warner Bros.), Educational Comedy, Selected News.
Musical Program—"Sweethearts" (Organ novelty), Orchestra overture.

Garrick Theatre—
Film Numbers—Sally of the Sawdust (United Artists), Comedy, Garrick News (Selected).

Musical Program—"El Capitan" (overture).

Princess Theatre—
Film Numbers—Sporting Life (Universal), Pathe Comedy, Kinograms.

Musical Program—Organ overture.

Strand Theatre—
Film Numbers—The Golden Strain (Fox), Comedy, Fox News.

Musical Program—Organ overture.

Tower Theatre—
Film Numbers—Sally, Irene and Mary (Metro-Goldwyn-Mayer).



Press book layout effectively adapted by Loew's Aldine, Pittsburgh. Three column display for "Go West" (Metro-Goldwyn-Mayer).

No title yet because no title is big enough



Mr. Exhibitor: Ask at the Film Exchanges for the



It's little to ask for, but it's the only reliable aid you can give your musicians to help put the picture over

The Punch (Pathe), Pathe News.
Musical Program—"Irene" (overture).

PHILADELPHIA

Stanley Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Stanley Magazine.
Musical Program—Stanley Xmas Presentation, "Verdiana" (Overture).
Fox Theatre—
Film Numbers—Thunder Mountain (Fox), Fox News.
Musical Program—"Serenade" (overture), "Juvenile Revue," Tenor solos.
Aldine Theatre—
Film Numbers—The Big Parade (Metro-Goldwyn-Mayer).
Karlton Theatre—
Film Numbers—The Man on the Box (Warner Bros.).
Arcadia Theatre—
Film Numbers—Old Clothes (Metro-Goldwyn-Mayer).
Palace Theatre—
Film Numbers—Irish Luck (Paramount).
Victoria Theatre—
Film Numbers—Cobra (Paramount).
Capitol Theatre—
Film Numbers—Some Punkins (Chadwick).

SAN FRANCISCO

California Theatre—
Film Numbers—Bobbied Hair (Warner Bros.), Hold Everything (Pathe), Holland (Pathe), International News.
Musical Program—"The Prelude" (Overture), "Mother Machree" (Violina), "Labelle France" (French Airs), "Song Paintings" (Presentation).
Lowe's Warfield Theatre—
Film Numbers—Splendid Road (First National), Fire Away (Educational), (Kinograms).
Musical Program—"Roses of Picardy" (Moonlight and Roses), "Mighty Like A Rose" (Medley of Three) "Mighty Blue" (Vocal) "Idea of Roses" (Fanchon Marco Idea).
Granada Theatre—
Film Numbers—Woman Handled (Paramount), Hotsy Totsy (Pathe), Pathe News.
Musical Program—"Portia Dancers" "At Bambam Bamy Shore" (Organ).
Cameo Theatre—
Film Numbers—Western Plug (Universal), Chesters Birthday

Party), (Universal), International News.
Musical Program—"Phidre" (Overture), "Iltrovatore," "Fete de Sevil," "Milos Mins-trel" (Company of Ten).
Union Square Theatre—
Film Numbers—Handicap (S. R.), Fox Comedy, Pathe Weekly.
Musical Program—Vaudeville.
Golden Gate Theatre—
Film Numbers—Passionate Youth (S. R.), (Bonehead Age), (Pathe), (Pathe News, Pathe Review, Aesops Fable).
Musical Program—Vaudeville.
Imperial Theatre—
Film Numbers—Gold Rush (United Artists), Continued.
St. Francis Theatre—
Film Number—The Wanderer (Paramount).

DETROIT

Adams Theatre—
Film Numbers—Lights of Old Broadway (Metro-Goldwyn-Mayer), Kinograms.
Musical Program—Orchestra.
Capitol Theatre—
Film Numbers—Kiss for Cinderella (Paramount), Pathe News, Aesop Fable.
Musical Program—Orchestra, "Sister Piano team," organ.
State Theatre—
Film Numbers—The New Commandment (First National), Never Weaken (Pathe), Pathe News.
Musical Program—Orchestra, organ, vocal quartet.
Fox Washington Theatre—
Film Numbers—The Ancient Mariner (Fox), Fox News, Felix (Comedy).
Musical Program—Organ, Girl Revue.
Madison Theatre—
Film Numbers—Little Annie Rooney (United Artists), Kinograms.
Musical Program—Orchestra, organ.
Broadway Strand Theatre—
Film Numbers—What Happened to Jones (Universal), International News Comedy (Educational).
Musical Program—Organ, Dance revue and contest.

NEWARK

Mosque Theatre—
Film Numbers—The Masked Bride (Metro-Goldwyn-Mayer), Comedy (Pathe), News (International).
Musical Program—Vincent Lopez and Orchestra.
Branford Theatre—
Film Numbers—Bluebeard's Seven Wives (First National), Comedy (Pathe), News (Pathe).
Musical Program—"Barber of Seville" (overture), Russian ballet, trumpeter, and sister team of "blues" singers.
Capitol Theatre—
Film Numbers—Tumbleweeds (United Artists), Scandal

MOZART

THEATER

ONE WEEK COMMENCING SUNDAY

BY VARIETIES OF ADJECTIVES FAIL TO DO JUSTICE

WITH 20 GREAT SCREEN STARS AND A CAST OF OVER 5000 PLAYERS

A PICTURE FOR THE WHOLE FAMILY

A Special Music Score, "The Phantom of the Opera," by Franz Lehár

THE MADDEST, MOST FANTASTIC MELODRAMA EVER SCREENED

Today and Tomorrow—"Lighter" the Play That Broke the World's Record! Starring Jay Hunt, Midge Bellamy, Ethel Clayton, J. Farrell MacDonald

Offers plenty of food to the reader, but gets the attention. The fascination of words well exploited in listing of varieties of appeal. Ad of the Mozart Theatre, Canton, O., for Universal's "The Phantom of the Opera."

Street (S. R.), Comedy (Pathe), Kinograms.
Musical Program—"Classical Jazz" (overture).
Rialto Theatre—
Film Numbers—Sandra (First National), Bobbed Hair (Warner Bros.), Kinograms.
Fox Terminal—
Film Numbers—Lazybones (Fox), Comedy, (Fox), News (Fox).
Musical Program—"Popular Melodies" (overture).

MILWAUKEE

Alhambra Theatre—
Film Numbers—Little Annie Rooney (United Artists), Alice in the Jungles (Universal), International News.
Musical Program—Prologue Orchestration (Overture), "When the Cat's Away" (Stage Presentation), "The Story of a Chrysanthemum" (Tableau).
Garden Theatre—
Film Numbers—The Best Bad Man (Fox), Fox Variety, Comedy (Fox), Pathe News.
Musical Program—"Happy New Year" (Organ Specialty).
Merrill Theatre—
Film Numbers—Go West (Metro-Goldwyn-Mayer), Kinograms, Amundsen Polar Flight (Pathe).
Musical Program—Orchestra.
Strand Theatre—
Film Numbers—A Kiss for Cinderella (Paramount), Look Out (Educational), Kinograms.
Musical Program—"Tunes of the Day" (Orchestra Presentation), "Christmas Selections" (Organ).
Wisconsin Theatre—
Film Numbers—Her Sister from Paris (First National), Felix Goes A-Walking (Educational), International News, Kinograms.
Musical Program—"Hits of 1925" (Overture), "Everybody Sing" (Organ), On the Back Porch (Presentation), Ballet Dance (Presentation).

MINNEAPOLIS

New Astor Theatre—
Film Numbers—The Desert's Price (Fox), Control Yourself (Fox), Fox News.
Garrick Theatre—
Film Numbers—Free Lips (Metro-Goldwyn-Mayer), Slippers Feet

(Fox), Garrick News (selected).
Musical Program—"Musical Hodge Podge" (overture), "A Laffalogue Trip Through the Twin Cities" (Organ novelty), Dance revue.

Lyric Theatre—
Film Numbers—Bluebeard's Seven Wives (First National), Weak But Willing (Educational), Kinograms.
Musical Program—Organ overture.

State Theatre—
Film Numbers—The Beautiful City (First National), Laughing Ladies (Pathe), Ko-Ko Song Cartoon "Dixie," News (Selected).

Musical Program—"The Evolution of the Dance" (overture), "My New Year's Resolutions" (Organ novelty).

Strand Theatre—
Film Numbers—The Eagle (United Artists), Christy Comedy (Educational), Strand News (Educational), On Many Shores (Scenic).

Musical Program—"Selections from Rachmaninoff" (overture), "Volga Boat Song" (baritone soloist).

DES MOINES

Capitol Theatre—
Film Numbers—Clothes Make the Pirate (First National), Santa Claus Reel.
Musical Program—Remember (Organ), Vaudeville, Fox News.
Des Moines Theatre—
Film Numbers—Bluebeard's Seven Wives (First National), Framed (Comedy), Pathe News.
Musical Program—Vocal solos.

Strand Theatre—
Film Numbers—Steppin' Out, Our Gang (Comedy), News.
Musical Program—Vaudeville.

Rialto Theatre—
Film Numbers—Go West (Metro-Goldwyn-Mayer), Cartoon, Lower Lands.

YOU'LL NEVER FORGET

The New Commandment

with **Blanche Sweet** and **Ben Lyon**

—and an all star supporting cast

MERMAID COMEDY—FOX NEWS
SUNDAY THROUGH WEDNESDAY

IMPERIAL

Show Start Sunday 1:35-9

Telling action sketch and arrangement in two column display by the Imperial, Jacksonville, Fla., for First National's "The New Commandment."

TRAILERS SELL SEATS
NATIONAL SCREEN SERVICE
YOUR MOST EFFECTIVE SALESMAN

CLEMMER Starting Tomorrow
AN EPIC OF THE SEAS

House Peters
IN
"THE
Storm
BREAKER"

ONE OF THE GREATEST ADVENTURES

The Clemmer Entertainers
Shipmate Ashore

Good composition and good art give strength to the display shown above. Used by the Clemmer Theatre, Spokane, Wash., for Universal's "The Storm Breaker."

CINCINNATI

Capitol Theatre—

Film Numbers—That Royle Girl (Paramount), Capitol News (Selected).

Musical Program—Orchestra.

Walnut Theatre—

Film Numbers—The Unguarded Hour (First National), Sportlight, News, Topics, Fable (Pathe).

Musical Program—Orchestra.

Strand Theatre—

Film Numbers—The Midshipman (Metro-Goldwyn-Mayer), Marionettes, Pathe News.

Musical Program—Orchestra.

Lyric Theatre—The Merry Widow (Metro-Goldwyn-Mayer), Kinograms.

Musical Program—Orchestra.

Gifts Theatre—

Film Number—Hogan's Alley (Warner Bros.), Cupid Ala Carte (Fox), Kinograms.

Family Theatre—

Film Numbers—The Limited Mail, Fox News.

SEATTLE

Blue Mouse Theatre—

Film Numbers—The Clash of the Wolves (Warner Brothers), Aesop Fable, International News.

Musical Program—"Natoma" (Overture), "Everybody Stomp" (Specialty).

Coliseum Theatre—

Film Numbers—Winds of Chance (First National), Pathe Review, Kinograms, Pathe News. Musical Program—Selections from "The Merry Widow" (Overture).

Columbia Theatre—

Film Numbers—Sporting Life (Universal), Buster's Nose Dive (Comedy), International News.

Musical Program—"Mignon" (Overture), "Why Shouldn't I" (Vocal Novelty), Orchestra Specialty.

Liberty Theatre—

Film Numbers—The Only Thing (Metro-Goldwyn-Mayer), Below Zero (Comedy), International News, Liberty News.

Musical Program—"Aida" (Overture), "When the Sun Goes Down" (Vocal Duet).

Pantages Theatre—

Film Numbers—Shining Adventure (S. R.), Aesop Fable, News.

Musical Program—Vaudeville.

Strand Theatre—

Film Numbers—That Royle Girl (Paramount), Pathe Review, Fox News.

Musical Program—"Charleston" Ballroom Contest.

ST. LOUIS

Missouri Theatre—

Film Numbers—Mannequin (Paramount), Missouri Magazine (Selected).

Musical Program—Orchestral overture, Organ, "lilliputian troupe" (Stage).

Grand Central Theatre—

Film Numbers—The Unguarded Hour (First National) News and Views (Kinogram and Pathe).

Musical Program—Orchestral selections, Jazz revue.

West End Lyric and Capitol Theatres.

Film Numbers—The Plastic Age (S. R.), News and Views (Kinogram and Pathe).

Musical Program—Orchestral and organ selections.

Kings and Rivoli Theatres—

Film Numbers—The Clash of the Wolves (Warner Brothers), Fire Away comedy, News and Views (Selected).

Loew's State Theatre—

Film Numbers—His Secretary (Metro-Goldwyn), News, Views and Tours (Selected).

Musical Program—Orchestral overture, Organ, dance, vocal and music numbers.

HOUSTON

Queen Theatre—

Film Numbers—Sally-Irene-Mary (Metro-Goldwyn-Mayer),

REX BEACH'S AMBROSIA

THE GOOSE WOMAN

Starring JACK PICKFORD and JANE DRESSER

Directed by BENNETT

"I Love You"

HEINZ ROEMHELD

ON THE STAGE

A SENSATIONAL STORY OF LOVE AND ADVENTURE

THE HAWAIIAN HONEYMOON

Produced by M. J. C. L. A. N.

Novelty arrangement featuring Universal's "The Goose Woman." A two column display used by the Ambrosia, Milwaukee.

FOX TERMINAL ALL THIS WEEK

HAVOC

The International Stage Success

A Mighty Drama of War-Torn Women

With GEORGE O'BRIEN and MAJIE BELLAMY

Directed by HOWARD LEE

Also The Married Life of Helen and Warren

ALL ABROAD

GREATER SYNCHRONIZATION

COMING Next Saturday

THE IRON HORSE

Too much emphasis on all elements results in decent on none. Four column display by the Fox Terminal Theatre, Newark N. J., for "Havoc" (Fox).

Houston Chronicle-Queen News (local), News (Pathe).

Musical Program—"Milenberg Joys" (Overture), organ and orchestra.

Isis Theatre—

Film Number—The New Commandment (First National), Our Gang (Pathe), News (International).

Musical Program—"Concert" program (Overture), organ and orchestra.

Majestic Theatre—

Film Numbers—The Ancient Mariner (Fox), Aesop's Fables, News (Pathe).

Musical Program—"Popular selections" (Overture), organ and orchestra. Vaudeville.

Rialto Theatre—

Film Numbers—Where Was I (Universal), Comedy (Educational), News (Fox).

Musical Program—Organ and piano selections.

Capitol Theatre—

Film Numbers—The Masked Dancer (Metro-Goldwyn-Mayer), Amundsen Polar Flight (Pathe), Comedy (Educational), Kinograms.

Musical Program—Sitting on Top of the World (overture), organ and orchestra.

Liberty Theatre—

Film Numbers—Zander The Great (Metro-Goldwyn-Mayer), Comedy (Fox), Review (Pathe).

Musical Program—Organ and piano selections.

KANSAS CITY

Newman Theatre—

Film Numbers—Exchange of Wives (Metro-Goldwyn-Mayer), Marionettes (Asso. Exhibitors), Newman Mirror (Selected), Newman Current Events (Local).

Musical Program—"The Evolution of Dixie" (overture), Dance Specialty (orchestral novelty), Harmony Four (vocal number), (Organ Solos).

Liberty Theatre—

Film Numbers—Lorraine of the Lions (Universal), The Uneasy Three (Pathe), Aesop's Fable,

International News.

Musical Program—"Lustspell" (overture), "Charleston the World Over" (dance and musical novelty), (Organ Solos).

Royal Theatre—

Film Numbers—The Ancient Highway (Paramount), The Goofy Gob (Educational), Amundsen Polar Flight (Pathe), Royal Mirror (Selected), Royal Current Events (Local).

Musical Program—Syncopators, (overture). (Organ Solos).

Mainstreet Theatre—

Film Numbers—We Moderns (First National), Pathe News, Educational Short Subjects.

Musical Program—"Popular Selections" (overture), Organ Solos.

Pantages Theatre—

Film Numbers—Fifty-Fifty (Asso. Exhibitors), Pathe News, Aesop's Fables.

Musical Program—"Atmospheric Selections" (overture), Organ Solos.

WASHINGTON

Metropolitan Theatre—

Film Numbers—The Unguarded Hour (First National), Current Events (Fox), Innocence (Pathe), Maid In Morocco (Educational).

Musical Program—"William Tell" (Overture).

Palace Theatre—

Film Numbers—That Royle Girl (Paramount).

Columbia Theatre—

Film Numbers—Stage Struck (Paramount), Current Events (Universal), Topics of the Day (Pathe).

Rialto Theatre—

Film Numbers—The Fool (Fox), Current Events (Universal).

Musical Program—"Egmont" (Overture).

Strand Theatre—

Film Numbers—Seven Sinners (Warner Brothers).

Earle Theatre—

Film Numbers—Lovers in Quarantine (Paramount).

Wine~red wine~while the earth was split asunder.

FIRST NATIONAL'S SECRET SPECIAL

Exhibitor's Idea Exchange

According to
William Woodin

Manager of the Keystone Theatre, Towanda, Pa., rigid adherence to the motto "He profits most who serves best" has worked out admirably in his case. Woodin has built up a large following and much good will by application of methods of fair dealing and community service—a work in which he has put a lot of hard labor and much thought.

The respect and reputation he enjoys in Towanda for his efforts in behalf of the community, was recently expressed by the columnist of the Towanda Daily Review. In the "Zip Column" of that paper Bill Woodin receives a compliment that any theatre manager would be proud to have written of him. "Zip," who writes in a straightforward manner and in the slang of the day, is widely read and the prominence given to Woodin in this column added its share to the popular esteem in which he is held by the people of his city.

As an indication of what they think of Woodin in Towanda, glance at the following lines taken from the "Zip review":

"Right here in Towanda, Bradford County folks has got a movie picture place what is run and run right. Bill Woodin, the manager is a Progressive, with every letter in the word a capital. He kept at it until he got the Keystone all dolled up, like he wanted it, and then he got busy on gittin good shows. Not all of 'em, cause he couldn't do that. Nobody could, but as good as can be got, them he gits. Take a look at the big city programs and figure out how many of the "Latest" shows they is havin, is comin right along, almost at the same time, right here to Towanda."

According to
R. E. Sutton

Manager of the Strand, Provo, Utah, results exceeded expectations when he took over the responsibilities of distributing the toys which the firemen of the city, according to a regular custom, each year collect for the poor children. Formerly, Mr. Sutton, writes, "these repaired old toys were distributed by municipal organizations. This year, in order to help and incidentally for a little extra publicity, we ran a Fireman's Toy Matinee,—a toy for admission.

"The results were very satisfactory. This theatre seats 400, we had about 600 children, and received probably 1,800 toys, of every description, some worthless but the majority in very good condition.

According to
J. S. O'Connell

Managing director of the Temple theatre, Toledo, the fund of good will toward that theatre was greatly swelled by the offer he made to entertain as guests of the management every crippled boy or girl in Toledo and the inmates of institutions

at performances of "The Ancient Mariner." In addition, the means he took of acquainting the people with this desire on the part of the Temple management—a letter addressed to a large mailing list, was instrumental in building up a large patronage for the engagement of the picture.

O'Connell's letter highly recommended "The Ancient Mariner" as the type of picture which deserved the support of screen patrons and one which would richly reward those who witnessed it as a work of photoplay art and entertainment. He went on to say that it was his desire to have every man, woman and child in Toledo to see the film and asked that the recipient of the letter recommend institutions whose inmates they thought should be entertained as free guests and crippled boys and girls whom they knew. The offer included the proffer of transportation, to and from the theatre, for all such children. The letter therefore, circularized prospective patrons with good propaganda for the production and as well made a humanitarian appeal which is certain to react to the benefit of the Temple theatre and its management.

According to
W. B. Ascough

Of the Victoria Theatre, Mahanoy City, Pa., the exhibitor who lends his support to movements sponsored by local organizations, increases not only his own prestige, but advances the interests of his theatre as well. Mr. Ascough is prominent in the affairs of the Mahanoy City American Legion Post, and at a recent meeting took the platform with a prominent clergyman of the city in urging the need of a public rest room for the town. Mr. Ascough's remarks were headlined in a newspaper report of the meeting and any further publicity connected with the movement is certain to find his name associated with it.

As a special Christmas day celebration, Ascough obtained the services of 200 school children to appear in a "Jack and the Beanstalk" stage number. A feature of the celebration was the distribution of Christmas presents by a Santa Claus at the special Children's matinee given on Saturday December 19. The event was widely publicized in the newspapers. Interest in the Victoria Theatre was greatly increased through this performance, which proved a most profitable expedient for a theatre in a district which is now suffering bad business as a result of the strike of the hard coal miners.

According to
Clyde Klinger

Manager of the Refowich Theatre, Freeland, Pa., his "free suspension admission tickets," offered in co-operation with several local merchants, provide a good way out of a bad situation caused by the strike of the hard coal miners of his district. Every Wednesday evening is "free suspension night" at the Refowich. Tickets are distributed by merchants who tie up with the theatre on the stunt, and are given to adults as well as children. The portion of the expense is borne by the merchants, who carry announcements in a co-operative ad in the local newspaper. The movement is one that will have its beneficial after effects.

According to
Irving Green

Manager of the Fellsway Theatre, Medford, Mass., his bi-monthly program, sent through the mails, is proving its worth as a consistent business-getter for this neighborhood theatre. The program is gotten up in rather novel form. It is an economical method from the standpoint of printing and mailing costs.

The program, which lists the attractions for two weeks in advance, is printed in the form of a folder—about 22 inches long and 8 inches wide. The top of the folder has triangle corners to form a flap like an envelope. The sheet is folded in five sections from bottom to top, and the flap is held in place by a small paper seal. The two upper folds on the reverse side bear the lines: "Important, see inside," printed on the side for the address, and on the rear is the institutional copy, usually the regular house slogan "At the Fellsway—Always the best show in town." The programs are printed on colored stock—green, blue, pink, etc. As printed matter it is mailed under the cent and a half rate per program. A large mailing list is maintained by the Fellsway, and in each program there is a notice requesting people to leave their names and addresses at the box office of the Fellsway if they are not receiving the "Fellsway Flicker," the name which Green has given his house organ.

Lift and Give a Lift

THE ideas which your fellow exhibitors offer on this page are here to be "lifted" in toto or in principle. So help yourself freely to any advice, suggestion or stunt which you think may be useful to you.

At the same time, consider the other fellow; and give a "lift" by sending your own ideas on exploitation, good-will building, lobby decorations, newspaper ads or any other phase of showmanship, so that they may be passed on to other exhibitors through the medium of this "open house" for the free and open discussion of Exhibitor's Ideas.

Short Subjects and Serials

Tennek to Increase Short Subject Output

Tennek Film Corporation has planned a marked increase in short subjects program. With that end in view Kenneth J. Bishop, president of the concern has departed for Los Angeles. Several of the Tennek west coast units are working on the Selig lot, where a series of two-reelers are also being made with the Selig wild animals featured.

In New York City the Fatty Laymon and Charlie Dorety unit is making two-reel comedies at the Estee studio. They have just started on a new story entitled "Hard to Hold," third of their present series. Another New York unit has been organized to start on an additional set of twelve two-reel novelty comedies.

Malcolm MacGregor Signs for Serial

Nat Levine, associated with Sam Bischoff Pictures has signed Malcolm MacGregor for the latter's first serial role. He will appear in the ten episode picture entitled, "The Sky Skidder," which is being produced by Levine. The ten episodes are written around the loves and hates of a police dog. In support of MacGregor will be Louise Lorraine and Thur Fairfax. William J. Craft is directing.



Highlights from "A Snitch in Time" No. 11 of "The Adventures of Mazie," series being distributed by F.B.O.

Educational Makes Big Tieup

Completes Arrangements for Harmonica Playing Contests With All Theatres

WITH the increased popularity of short features, Educational Film Exchanges is doing everything possible to aid the exhibitors booking their product. Many national tieups have been effected in the past but their latest one gives promise of eclipsing all others in popularity and effectiveness.

The Educational advertising and publicity department has just completed an arrangement with M. Hohner, Inc., manufacturers of ninety-five percent of the world output of harmonicas providing for a series of harmonica playing contests, which all theatres booking Educational-Juvenile comedies can take advantage of.

Through the arrangement theatres everywhere are assured cooperation of local musical instrument dealers, schools and newspapers. Hohners are said to have outlets for their product through 250,000 retail stores.

The harmonica contest idea can be carried out on as large a scale as desired, with preliminary contests culminating in a big contest on the stage of the theatre, with street ballyhoos and a parade of the youngsters entered in the contest. All the exhibitor has to do is to notify M. Hohner, 114 East Fourteenth Street, New York City, or his nearest Educational exchange, that he is interested, and the harmonica manufacturers will send along immediately all necessary instructions, material and even worth-while

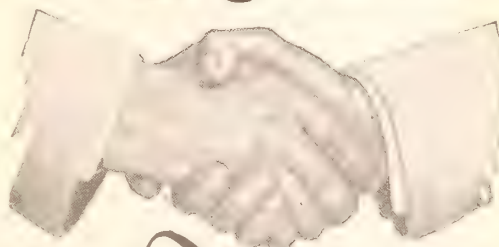
prizes at absolutely no cost to the exhibitor.

Educational is distributing through all its exchanges a broadside giving contest particulars in detail and showing illustrations of the prizes from which selections may be made.



Trio of scenes from "For Sadie's Sake," an Educational release.

20 Years an Exhibitor



The Friendly Hand

Resume of Current News Weeklies

KINOGRAMS NO. 5147: Philadelphia—Mayor Kendrick of Philadelphia ousts Gen. Snedley Butler as chief of police and the Marine fights back; New York—George V. McLaughlin, state banking commissioner, is named as Gotham police commissioner; London—Indians visit London and amuse Englishmen; Provincetown, Mass.—V-2, Uncle Sam's newest type of submarine, undergoes official trials; Paris—French couple take pet lion on air journey; Chicago—Marionette revival is now fine art; Near Kumbum, Thibet—Gene Lamb, KINOGRAMS cameraman, braves death to photograph battle between fierce yaks.

KINOGRAMS NO. 5148: New York—End of the coal strike looms as miners and operators' representatives gather for conference; New York—Young Stribling and his bride visit New York on their honeymoon; Boston—Frozen fishing boats put into port; Lanchow, China—Children help clergymen celebrate missions' birthday in isolated section of China; Rome—Italians see first trotting race on new course; Woodlawn, Va.—Senator Underwood spends leisure moments at his beautiful country home, Woodlawn, one of most historic properties in state; Hialeah, Fla.—Hounds engage in thrilling chase of mechanical rabbit; New York—Chas. Thunberg, world's amateur skating champion, practices for many races in this country; Ormond, Fla.—John D. Rockefeller, world's richest man, plays a round of golf on Christmas day.

KINOGRAMS NO. 5149: New York—James Walker is inaugurated Mayor of New York in impressive ceremony; Philadelphia—Mummers, dressed in fantastic garb, appear in annual New Year's day street dance; Washington—President and Mrs. Coolidge and their son, John, home from college for holidays, walk about White House gardens; Philadelphia—Holland sends 100,000 tons of "briquette anthracite" to help in coal shortage here; Washington—Residents of nation's capital smoke in shadow of Lincoln Memorial; Petaluma, Cal.

Raise 50,000 chickens a day in incubators; Plymouth Notch, Vt.—J. J. Wilder, uncle of President Coolidge, is champion fiddler of Vermont; Kansy Province, China—Gene Lamb, KINOGRAMS cameraman, discovers a river that "runs uphill."

KINOGRAMS NO. 5150: Washington—President and Mrs. Coolidge greet thousands at New Year reception in White House; Boston—Rich merchant distributes hot dogs to hundreds of children; Boston—She swims daily no matter what the weather; Prince Carol of Roumania renounces succession to throne; Philadelphia—Liberty bell rings over radio for all nation to hear; Sante Fe, N. M.—Tesque Indians dance four days to celebrate coming of the new year; Newburgh—Canadian wins U. S. skating championship in thrilling race; Lake Placid, N. Y.—King Winter arrives in Adirondacks and is greeted with ice sports and big night carnival.

PATHE NEWS NO. 2: New York City—Boston College conquers Montreal University on the ice; Boston, Mass.—Zero weather adds tons to burdens of fishing fleet! Washington, D. C.—Mrs. Coolidge spreads holiday cheer among crippled children in hospital! Here and There—Starts on first London-to-Cape Town flight! New York City—Finland's champion skater seeks new honors in U. S.! Denver, Colo.—Sets new world's record in trapshooting! Jersey City, N. J. (Newark only)—Sioux Indians honor Gov.-elect Moore! New York City (New York only)—Select new Police Commissioner for New York City! London, England—Church pulled down in an hour by traction engine and cables! Chamonix, France—King Winter rules supreme—here's the actual proof! Will Armament be Limited?—This vital question holds the world's attention as League of Nations invites U. S. to join Europe in disarmament parley. (1. Whether America will join 55 nations in their effort to end the race of armaments is the problem now receiving the serious consideration of President Coolidge. 2. Working with the President in his important task. Secretary of State Kellogg, who may head the American arms delegation to Geneva. 3. Myron T. Herrick, Ambassador to France, is expected to aid U. S. representatives at the preliminary conference. 4. Sen. Underwood is mentioned as the Democratic leader most likely to be named on arms delegation. 5. This proposed parley recalls the one in 1921, when five leading world powers took the first big step toward disarmament at the naval conference in Washington. 6. Map shows how the world's largest navies were reduced. 7. What will be the amount saved if 55 nations unite in reducing armaments on land, sea and in the air? The Washington conference effected this tremendous saving on navies alone.

PATHE NEWS NO. 3: Toronto, Canada—New sports come with the snow king! In the 'Limelight—Deadlock feared in Taenarica plebiscite! Washington, D. C.—Supreme Court frees Senator of oil indictment; Brussels, Belgium—Cardinal Mercier undergoes operation; Paris, France—Paper hats for milady; Los Angeles, Cal.—Test parachutes on first flight with 200-lb. bags for freight; Coral Gables, Fla.—Star mermaids set new world's records! New York City—New parley seeks to end coal strike; New York City—Cold wave brings ice skaters into their own! Life Aboard His Majesty's Fleet—Pathe News presents exclusive pictures showing how Britain's Jack Tars keep fit on the giant battleships at sea.

PATHE NEWS NO. 4: Lake Placid, N. Y.—Steel runner kings subjects brave frosty weather to rally at night ice pageant; Washington, D. C.—Coolidges greet throng at annual White House reception! Newburgh, N. Y.—Gorman wins Middle Atlantic skating championship; In the 'Limelight—Queen Mother Margherita of Italy dies in her 75th year as a result of influenza attack; Liverpool, England—Princess Mary christens the H. M. S. Rodney; St. Paul, Minn. (Minneapolis only)—Presents plan for farm relief! Rome, Italy (New York only)—American prelate pays Holy Year visit to Rome! Philadelphia, Pa. (Except Phil-

adelphia)—Mummers hail 1926 with colorful pageant! Bucharest, Roumania—Crown Prince Carol renounces throne! Niagara Falls, N. Y.—Winter's cold fails to halt Pathe cameraman's flight over turbulent falls! Coral Gables, Fla. (Atlanta only)—Red Grange and his Chicago Bears win in Florida football debut!

FOX NEWS CONTINUITY, VOL. 7, NO. 27: Mt. Hood, Ore.—American Legion post on winter outing invent a new snow sport, hare and hound chase on skis; Currio, Italy—A traditional ceremony observed by provinces since Middle Ages is the "Feast of Wax Candles;" New York City—George V. McLaughlin is named Commissioner of New York's police force by Mayor Walker; Buffalo, N. Y.—Mayor Schwab formally opens the Hotel DeGink; A Trip on Great Lakes Passenger Steamer—Millions of persons are travelers each year on America's inland ocean; Constantinople—One of the great outposts of American civilization is Robert College; Philadelphia—A holiday in prison; Rockland, Maine—Nation's building boom speeds up the perilous work of lime mining 300 feet below the surface; St. Paul, Minn.—World's smallest motor, made from cross section of a nail, is perfected by Eugene Reinhold, aged 16; Tetuan, Morocco—Oriental pomp attends elevations of new Caliph of Spanish Morocco by Gen. Primo de Rivera; Florida—Olympic girl swimming champs, Misses Heany, McGary and Geraghty, go South for winter dip; Cascade Range—Heavy rainfall of early winter turns Oregon's many mountain streams into foaming cataracts.

FOX NEWS CONTINUITY, VOL. 7, NO. 28: Jack Frost Begins His Reign in Eastern U. S.—In Washington, skaters throng beautiful Lagoon near Lincoln Memorial; New York City—James J. Walker takes oath as new Mayor; Cochise, Arizona—First motion pictures of Chiricahua rock forest, created a national park by President Coolidge; Liverpool—Princess Mary launches H. M. S. Rodney, Philadelphia—To mark 150 years of freedom, the Declaration of Independence is again signed; Salzburg, Austria—This city boasts the most luxurious bathing pond for horses; Washington, D. C.—The Coolidge family has reunion when their son John comes home from college; Pt. Judith, R. I.—U. S. lighthouse service replaces one of world's tallest buoys to aid ships in a dangerous sea lane; El Paso, Texas—A familiar sight in this city is Charlie Stewart, 3 years old, riding his bicycle to kindergarten; Miami, Fla.—Beach sports attract a great throng of bathers from sunrise till dark.

INTERNATIONAL NEWS NO. 1: Off Titusville, Florida—Pelicans exiled by real estate boom; New York City (Laugh Month Special)—Intimate close-ups of famous fun-makers; Santa Monica, Cal. (Omit Indianapolis)—Find new thrills flying upside down; New York City (New York City only)—New head of police for New York City; Portland, Ind. (Indianapolis only)—Two injured when flames sweep business district causing \$500,000 loss; Los Angeles, Cal.—Dental science comes to the aid of leonard queen of the Selig Zoo; Manchester, N. H.—With the temperature at zero minus the Brownies open their their swimming season; Concord, Mass. (Boston only)—Miss Clara Enebuke trains her champion huskies for new laurels in the forthcoming dog derbies; Boston, Mass.—Bitter cold spell sheathes ships in ice; Shanghai, China—Shanghai turns to the God of Jazz.

INTERNATIONAL NEWS NO. 2: Washington, D. C.—Year of prosperity begins for America; Lake Placid, New York—Yale team beaten in swift hockey match; Croton, New York—Winter's magic cloak transforms huge dam; Shenandoah, Pa.—Coal strike near end as children hunger; New York City—James J. Walker takes oath as new Mayor of New York before his long-time friend, Justice Wagner; New York City—Miss Jeanette Gilmore believes in getting plenty of fresh air while rehearsing for the stage; Hollywood, Cal.—Here's a mysterious chum we'd like to introduce but who is he? Washington, D. C.—Young John Coolidge spends the holiday with his folks at the White House; Boston, Mass.—Colonial lads and lassies return to Beacon Hill for an informal call upon Gov. Fuller; Off the Coast of France—Relief expeditions brave perils of stormy seas to help lighthouse keepers.



Highlights from "Lickety Split," an Educational comedy release.

Stern Brothers Announce Four Comedies

Stern Brothers, producers of Buster Brown and other comedies for release through Universal, have four regular releases for the month of January, but have decided to augment the program for Laugh Month by other pre-release showings.

The four regular releases are "Buster's Bust-Up," "A Honeymoon Squabble," starring Edna Marian; "Her Lucky Leap," starring Wanda Wiley, and "Helpful Al," featuring Al Alt.

"Buster's Bust-Up," fifth of the Buster Brown series, was directed by Gus Meins and features Arthur Trimble as Buster, Dorothy Turner as Mary Jane and Pete, the dog, as Tige.

"A Honeymoon Squabble" is Edna Marian's first comedy for 1926. It was directed by William Watson and has in the supporting cast Jack Singleton, Victor Rottman and Valerie Lavella.

Wanda Wiley's first 1926 comedy, "Her Lucky Leap," was directed by Edward I. Luddy. Whitney Raymond plays the chief supporting role. "Helpful Al," the Al Alt vehicle, was directed by Charles Lamont and has in the cast Charles King, Lilian Worth, Tony Hayes and Ouida Hill.

The pre-release pictures offered for Laugh Month include two-reel comedies as far ahead as the April releases. Among them are three more Buster Browns, several with Wanda Wiley and Edna Marian, and an assortment of other two-reelers.



Some of the comedy action in "Hot Cakes for Two," among the newest of the Pathe releases.

Many Subjects on Pathe List

Alice Day, Clyde Cook Featured in Comedies for Third Laugh Month Week

A MACK SENNETT comedy featuring Alice Day, and a Hal Roach comedy featuring Clyde Cook top the list of Pathe short subject releases for the third week of Laugh Month there are the usual other features, including one-reelers, a chapter of the Pathe serial, "The Green Archer," Topics of the Day and Pathe Review.

The Clyde Cook comedy is titled, "What's the World Coming To." Katherine Grant is the wife, while others in the cast are Martha Sleeper, Laura De Cardi and Jimmie Finlayson. Richard Wallace directed.

"Hot Cakes for Two" is the Alice Day two-reeler. She is supported by George A. Beranger, Marvin Lobach and Joseph Young. Alf Goulding directed. "Don't Butt In" is the Roach single reel contribution with Paul Parrott featured.

"Bellamy Baita a Trap" is the title of the seventh chapter of the serial, "The Green Archer," in which Allene Ray and Walter Miller are the featured players. In the supporting cast are Frank Lackteen, Burr McIntosh and Walter P. Lewis. Spencer Bennet directed.

Pathe Review No. 3 features another installment of the polar experiences of Knud Rassmussen in crossing Arctic America amid endless ice wastes. Other subjects of this issue are "Makers of Men," showing how West Point prepares America's military manhood for the nation's defense; and "The Sea Rover," a study of seagulls in Pathecolor.

"Lighter Than Air" is one of Paul Terry's animated cartoons of the "Aesop's Film Fables" series. "Topics of the Day" contains special "Laugh Month" features in addition to the usual selection of fun, clipped from the press of the world.

Two issues of Pathe News, the pioneer newsfilm, complete the Pathe release schedule for the week of January 17th.

Alice Day Completes New Sennett Comedy

One comedy has been completed and a number of others started for Pathe release. Alice Day has finished a two-reel comedy vehicle under the direction of Eddie Cline. The supporting cast includes Danny O'Shea, Ruth Taylor, Joe Young, Eddie Quillan and Sunshine Hart.

Del Lord has started directing a Sennett comedy with a cast that includes Billy Bevan, Madeline Hurlock, Vernon Dent and Andy Clyde, and Gil Pratt is directing Raymond McKee and Ruth Hiatt in a new Smith Family comedy. Mary Ann Jackson, Sunshine Hart and "Cap," the canine, are in the cast.

Ralph Graves has started a two-reeler under the direction of Lloyd Bacon. The star is supported by Thelma Parr and Marvin Lobach.



Scenes from the Mack Sennett two-reeler distributed by Pathe titled "Wide Open Faces."

"KO-KO STEPS OUT"

Out Of Inkwell Cartoon Plays

N. Y. STRAND

this week

729 7th Ave.

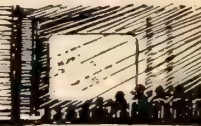


N. Y. C.

Edwin Miles Fadman, Pres.



Pre-release Reviews of Features



Womanhandled

(Paramount—6765 Feet)

(Reviewed by George T. Pardy)

THIS vivacious comedy, based on the contrast between what the West really is and what many admirers of blood-and-thunder Western pictures fondly suppose it to be, registers a laughing triumph for Richard Dix and his director, Gregory La Cava, with much credit also due the star's associate players for excellent support by all hands. One naturally sympathizes under cover of a grin with hero Bill Dana when he pushes for Texas filled with stern determination to do great deeds of daring in the traditional "wide open spaces," only to find gunplay a thing of the past, cowboys riding in flivvers, tennis courts and golf courses in view, houses equipped with modern improvements and nary a red-skin or "bad man" in sight. Bill's endeavors to fake all this stuff for his Eastern sweetheart's edification, and the complications that follow are continuous food for mirth, with a real thrill climax of stampeding cattle and a rescue of Molly to wind up matters nicely.

THEME. Western comedy. Bill Dana goes to Texas, finds country tame, fakes Wild West atmosphere to please visiting sweetheart, deception fails, but he wins her.

PRODUCTION HIGHLIGHTS. Smooth fast action, good continuity, clever acting by principals and support.

EXPLOITATION ANGLES. Bill as Richard Dix's best comedy up-to-date. Feature chorus girls' visit to ranch, play up contrast between real and imaginary West.

DRAWING POWER. Sure-fire comedy hit, good for any house.

SUMMARY. Unique comedy, showing actual western ranch atmosphere as opposed to fanciful ideas of Wild West as some suppose it to be. Snappy, bright, amusing.

THE CAST

Bill Dana.....	Richard Dix
Molly.....	Esther Ralston
Aunt Abby.....	Cora Williams
Gwen.....	Olive Tell
The Kid.....	Eli Nadel
Uncle Les.....	Edmund Breese

Author, Arthur Stringer. Director, Gregory La Cava. Photographed by Edward Cronjager.

SYNOPSIS. Spurred by sweetheart Molly's admiration for Western heroes, Bill Dana goes to Texas. He finds the West tamed, the cowboys preferring flivvers to horses and gunplay abolished. Learning that Molly is coming, he provides fake Indians, teaches the cowboys to ride, but she sees through the phoney Bad Lands' settings. They quarrel, Molly is caught in a cattle stampede and rescued by Bill, who thus proves his courage and wins her.



Richard Dix, star of the Paramount production "Womanhandled."

Womanhandled (Paramount) PRESS NOTICE

RICHARD DIX in his latest screen success, "Womanhandled," will be the big film attraction at the _____ Theatre on _____. This is a screamingly funny comedy in which Dix plays the part of Bill Dana, who goes West hoping to become a hero of the open spaces, such as his sweetheart Molly admires. But he finds the ranch full of modern improvements, the cowboys riding in flivvers, no gunplay, everything tame. Anticipating Molly's arrival he frames a Wild West setting with phoney Indians, etc., but Molly detects the imposition.

However, as he really saves her life in a genuine cattle stampede, she accepts him after all.

CATCH LINES

A speedy story of love, laughs and ladies, a comedy of New York and the great open spaces where men are womanhandled, with Richard Dix a squire of dames whom the girls couldn't forget!

Hands Up

(Paramount—5883 Feet)

(Reviewed by William Campbell)

THAT much sought after "something new under the screen sun," is again supplied by his high-hat highness, Raymond Griffith, who comes forward with a 100 percent. silly, but nevertheless laughable, concoction built especially for him by Reginald Morris. Yes, this is hokum, but the Griffith fans will like it. The plot deals with efforts of the Union and the Confederate forces to grab a gold mine discovered for Lincoln by Pinkerton. Griffith is the Southern spy who tries to get the gold for his side and his efforts to do so furnish many amusing situations. Some of the highlights include Griffith's love-making to his two future wives as his stage coach is shot full of arrow holes, and which he believes to be stings of a bee; the sequence in which he plays African golf with the Indian chief; the blowing up of the mine disclosing a richer vein of gold; the attempt of the Union soldiers to shoot Griffith, and his escape, the near hanging and the efforts of Raymond to get away with the load of gold.

THEME. Comedy. Struggle for gold mine by North and South in Civil War. Hero about to get it when the war ends, but it continues for him as he weds two girls.

PRODUCTION HIGHLIGHTS. Griffith's fun making. Stage coach scenes. Indian captive. Crap shooting with chief, mine explosion, hanging episode.

EXPLOITATION ANGLES. Play up Raymond Griffith and Mack Swain. Put over high hat and evening dress store window display with photos of Griffith.

DRAWING POWER. Suitable for any house, because it will make 'em laugh.

SUMMARY. Pure nonsense—but it's the kind your patrons like. A novel plot, many laughs, a good cast. Well mounted, fairly well directed and something different.

THE CAST

Confederate Spy.....	Raymond Griffith
The Girl He Loves.....	Marion Nixon
Other Girl He Loves.....	Virginia Lee Corbin
Mine-Owner.....	Mack Swain
Union General.....	Montague Love
Abraham Lincoln.....	George Billings
Sitting Bull.....	Noble Johnson
Brigham Young.....	Charles K. French

Author, Reginald Morris. Director, Clarence Badger. Photographed by H. Kinley Martin.

SYNOPSIS. During the Civil War, officer Griffith is sent by Confederacy to secure a gold mine. He is caught and about to be hanged, when he is saved by the daughters of the mine owner. He then grabs two guns and successfully holds up the gang when the war is declared at an end. Then he follows Brigham Young's example and starts for Salt Lake City to marry both the daughters.



Raymond Griffith, who has the star role in "Hands Up," produced by Paramount

Hands Up (Paramount) PRESS NOTICE

FOLKS seeking a sure cure for that tired feeling and the blues will find it at the _____ Theatre, commencing _____, when Manager _____ will present Raymond Griffith in his latest comedy, "Hands Up," a "different" kind of story especially written for the star by Reginald Morris. In this fun frolic, the high hat laughmaker is seen as a Confederate spy who tries to keep a load of gold from reaching the Union army. His adventures in the wild and woolly west as he tries to accomplish his mission furnish one long laugh.

Griffith is supported by an excellent cast, including Marion Nixon and Virginia Lee Corbin, Montague Love, George Billings and others.

CATCH LINES

Ray and his high hat have hit home again with another hilarious comedy laid in the days of '63, Lincoln and Robert E. Lee. A spectacular comedy of Civil War days. It's a scream!

Ben-Hur

(Metro-Goldwyn-Mayer—12000 Feet)

(Reviewed by George T. Pardy)

AT LAST the long-looked-for "Ben Hur," whose regal magnificence, poetic touches, compelling atmosphere and marvelously executed thrill episodes testify eloquently to the rare ability of Director Fred Niblo. A stupendous spectacle! Wonderfully impressive the Nativity opening sequence, the symbolism of the guiding star, Betty Bronson as a spiritually beautiful Madonna! And how describe the crashing melodramatic surge of the great sea-fight, the galley slaves' tragedy; the furious chariot race, madly dashing steeds, hurtling human bodies, flashing steel, sweeping to a nerve-shaking climax? Perfect camera technique, uniformly fine acting by the gigantic cast, with outstanding performances by Ramon Novarro, Francis X. Bushman, Miss Bronson, May McAvoy, Carmel Myers, Nigel de Brulier, Winter Hall. The poignant romance between the heroic Hebrew youth and Esther is partially overshadowed by the film's tremendous spectacular appeal, but no doubt can exist as to its triumphant entertaining value.

THEME. A tale of the Nativity, scriptural and historical atmosphere, romance between Jewish hero and maiden, and former's victory over conspiring Roman foe.

PRODUCTION HIGHLIGHTS. Feature's photographic beauty, wonderful settings, superb direction and atmosphere, spectacular lure, love interest, splendid acting.

EXPLOITATION ANGLES. Bill as one of greatest screen spectacles. Tie-up with book stores on the novel. Feature principals, sea-fight, chariot race.

DRAWING POWER. Should do big business anywhere.

SUMMARY. A picture of awe-inspiring spectacular appeal. Unsurpassed for beauty of settings, atmosphere, breathless suspense. Leaves original stage production hopelessly behind in point of thrilling detail and gorgeous coloring.

THE CAST

Ben Hur.....	Ramon Novarro
Messala.....	Francis X. Bushman
Esther.....	May McAvoy
Iras.....	Carmel Myers
Simonides.....	Nigel de Brulier
Madonna.....	Betty Bronson
Joseph.....	Winter Hall
Sheik Ilderim.....	Mitchell Lewis
Amrah.....	Dale Fuller

Author, General Lew Wallace. Director, Fred Niblo. Photographers, Rene Guessart, Karl Struss, Percy Hilburn, Clyde De Vinna.

SYNOPSIS. In Jerusalem during Herod's reign, Ben Hur, son of a wealthy Jew, and Messala, a Roman, are boyhood friends, but separate later on account of racial differences. Through Messala's treachery Ben Hur serves three years in the galleys. He falls in love with Esther, daughter of Simonides. In a great chariot race at Antioch he wins, despite foul play by Messala. He escapes a plot by Messala against his life and weds Esther.



Ramon Novarro, star of "Ben-Hur," a Metro-Goldwyn-Mayer production.

Ben Hur (Metro-Goldwyn-Mayer)

PRESS NOTICE

THE most marvelous screen spectacle of the season, "Ben Hur," an adaptation of the world-famous novel by General Lew Wallace, which scored international success as a stage play, will be given its local premiere at the Theatre on

This romance of a Jewish lad and maiden in the days of the Christ, passes through the Crucifixion period, and relates the tale of the hero's struggle with and triumph over a relentless Roman foe. In point of soul-stirring thrills, color and magnificent photography, no film has ever equalled this production.

Ramon Novarro fills the hero role. Francis X. Bushman appears as his Roman enemy. May McAvoy, Betty Bronson, Carmel Myers and others are in support.

CATCH LINES

Watch for the great sea-fight, the drowning galley slaves, the crashing craft, and awful pomp of battle!

Infatuation

(First National—Seven Reels)

(Reviewed by Frank Elliott)

"CAESAR'S Wife," W. Somerset Maugham's play, from which this offering is adapted, may have been a success behind the footlights, but in its screen form, we have a very tame affair, in short a picture lacking punch. The plot is a rather hackneyed one. Perhaps you have heard of the girl who marries the well known busy man with the result that the young wife looks elsewhere for attentions. That's what you have here, only the locale is switched from London to Cairo. The settings are beautiful, Corinne Griffith wears some stunning gowns and the supporting cast does fairly well with the material at hand. But the picture by no means is up to the standard of Miss Griffith's recent releases. There is some drama in the scene in which the young wife confesses to her husband that she loves another and a bit more where she saves his life from an assassin's bullet. Percy Marmont is convincing as the busy diplomat, while Malcolm MacGregor is acceptable as "the other man."

THEME. Society romantic drama, young wife, neglected by husband seeks secretary's attentions, finds in the end she loves husband.

PRODUCTION HIGHLIGHTS. Love scenes between Miss Griffith and Mr. MacGregor. Artistic settings. Lady Little's confession. The climax. Egyptian atmosphere.

EXPLOITATION ANGLES. Boost Corinne Griffith. Put over window display with photos of star. Book tie-up. Dress lobby in Oriental style. Have prologue featuring Egyptian dancing.

DRAWING POWER. Popularity of star makes this suitable for larger houses, community theatres, towns.

SUMMARY. This starring vehicle of the charming Corinne is a let down from former releases, but you have the popularity of the star with which to sell it to the public. Plot is hackneyed but picture has been well mounted.

THE CAST

Violet Bancroft.....	Corinne Griffith
Sir Arthur Little.....	Percy Marmont
Ronald Parry.....	Malcolm MacGregor
Osman Pasha.....	Warner Oland
Mrs. Pritchard.....	Martha Mattox
Lady Beatrice.....	Clarissa Selwynne
Kheive.....	Howard Davies

Adapted from W. Somerset Maugham's play, "Caesar's Wife." Directed by Irving Cummings.

SYNOPSIS. Neglected by her husband, Sir Arthur Little, Violet, seeks the company of Ronald Parry, Sir Arthur's secretary. The two fall in love. Parry's sister, sensing the romance, arranges to have Ronald transferred to Paris. However Ronald remains. Indications are that Sir Arthur has forever lost his wife's love. Then she hears of a plan to assassinate Sir Arthur. She suddenly realizes that she really loves her husband. She saves his life. A reconciliation follows.



Corinne Griffith, star of "Infatuation," a First National release.

Infatuation (First National)

PRESS NOTICE

CORINNE GRIFFITH, one of the screen's most beautiful stars, comes to the ——— commencing in her newest production, "Infatuation," adapted from the widely read novel, "Caesar's Wife," by W. Somerset Maugham, and which in its stage form enjoyed a long run on Broadway. The locale of the story is London and Egypt and deals with the romance of a young wife, wed to the British commissioner in Cairo and who neglects her with the result that she accepts the attentions of her husband's secretary. In the end there is a reconciliation. Miss Griffith is at her best in the lead and she is given excellent support by Percy Marmont.

CATCH LINES

The amazing drama of a woman who sought the path to happiness between love for her husband and infatuation for another man. Women never know if it's love or—just infatuation!

Soul Mates

(Metro-Goldwyn-Mayer—6000 Feet)

(Reviewed by George T. Pardy)

THE fact that this film is derived from an Elinor Glyn novel naturally leads one to expect a preponderance of lurid sex appeal, but it happens that the fervid passion element is completely "out" in the present instance. Instead we are presented with a distinctly high-class comedy balanced by a few dramatic moments, English society backgrounds and a love romance wherein the heroine first thinks she loves young Lord Tancred, experiences a change of mind in that respect, marries him under compulsion with a bull-doing uncle's demand, gives hubby an awful razzing, but is finally tamed to a point where she admits she loves the chap after all. Taken on the whole it's an entertaining picture handsomely mounted, well directed and likely to prove a good box office asset. Edmund Lowe is nattily-alluring as the immaculately dressed Lord Tancred, Aileen Pringle bangs the emotional chords a bit too heavily for such a light role, but is attractive, the support is adequate and photography pleasing.

THEME. Comedy. British society atmosphere. Millionnaire forces niece to wed nobleman whom she imagines merely wants money, discovers her error, is content.

PRODUCTION HIGHLIGHTS. Elaborate settings, good direction. Scene where Velma first meets lover. Wedding and complications. The lively finish.

EXPLOITATION ANGLES. Feature Aileen Pringle, Edmund Lowe, and author; don't boost as a typical Glyn yarn. Tell 'em it's a merry comedy with high society polish.

DRAWING POWER. Author's name and cast have pull. Should win in average house.

SUMMARY. English society comedy, offers amusing love story, although an Elinor Glyn tale, there is no sex stuff in evidence. Good atmosphere, fine settings, acting and direction O. K. Will please fans in general.

THE CAST

Velma	Aileen Pringle
Lord Tancred.....	Edmund Lowe
Markrute	Phillips Smalley
Velma's Brother.....	Antonio D'Algy
Tancred's Mother.....	Edythe Chapman
Dolly	Katherine Bennett
Stevens	Lucien Littlefield

Author, Elinor Glyn. Director, Jack Conway. Photographed by Oliver Marsh.

SYNOPSIS. Markrute, millionaire, wants to marry his niece Velma to Lord Tancred, on whose estate he holds a mortgage. Velma refuses, but becomes acquainted and in love with Tancred without knowing who he is. Discovering his identity, she repulses him, but yields to her uncle's insistence and weds him, refusing, however, to be his wife in reality. Tancred raises money, pays Markrute and tells Velma he wants a divorce. She realizes her mistake and they are reconciled.



Aileen Pringle, who appears in the Metro-Goldwyn-Mayer production "Soul Mates."

Soul Mates (Metro-Goldwyn) PRESS NOTICE

CHARMING Aileen Pringle and that sterling actor, Edmund Lowe, are the leading players in the latest adaptation of an Elinor Glyn novel to reach the screen; the attraction being "Soul Mates," listed to make its initial local debut at the Theatre on _____. This is a bright, snappy comedy drama of British society life, sumptuously staged, beautifully photographed; in which the heroine first falls in love with, then repulses a nobleman, weds him under protest, and finally discovers that she loves him after all.

A picture alive with heart interest and sparkling humor, offering a brilliant supporting cast, Phillips Smalley, Edythe Chapman, and Lucien Littlefield.

CATCH LINES

She first loved, then despised, then married him. But the wedding was a mockery, for she intended to be his wife in name only, and told him so. Guess what happened to these "Soul Mates?"

The Gilded Butterfly

(Fox—6200 Feet)

(Reviewed by George T. Pardy)

A GOOD audience picture, has well sustained suspense, no small degree of heart interest, is elaborately mounted, well directed and presented by a thoroughly capable cast. Some critical souls may point out that a girl as smart as the heroine seems to be in other respects, would earlier have tumbled to the fact that her esteemed papa lived by his wits and was a sponger par excellence; also that she could have detected the designs of the debonair Mr. Converse right off the jump. But Linda just had to be that way or there wouldn't have been any story. A somewhat unusual twist is given matters by having the chap who is dogging Linda with evil intent, relent at the last and resign her to the man she loves. The heroine gets a lot of sympathy in her varied troubles, Alma Rubens looking very alluring and helpless in the role, while Bert Lytell makes a good impression as the frank young American officer. Huntly Gordon scores as the villain, who isn't so hopelessly villainous after all. Photography is O. K.

THEME. Drama, society atmosphere. Left penniless, girl is advanced money by designing suitor, goes abroad, gets broke, weds American officer.

PRODUCTION HIGHLIGHTS. Handsome settings, pleasing photography, sympathetic appeal. Train wreck, scene where Linda escapes during auto collision. Climax.

EXPLOITATION ANGLES. Boost as heart appeal drama with society backgrounds and butterfly type of heroine. Stress human interest touches. Feature principals.

DRAWING POWER. A good card for neighborhood theatres and towns.

SUMMARY. Has audience pull, heroine's troubles win her spectators' pity. Society atmosphere and good acting by Alma Rubens and Bert Lytell will please fan majority. Puts over some telling dramatic punches, is well directed.

THE CAST

Linda Haverhill.....	Alma Rubens
Brian Anestry.....	Bert Lytell
John Converse.....	Huntly Gordon
Jim Haverhill.....	Frank Keenan
Courtney Roth.....	Herbert Rawlinson
Mrs. Ralston.....	Vera Lewis
Mr. Ralston.....	Arthur Hoyt
Colored Maid.....	Carolynne Snowden

Author, Evelyn Campbell. Director, John Griffith Wray.

SYNOPSIS. Linda Haverhill, left penniless, is advanced money by Converse, who desires her. She goes broke, falls in love with Captain Brian Anestry of the U. S. army. Converse arouses Brian's suspicions. Linda burns her gowns to obtain insurance and is arrested. Enroute to prison with a detective, their taxi is wrecked by colliding with a patrol wagon. The detective, fatally injured, identifies a dead woman as his prisoner. Linda escapes. Converse relents. Brian and Linda are united.



Bert Lytell, appearing in "The Gilded Butterfly," a Fox production.

The Gilded Butterfly (Fox) PRESS NOTICE

"THE GILDED BUTTERFLY," a fascinating society drama, replete with heart interest and suspense, will be the main screen attraction at the _____ Theatre on _____.

Alma Rubens and Bert Lytell fill the leading roles. Miss Rubens gives a fine performance in the role of Linda, a penniless girl, who engages in a losing fight with the world after her father's death, is hounded by an unworthy suitor, but saved at the last by the love of a young American Army officer.

The supporting cast includes Huntly Gordon, Frank Keenan, Herbert Rawlinson, Vera Lewis, Carolynne Snowden and Arthur Hoyt, and other favorites.

CATCH LINES

An expose of social parasites and their methods, a loving, trustful light-hearted girl turned into a cynical grasping woman; a gripping drama of society which teaches the folly of following the crowd in life's game!

The American Venus

(Paramount—7931 Feet)

(Reviewed by Frank Elliott)

FOLLOWING in the trail of an avalanche of publicity on the famous Atlantic City beauty tournament, comes this feature built around this annual event that glorifies the American girl. Paramount has gone the limit as far as lavish scenic investiture, gorgeous costuming and Technicolor photography is concerned. There is evidence in every scene that the money bags were turned upside down in staging this phantasmagorical review of bathing beauties and mannequins. There is a story, of course, but the least said about it the better. It is just a light, airy plot used as an excuse for introducing the various events of the beauty contest and there is little footage wasted in getting the observer to Atlantic City. Here in beautiful natural color the beauties of the nation pass in review, take part in divers parades a la bathing suit, pose in gorgeous fashions and line up for the verdict of the judges. Miss Fay Lanphier, winner of the 1925 event, is seen in a minor role, but to Esther Ralston goes the beauty honors.

THEME. Comedy melodrama. Shows efforts of small town publicity man to boost sweetheart as American Venus.

PRODUCTION HIGHLIGHTS. The technicolor scenes of the various events of the Atlantic City beauty pageant. The style tableaux. The auto-motorcycle race.

EXPLOITATION ANGLES. Put over local beauty contest in co-operation with newspaper and merchants. Play up Fay Lanphier, "Miss America" of 1925. Take advantage of the six national tie-ups arranged by Paramount.

DRAWING POWER. With exploitation should do business in any house.

SUMMARY. One of the novelties of the new year, has unlimited exploitation possibilities. Lavishly staged with many scenes in natural color and with much to appeal to both sexes, this one should be a box office winner.

THE CAST

Mary Gray.....	Esther Ralston
Chip Armstrong.....	Lawrence Gray
Hugo Niles.....	Ford Sterling
Miss California.....	Fay Lanphier
Miss Bayport.....	Louise Brooks
Mrs. Niles.....	Edna May Oliver
King Neptune.....	Ernest Torrence
Neptune's Son.....	Doug Fairbanks, Jr.

Author, Townsend Martin. Scenario by Frederick Stowers. Directed by Frank Tuttle. Photographed by J. Roy Hunt.

SYNOPSIS. Rebuked for attending a dance with Chip Armstrong, publicity director, Mary Gray breaks her engagement to Horace Niles. When New York artists urge towns to hold beauty contests and to send winners to Atlantic City, Chip urges Mary to enter. Niles tries to ruin Mary's chances by wiring her to return because her father is injured. She does, but Chip gets her back. They are too late, but the winner indorses Gray cream and Chip wins Mary.

The American Venus (Paramount) PRESS NOTICE

"THE AMERICAN VENUS," which glorifies the beauties of Uncle Sam's domain beyond the fondest dreams of "Flo" Ziegfeld, comes to the Theatre, commencing ———. Against lavishly mounted background this photo-spectacle tells of the search for a modern American Venus with the romance between one of the contestants and her home town sweetheart and manager interwoven in refreshing manner. The climax of the production arrives in the scenes showing the various events of the great Atlantic City beauty pageant. In the all-star cast are Esther Ralston, Lawrence Gray, Ford Sterling and Fay Lanphier, who was crowned "Miss America," at the 1925 beauty contest.

CATCH LINES

The eye has never looked upon such a galaxy of gorgeous girls and gowns. Story of the perfect American beauty. A magnificent comedy melodrama built around a nation-wide search for the most beautiful girl!



Esther Ralston, featured in "The American Venus," a Paramount release.

The Yankee Senor

(Fox—Five Reels)

(Reviewed by William Campbell)

TECHNICOLOR shots of a Mexican fiesta, the tying of the hero on the back of a wild horse and his rescue by Tony, and an honest-to-goodness fight between the star and three burly bandits, are the highlights of this newest Tom Mix offering. The picture, however, is a decided let-down for the star, who has a very tame role in this instance and a hackneyed plot in addition. However, Tom Mix has a large following and they may overlook the weaknesses of this vehicle as long as Tom gets an opportunity to display his horsemanship now and then and to use his fists with machine gun effectiveness in the climax. Tom is supported by a very good cast, Olive Borden being especially charming as Manuelita. Francis McDonald is an adequate heavy and Margaret Livingston does her stuff to perfection as the vamp. The natural color scheme in the fiesta sequence in which Tom and Miss Livingston as well as the others dance, is really beautiful.

THEME. A romantic drama in which an American civil engineer rids Mexico of a bandit gang and wins an estate and a senorita for himself.

PRODUCTION HIGHLIGHTS. Holdup of the railroad shack by bandits and Tony's escape after hiding the payroll. Sequence in which Tom is tied to back of a horse and given a wild ride. The rescue by Tony. Fiesta scenes.

EXPLOITATION ANGLES. Boost Tom Mix. Put on Spanish dance prologue. Book-store window display on the novel.

DRAWING POWER. Star's popularity may bring them in at houses catering to Mix fans.

SUMMARY. Not the best thing Mix has done, but may get by because of its natural color feature, good fights and acting by Tony, the wonder horse. Plot follows the usual Mexican formula.

THE CAST

Paul Wharton.....	Tom Mix
Manuelita.....	Olive Borden
Luke Martin.....	Tom Kennedy
Juan Gutierrez.....	Francis McDonald
Flora.....	Margaret Livingston
Don Fernando.....	Alec B. Francis
Doris Mayne.....	Kathryn Hill

From novel "Conquistador," by Katharine Fullerton Gerould. Director, Emmett Flynn. Photographed by Daniel Clark.

SYNOPSIS. Paul Wharton receives letter informing him he is heir to Don Fernando. Juan, a nephew, but in reality leader of bandit gang, fails in an attempt to kill Wharton by tying him on back of wild horse. Juan attempts to compromise him with his fiancée and succeeds. Juan then lures Paul to lonely hut, but Paul cleans up trio of bandits. Paul then weds Manuelita, daughter of the Don.



Tom Mix, star of the Fox production, "The Yankee Senor."

The Yankee Senor (Fox) PRESS NOTICE

TOM MIX and his wonder horse, Tony, will grace the ——— screen, commencing ——— in "The Yankee Senor," a colorful story of Old Mexico which gives the star ample opportunity to put over some of his inimitable stunts, real fights and wonderful horsemanship.

An excellent supporting cast is seen, including Olive Borden, Margaret Livingston, Alec B. Francis, Tom Kennedy, Francis McDonald Kathryn Hill and others. The story moves swiftly from beginning to end. The scene in which Tom is rescued from the back of a wild horse by Tony, the fight between Tom and a trio of bandits and sequence in which Flora attempts to compromise the hero are a few of the attention-compelling moments.

CATCH LINES

A drama of conflict and romance in old Mexico, based on the novel, "Conquistador," by Katharine Fullerton Gerould; featuring a fiesta in technicolor.

Accused

(Independent Films—5000 Feet)

(Reviewed by George T. Pardy)

THE plot of this picture resembles that of a serial of the old-time brand, consisting as it does of a medley of loosely-strung but undeniably sensational episodes, with thugs, lovers, police, spurious and real fathers swinging around the underworld circle at a feverishly fast gait. The resultant complications are bewildering and the continuity is joyously tangled, but the melodramatic bombs explode furiously enough to satisfy the most ardent searchers after exciting film seances and patrons of the daily change and smaller houses will no doubt pronounce it all bully entertainment. Dorothy Drew and Charles Delaney figure in the leading roles of Helen and Steve Randall, both giving high-speed, gingery performances, with Sheldon Lewis, Miss DuPont, Spottiswood Aitken, Charles Gerrard and Eric Mayne rendering adequate support. The scene where the lovers are trapped in the flooded underground crook den puts over the big punch thrill in realistic style and the photography throughout is pleasing.

THEME. Melodrama. Cyrus Braidwood's supposed daughter finds real father is a crook, goes safely through underworld adventures, weds wealthy lover.

PRODUCTION HIGHLIGHTS. Meeting of lovers, where each imagines other is a crook. Escape from flooded underground den. Sustained fast action, melo punches.

EXPLOITATION ANGLES. Bill as melodrama crammed with sensational scenes, play up love romance. Feature Dorothy Drew, Sheldon Lewis, Charles Delaney.

DRAWING POWER. Not for critical audiences. O.K. for smaller houses.

SUMMARY. Melodrama with plenty of hectic action and numerous exciting complications. Has underworld atmosphere, confused plot, but shoots thrills across in slam-bang fashion. Should please fans who want highly-spiced sensational stuff.

THE CAST

Helen	Dorothy Drew
Steve Randall	Charles Delaney
Lait Rodman	Charles Gerrard
Cyrus Braidwood	Eric Mayne
Rose Bailey	Miss Du Pont
Bull McLeod	Sheldon Lewis
Eagle Eye	Spottiswood Aitken

Author, Roy Briant. Director, Dell Henderson.

SYNOPSIS. Helen, reared as Braidwood's daughter, discovers her real father is Rodman, over whom Braidwood holds a confession of complicity in the death of his wife. Rodman obtains possession of the incriminating document. Helen secretly enters Rodman's apartment in search of the vanished paper, encounters Steve Randall, wealthy young bachelor. Each takes the other for a crook. They are trapped in thieves' underground den which is flooded and barely escape. Matters are finally adjusted and they agree to wed.



Dorothy Drew, who appears in Independent Film Corporation's "Accused."

Accused (Independent Films) PRESS NOTICE

FANS who enjoy sensational underworld melodrama can look forward to a real thrill treat when "Accused," starring Dorothy Drew, comes to the screen of the Theatre on _____. The adventures of heroine Helen, brought up as the daughter of a kindly chap, only to find that her real father is a crook, are shot through with mystery and exciting detail, swept by waves of lurid action. An appealing romantic strain permeates the picture, which ends with the winning of the girl in the case by a lover who shares her perils and escapes with her from a thieves' den.

Charles Delaney plays the male lead, Sheldon Lewis, Miss Du Pont and others supporting.

CATCH LINES

Lawful larceny, legitimate crime, thieves, society, stolen jewels, shadows on a dim-lit wall, fingers twisting the safe dial!

North Star

(Associated-Exhibitors—Five Reels)

(Reviewed by Frank Elliott)

STRONGHEART, canine star extraordinary, comes to the front once more with a filmplay in which he demonstrates his almost human ability as an actor. As the picture opens we see Strongheart in the role of "North Star," being honored at a banquet. The plot deals with an unscrupulous fellow who tries to drain the family coffers of the dog's master by making him believe he has killed a friend. The master, a weakling youth, flees to the wilderness, but eventually is found by the parasite. In a terrific flight, the dog comes to the rescue, attacks the villain and chases him to the edge of a steep cliff and forces him to loosen his hold on the rocks and plunge hundreds of feet to his death. The climax will register big with the children. Stuart Holmes is a convincing heavy, while Virginia Lee Corbin is attractive in the leading feminine role. Harold Austin and Ken Maynard have the other principal parts. Some good comedy is furnished by Syd Crossley and Jerry Mandi as tramps.

THEME. Melodrama. Dog causes downfall of black-mailer who makes youth believe he has murdered a friend.

PRODUCTION HIGHLIGHTS. The banquet in honor of North Star. The sequence in which the dog escapes when car plunges into lake. The dog's fight with the villain.

EXPLOITATION ANGLES. Offer police dog puppy for the best essays on "The Origin of the Police Dog," to be submitted by school children. Book store display.

DRAWING POWER. O. K. for smaller houses. Fine for children's shows.

SUMMARY. One of the best pictures in which "Strongheart," has appeared. Has a fairly entertaining story and a goodly quota of stunts of which the dog is the star.

THE CAST

North Star	Strongheart
Marcia Gale	Virginia Lee Corbin
Dick Robbins	Stuart Holmes
Noel Blake	Ken Maynard
Wilbur Gale	Harold Austin
Archie West	Clark Gable
Wayne Connor	William Riley

Based on novel by Rufus King. Directed by Paul Powell. Photographed by Joseph Walker.

SYNOPSIS. Believing he has killed a friend Wilbur Gale runs away. His dog is rescued from tramps by Noel Blake, a newspaper man. Receiving a letter from her Brother, Marcia starts out with Robbins to find him. Robbins finds Gale, attempts to blackmail him. There is a terrific fight, a confession of a frameup and a chase of the villain by North Star to a fatal plunge from a cliff. Marcia weds Blake.



Ken Maynard, appearing in "The North Star," an Associated Exhibitors release.

North Star (Associated Exhibitors) PRESS NOTICE

STRONGHEART, dean of dog actors, comes to the Theatre, on _____, in his latest thrillidrama, "North Star," featuring such players as Virginia Lee Corbin, Stuart Holmes, Ken Maynard and Harold Austin. In this picture, Strongheart is given ample opportunity to display his uncanny ability in registering real thrills for the entertainment of his millions of screenland admirers. There is a novel banquet in honor of "North Star," his clever escape from the covered rear seat of an auto which plunges into a lake, and a pep packed climax in which the dog chases the villain to his death over a cliff. The picture is rich in natural settings and offers unusual entertainment.

CATCH LINES

The story of a faithful dog who stood against the rest of the world for his master. The wonder dog of the screen "gets his man," and gets him good.

The Still Alarm

(Universal Jewel—7207 Feet)

(Reviewed by George T. Pardy)

FOR swift action, melodramatic punch and keen-edged suspense this film registers way ahead of anything yet screened in the fire-fighting line. It starts off in the days when the thunder of flying hoofs beat accompaniment to the rush of the blue-shirted brigade to the flaming scene of action, switching later to the present era, with snorting motors taking the place of prancing steeds, and showing in detail the improved apparatus now in use. Great stuff in both instances, chockful of vibrant thrills, splendidly photographed and warranted to stir up the most blasé spectator. A scene showing the trapping of the battalion chief hero and his men in a burning building and their escape along a narrow cornice, pressing flat against the wall in single file is the very acme of realism and one that nobody witnessing it is likely to forget. But the picture is a whiz all through, as strong in sentimental as it is in sensational allure. William Russell is immense in the hero role, Helene Chadwick excellent as the erring wife and the support faultless.

THEME. Melodrama of the fire brigade. Hero's wife deserts him, years later he regains her, after first thrashing and then rescuing villain from fire.

PRODUCTION HIGHLIGHTS. Speedy action, development of suspense, romance and melo phases. Scenes where firemen are trapped, Dick's fight with Dunn and rescue.

EXPLOITATION ANGLES. Play this up as a fire brigade melodrama of the finest. Stress the breathless suspense, rescue scenes, love interest, tremendous thrills.

DRAWING POWER. Should get the money in any house, large or small.

SUMMARY. A bully fire film. Has powerful melodramatic and sentimental appeal. Rescue scenes wonderfully well done and effective. Will please fans everywhere.

THE CAST

Lucy Fay.....	Helene Chadwick
Richard Fay.....	William Russell
Perry Dunn.....	Richard C. Travers
Drina Fay.....	Edna Marian
Andy Todd.....	John T. Murray
Tom Brand.....	Edward Hearn
Mrs. Maloney.....	Dot Farley

Adapted from Stage Play by Joseph Arthur and A. C. Wheeler. Director, Edward Laemmle. Photographed by John Stumar.

SYNOPSIS. Lucy leaves husband, fireman Dick Fay, for politician Dunn. Eighteen years later Dick is battalion chief. His adopted daughter meets Madame Clestine, modiste, who is really the missing Lucy. Dunn decoys Drina to his apartment. Fire breaks out. Dick and his men arrive. Dick discovers Drina, gets her away and thrashes Dunn. Trapped in the flames, he lowers Dunn to safety and escapes. Drina is taken home by Lucy. Reconciliation follows.

The Still Alarm (Universal)

PRESS NOTICE

ONE of the most famous stage successes of the past decade, "The Still Alarm," a rip-roaring melodrama of the fire brigade, has been adapted to the screen in a marvelously unique and thrilling film which comes to the Theatre on

The story starts in the days of the horse-drawn apparatus, then switches to the present time, showing motor equipment and all the improvements used in fighting the flames. The hero becomes battalion chief, rescues his adopted daughter from the villain who took his wife away eighteen years before, first thrashes and then rescues him from a burning building.

William Russell and Helene Chadwick appear in the leads,

CATCH LINES

Packed to the guards with suspense and exciting situations. Scene where firemen trapped in flaming building escape along narrow outside cornice, a wonder of nerve-racking realism.



Helene Chadwick, appearing in "The Still Alarm," a Universal production.

Her Big Adventure

(Kerman Films—4800 Feet)

(Reviewed by George T. Pardy)

COMEDY melodrama with society atmosphere. Its dramatic phases stretching the probability string considerably, but nicely balanced by humorous flashes that prevent the spectators from taking the whole thing too seriously, with the result that it classes as good entertainment of the program brand. Director John Ince didn't waste time or material trying to be subtle, his intention was evidently to turn out an amusing picture with mass appeal, and in this he has succeeded. You may not believe that an average Yankee girl stenographer could pose successfully as a foreign Countess at a summer hotel, but you can't help being interested in heroine Betty's masquerade just the same, or fail to be gratified when bellhop hero, Ralph, foils the jewel-hunting crooks, and the big climax gathers in all the principal characters with everything made smooth for the lovers. Herbert Rawlinson and Grace Darmond are O. K. in the leading roles, the support is excellent and photography first-class.

THEME. Society comedy drama. Hero quarrels with wealthy father, becomes bellhop, wins stenographer posing as Countess at hotel, is reconciled to dad.

PRODUCTION HIGHLIGHTS. Meeting of hero and heroine at summer hotel. Ralph's scrap with crooks. Comedy relief. Arrival of Count and Countess. Climax.

EXPLOITATION ANGLES. Frame ballyhoo with man in bell-hop uniform. Tie up with modiste stores on style show, boosting heroine's gowns. Bill as bright comedy drama, stress society atmosphere. Feature Herbert Rawlinson, Grace Darmond.

DRAWING POWER. Good card for neighborhood and smaller theatres.

SUMMARY. Amusing comedy drama, has suspense, thrill shots, gets the laughs and holds interest throughout. Develops and maintains audience appeal.

THE CAST

Ralph Merriwell.....	Herbert Rawlinson
Betty Burton.....	Grace Darmond
Countess Fontaine.....	Vola Vale
Count Fontaine.....	Carleton Griffin
Silas Merriwell.....	William Turner
Transatlantic Smith.....	Ed Gordon

Author Not Credited. Director, John Ince.

SYNOPSIS. Ralph Merriwell quarrels with his wealthy father and starts out on his own hook, taking a bell-hop job in a Los Angeles hotel. His father's stenographer Betty, wins a \$1,000 prize for an ad and comes to the hotel, where she poses as Countess Fontaine and Ralph falls in love with her. Complications ensue when the real Count and Countess turn up, but Ralph is reconciled to his father and wins Betty.

Her Big Adventure

(Kerman Films)

PRESS NOTICE

SENSATIONAL incident, romantic appeal and breezy comedy are combined in "Her Big Adventure," the big society melodrama picture which comes to the Theatre on. Herbert Rawlinson is the star, with Grace Darmond playing the feminine lead. The former impersonates Ralph Merriwell, who quarrels with his rich dad, takes a bell-hop job, and falls in love with stenographer Betty Burton, who comes to the hotel posing as a Countess. The complications which gather when the real Countess shows up are sure-fire comedy material, there's an attempted jewel robbery, a furious fight and climax which pleases everybody.

CATCH LINES

How far do you suppose a thousand dollars would go in making a splurge at a swell summer hotel? Grace Darmond lives like a million dollar Countess for a whole week in "Her Big Adventure."



Herbert Rawlinson, who appears in Kerman's "Her Big Adventure."

Man Rustlin'

(F. B. O.—4666 Feet)

(Reviewed by George T. Pardy)

BOB CUSTER has a novel role in this picture, that of a cowboy who turns reporter to please his school-teacher sweetheart and goes after news items in a peculiarly vigorous fashion, aided by a gun and fixed resolution to let nothing get by him. It's five reels of lively, amusing material, quite different from the regulation Westerner, which indeed it burlesques frequently and with entertaining effect. The comedy angle is the strongest in the story, yet thrills are not lacking and the star is given plenty of opportunities to demonstrate his scrapping abilities and cold nerve. Take it all around, "Man Rustlin'" may be said to strike a new Western note and worthy of being listed as a cracking good program attraction. There are some capital outdoor views and the photography throughout is of extremely high grade. Custer is well supported, with Florence Lee showing to advantage in the heroine role, Jules Cowles offering a clever character sketch as Jim Tucker, and fast action all the way.

THEME. Western comedy melodrama. Hero cowboy turns reporter to please girl, succeeds by digging up sensational stories, becomes syndicate writer and weds her.

PRODUCTION HIGHLIGHTS. The good direction, resulting in neat weaving together of comic and serious situations, Buck's news-getting ventures, romantic lure.

EXPLOITATION ANGLES. You can promise as many laughs as thrills in this one, and there are plenty of both. Bill as "different" Westerner. Boost Custer's stunts.

DRAWING POWER. Should win as program attraction anywhere.

SUMMARY. An out-of-the-ordinary Westerner, especially strong in comedy line, puts over thrills, but manages to burlesque open-air adventure stuff successfully. Lots of zippy action, should please average fan.

THE CAST

Buck Hayden.....	Bob Custer
Mary Wilson.....	Florence Lee
Jim Tucker.....	Jules Cowles
Pop Geers.....	Sam Allen
Angus MacGregor.....	James Kelly
Smudge Perkins.....	Pat Beggs
Slim.....	Skeeter Bill Robbins

Author, William Branch. Director, Del Andrews.

SYNOPSIS. Cowboy Buck Hayden turns reporter for local paper to please his sweetheart, Mary Wilson, who also has literary aspirations. Buck goes after desperadoes, combatants in feuds and bandits in his quest for news and makes good all around. Incidentally, he trails criminals who rob the Well Fargo Express and recovers their loot. In the long run he is signed up by an Eastern editor, becomes a celebrated syndicate writer and weds Mary.



Bob Custer, star of "Man Rustlin'," an F. B. O. production.

Man Rustlin' (F. B. O.)

PRESS NOTICE

BOB CUSTER in "Man Rustlin'," a unique Western comedy-melodrama will be the main screen attraction at the Theatre on ———. This picture is different from the ordinary blood-and-thunder film of the open-air adventure variety, offering a most original plot wherein a dare-devil cowboy turns reporter to please his sweetheart and goes after news with reckless vigor aided by his trusty gun and horse. Hero Buck makes good in his journalistic career punctuated by innumerable scraps and feats of daring. There's a lot of laughable burlesque situations as well as thrills with Custer doing some great stunts.

CATCH LINES

A cowboy champion who turned reporter, interviewed murderer barricaded in a mine shaft, a girl who wouldn't marry him until he made his mark as a writer! Bob Custer's biggest laugh and thrill film!

Braveheart

(Producers Distributing Corp.—7256 Feet)

ADAPTED from the well-known stage play, "Strongheart," one of the earliest productions to glorify the college Indian, this picture looks like a genuine box office winner that will stand the test of any audience, highbrow or low. Rod La Rocque, always a finished artist, never before reached the dramatic heights to which he attains in his portrayal of the heroic Braveheart. Both makeup and acting are perfect, he fairly lives the part, alternating between moods of tenderness, stoical dignity, and the repressed native ferocity of the warrior which leaps forth tigerishly in the scenes where he fights and subdues his redskin traducer. Lillian Rich as Dorothy, and Jean Acker as the Indian maid to whom the self-sacrificing Braveheart turns for comfort when he realizes that his love for the white girl is impossible, are excellent and better support could not be desired. The feature never loses interest, the action is swift, direction splendid, and charming photographic effects are achieved.

THEME. Melodrama dealing with love affair between white girl and college-bred Indian, who makes sacrifice for her sake, but later weds one of his own race.

PRODUCTION HIGHLIGHTS. The well maintained suspense and human interest appeal. Football sequence. War dances. Braveheart's battle with Ki-yote. Fine climax.

EXPLOITATION ANGLES. Feature Rod La Rocque, mention other notable cast names. Bill as melodrama, with tremendous heart appeal and thrilling situations.

DRAWING POWER. Has unfailing audience appeal, should suit all theatres.

SUMMARY. Combines melodramatic punch with great emotional and sentimental urge. Spectacular and colorful, splendidly acted and directed. Photography of first-class grade. Will please all sorts and conditions of movie-goers.

THE CAST

Braveheart.....	Rod La Rocque
Dorothy Nelson.....	Lillian Rich
Hobart Nelson.....	Robert Edeson
Frank Nelson.....	Arthur Housman
Ki-yote.....	Frank Hagny
Sky-Arrow.....	Jean Acker
Standing Rock.....	Tyrone Power

Adapted from William C. DeMille's Stage Play, "Strongheart." Director, Alan Hale.

SYNOPSIS. Braveheart of the Yakima Indians falls in love with Dorothy, daughter of Hobart Nelson, who is disputing certain fishery rights with the tribe. Braveheart goes to college and attains fame as a member of the football team, is expelled through voluntarily shielding Dorothy's brother from disgrace for attempting to throw a game in gamblers' interests. Ki-yote kidnaps Dorothy and her father. Braveheart rescues them, renounces white girl and weds Sky-Arrow.



Rod La Rocque, star of "Braveheart," a Prod. Dist. Corp. release.

Braveheart (Prod. Dis. Corp.)

PRESS NOTICE

"BRAVEHEART," a screen adaptation of the internationally famous stage play, "Strongheart" with a college-bred Indian for hero, will be given its local premiere at the Theatre on ———. Rod La Rocque is seen as the gallant self-sacrificing redskin, whose love for a white girl was returned but renounced by him in the moment of his final triumph knowing as he did that such a union would bring sorrow and ultimate disaster.

A colorful romance of the Northwest and exquisite blending of college and native life, in which the idol of the football team faces Fate's final test of his honor.

CATCH LINES

The honor of a red man, was it worth while to consider it? Yet Braveheart shoulders another man's guilt to save from disgrace the brother of the girl he loves! What was his reward?

Regional News from Correspondents

UPON Hugh Andress, late of the Tower Theatre, St. Paul, and still later of the Finkelstein & Ruben forces in Minneapolis, has fallen the duty of keeping things going at the Lyceum Theatre in Minneapolis while legal difficulties are straightened out and Clinton & Meyers Amusement Company decides what to do with it.

Minneapolis

The theatre is one of the finest in the Northwest and Mr. Andress, who has excellent standing as a theatre manager, is keeping it earning something right along,

although it is for the most part on the dark list.

Earl Lorenz, who has been selling for Paramount for a few months, is back with Metro Gold-

wyn. Carl Miceh, who has had the Southern Wisconsin territory for Metro, resigned the first of the year.

Joe Hasbrouck of the Star Theatre in Montevideo, was in the Twin Cities the other day keeping his new year resolutions.

Herman Schwann is using stage acts in his new Wisconsin theatre at Eau Claire.

Seattle

THE fifth anniversary of the opening of John Hamrick's Blue Mouse Theatre in this city was celebrated last week with appropriate ceremonies. The house was handsomely decorated for the occasion, and a complete program of features and short subjects was offered as a unit in the anniversary program.

Ruby Thomas, poster clerk at Manager Fred G. Sliter's local First National exchange, was one of the prize winners in the recent First National Poster Sales contest, and as a result received a check for \$85 as a New Year gift.

As a feature of his holiday business, George Srigley of the Cameo Theatre in White Center, Washington, last week was host to a thousand children at two special free matinees. A Santa Claus distributed presents to the kids, and teachers from the White Center school were also Mr. Srigley's guests.

Harold Harden, assistant manager of the United Artists exchange, last week proudly passed the cigars on the occasion of the birth of the family's first young Harden. Charles W. Harden,

Harold's father, and manager of the local office, appeared even more proud through his recently received title of "Grandpa." He now takes rank as the second grandfather on the local Film Row, being preceded by five years by William H. Drummond, executive of the Producers' Distributing Corporation exchange.

Jack Schlaifer, Western district manager for Universal, and Lou Metzger, recently-appointed sales director for the West, spent several days here last week with Manager Reilly of the local office. They were en route to the Port-

land office, following a tour of their entire territory. They returned to Los Angeles early in the New Year.

On the occasion of his birthday last month, James Hone, executive secretary of the Motion Picture Theatre Owners of Washington entertained at a dinner party held at the Olympian Hotel, Olympia, where he was representing the M. P. T. O. W. at the annual session of the state legislature. Mr. and Mrs. H. W. Bruen of the Pacific Theatres Company in Seattle were the only local exhibitors represented at the affair.

Atlanta

THIS week brought two anniversaries of some importance to Sig Samuels, owner of the Metropolitan Theatre in Atlanta. The first came on Monday when Mr. Samuels celebrated the fiftieth anniversary of his birth. The second fell on Friday and marked the tenth anniversary of his entrance into the motion picture theatre field.

Some forty of his most intimate friends gathered with Mr. Samuels

at his home on Monday evening to "wish many happy returns" and to present in token of their esteem a handsome pair of platinum, onyx and diamond cuff links with studs to match. Many of those friends are associated with Mr. Samuels in the Metropolitan Theatre, and a few have been connected with his theatre enterprises since he launched the Criterion in Atlanta ten years ago.

Frank Sands, popular First National salesman, now traveling out of the Charlotte exchange, is receiving congratulations from his friends on his marriage recently to Miss Edith Shy, one time cashier for Rylander Theatre, Americus, Georgia. Mr. and Mrs. Sands will spend their honeymoon traveling the Carolina territory.

Tom Little, branch manager for Producers Distributing Corporation, returned to Atlanta the first of this week from Charlotte, where he spent the Christmas holidays with his family. Mr. Little has been ill several days this week. It is understood he is suffering from a severe attack of tonsillitis.

Bill Wassman, one of the best known salesman on film row, returned to Atlanta this week after an extended trip throughout Florida.

Sydney Katz, assistant sales manager for Film Booking Offices, arrived in Atlanta last Wednesday from New York to install the new manager, C. L. Peavey, who is taking the place vacated by Fred Davie. It is understood that Mr.

Katz will be in Atlanta for a week or ten days.

Bill McCorvey, who has been traveling for F. B. O. out of the Atlanta office, plans to be with First National in about two weeks.

F. L. Davie, formerly manager of the Atlanta branch of Film Booking Offices, left Atlanta last Thursday for Philadelphia, Pa., where he will take up the managerial duties of the Associated Exhibitors exchange.

Rufus Davis, manager of the Charlotte Liberty exchange, arrived in Atlanta Thursday for a short visit to the Home Office.

Ernest Neiman, district representative for Producers Distributing Corporation, came into Atlanta last Wednesday for some special work.

J. J. Franklin, district manager for Publix Theatres Corporation for Georgia and Alabama, with headquarters in Atlanta, was presented with a handsome watch appropriately engraved on Christmas Day. The watch was the gift of Publix theatre managers in Georgia and Alabama who are under Mr. Franklin's supervision.

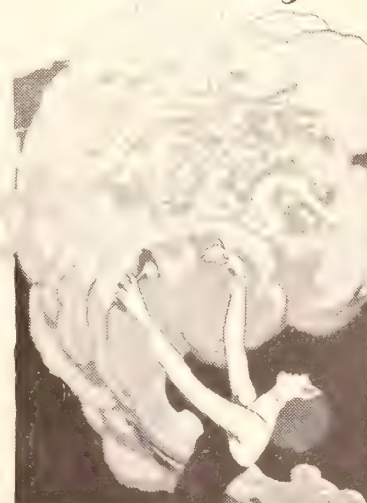
Miss Hazel Love spent the Christmas holidays in Memphis with her brother, Dave Love, who was for years located in Atlanta; first as conductor of the Criterion orchestra and later as head of the Metropolitan Orchestra.

Lamar Trotti, member of Colonel Jason S. Joy's Public Relations Department of the Hays organization, spent the Christmas holidays in Atlanta with his

mother, returning to New York this week.

Conductor Enrico Leide was wielding the baton over the Metropolitan Orchestra Monday for the first time in a week, following a severe cold, which he contracted at the Atlanta Symphony Orchestra concert the Sunday before Christmas.

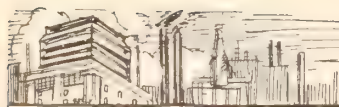
Such a picture as the world has hoped for!



**FIRST NATIONAL'S
SECRET SPECIAL**



H. B. Warner, star of the stage play "Silence" which is to be picturized.



St. Louis



LOEWS St. Louis Realty and Amusement Corporation will hold its annual election of directors and for the transaction of other business on January 11.

Madison, Ill., is to have a new picture house. It will be erected on Madison avenue. Charles Pauly & Son of Granite City, Ill., are the architects. The name of the owner and details of construction are being withheld for the time being.

Goldman & Laventhal have taken over the Palace and Majestic Theatres on Franklin avenue, St. Louis.

Charley Vollmer has resigned as manager of the Midway Theatre,

St. Louis, to take charge of the Ashland Theatre for the Laventhal Amusement Company. Walter Thimmig is now in charge of the Midway. Vollmer is one of the veterans of the local movie world, and should make a very valuable man for the Laventhal circuit.

Out-of-town exhibitors seen along Picture Row during the week included: John Marlowe, Herrin, Ill.; John R. Pratt, Fulton, Mo.; Green Luttrell, Jacksonville, Ill., and Jim Reilly, Alton, Ill.

George W. Gambrell, exploitation representative for Famous Players-Lasky Corporation in this

territory, has been transferred to Cincinnati. He will have charge of exploitation in the Cincinnati, Indianapolis and Louisville territories with headquarters in Cincinnati.

Jimmy Gately, formerly assistant manager for United Artists, has resigned to accept a managerial post in William Goldman's theatre organization.

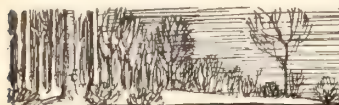
Bill Collins, formerly booker with Universal, is now with United Artists. Miss Helma Shirley has also deserted the U ranks for United Artists. She was cashier and bookkeeper for Universal for many years.

Hall Walsh has been appointed city salesman for Warner Brothers. He formerly was with Universal. He succeeds John Morphet who will join Producers Distributing Corporation.

R. O. Drummond, assistant comptroller for United Artists, was a visitor of the past week.

A. H. Klein, booker for Warner Brothers, leaves for Memphis, Tenn., to accept a similar position there with Fox Films.

Jack Weil has moved his exchange into the quarters formerly occupied by the Producers Distributing Corporation at 3314 Lindell Boulevard.



Canada



DONAT PAQUIN, proprietor of the Laurier and Eden Theatres, Hull, Quebec, the only cinemas in that city, has become identified with the Imperial Theatre, Ottawa, being a member of the syndicate which has acquired the lease of the theatre from the Harry Brouse Estate, Ottawa. This was formerly held by the Coplan Bros., Ottawa, one of whom, A. H. Coplan, is the proprietor of the Princess Theatre, Ottawa. Dave Coplan, a son, was the manager of the Imperial Theatre until January 1. The Imperial Theatre was the chief theatre

owned by the late Harry Brouse, an original director of First National.

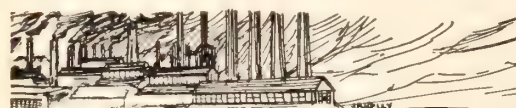
Tom Nagle, who has been interested in amusement features in Winnipeg, Manitoba, is now identified with the Capital Theatre, Ottawa, of which Pete Kehayes has been manager for several months. Mr. Nagle is active in the capacity of assistant manager and adviser. The Capital recently discarded five acts of vaudeville and is now presenting special photoplays with high class music from a 10-piece orchestra.

The Regent Theatre, Ottawa, Ontario, which is under the management of Leonard Bishop, again made a reduction in admission prices on January 2 when the orchestra floor price for evening performances was cut from 50 cents to 40 cents. Several weeks ago the matinee price was also reduced in a similar way.

All employees of B. F. Keith's Theatre, Ottawa, along with invited guests and newspapermen, enjoyed a special midnight dinner and dance on the stage of the theatre at New Year's, Manager

J. M. Franklin and Mrs. Franklin being host and hostess for the occasion. The dinner had everything.

Walter Davis, manager of the Empress Theatre, Edmonton, Alberta, has joined the army of newspaper column writers, his column being a feature of the dramatic section of the Edmonton Journal on Saturdays. Mr. Davis follows the unique plan of writing under a nom de plume which is his own name spelled backwards. This is the way it appears: Retlaw Sivad.



Central Penn



CHARLES K. CAMPBELL, house manager for two and a half years, of the Victoria theatre, Harrisburg, resigned his position effective January 1, to become a traveling salesman for the Clarkson Chemical Company. At this writing Mr. Campbell's successor had not been named.

Three Harrisburg theatres,—the Victoria, Regent and Majestic,—cooperated with the Dauphin County Tuberculosis Society in boosting the sales of Christmas Red Cross seals.

The Hippodrome theatre, Mahanoy City, is now under the management of T. Edwin Phipps, formerly of Pottsville. He succeeds Frank D. Hills, who resigned.

A midnight performance, beginning at 11.15 o'clock on New Year's Eve, was put on at the Majestic theatre, Harrisburg, which is devoted to motion pictures and vaudeville. The performance continued until after the arrival of the new year and proved very popular.

James K. Bowen, owner of the old Pergola theatre, Allentown,

has sold the property to the Pennsylvania Power & Light company which proposes to erect an office building on the site.

Further delays in the completion of the new State theatre, Harrisburg, which is being erected on the site of the old Orpheum, Locust and Court streets, will prevent its formal opening until late in March.

One of the features of the Yuletide season in York was an entertainment for the children of the orphanages, and other poor children of the city, given at the

Strand theatre on the morning of December 30, by Nathan and Louis Appell, of the Appell Amusement Enterprises. A special bill of pictures and music was presented. The arrangements were directed by C. C. Pippin, manager of the Strand.

The improvements recently made at an expenditure of \$40,000 to the Pastime theatre, Lewistown, by Ike Berney, the owner, included the installation of a \$14,000 Marr & Colton organ, and a cooling and ventilating system capable of delivering 75,000 cubic feet of fresh air into the building per minute.



Philadelphia



IN this territory the Sesqui-Centennial in Philadelphia will give to those who attend the fair the inside story as well as the history of the industry since its inception. One or more buildings will be devoted to the exposition of motion pictures and their accessories and there will be a notable gathering of stars, directors and executives of national reputation.

Edgar Moss, manager of the Philadelphia exchange of the Fox Film Corporation, has returned from Hot Springs, Va., where he spent several weeks recuperating

from a nervous breakdown. George Roberts, who was filling the position of manager during Mr. Moss' absence, has returned to the home office in New York.

The lot at 612-616 Market St., Philadelphia, which is occupied by the Stanley Company's Ruby Theatre, has been sold to undisclosed parties for a consideration said to be \$225,000. The ground was offered to the Stanley Company at this price, but they believed that the business of the house and its location did not warrant an in-

vestment of that size in land alone. The lease on the Ruby still has another year to run, at the expiration of which time the theatre will be converted into stores.

Julius E. Mastbaum, President of the Stanley Company, has announced that the new Earle Theatre at Atlantic City and the Stanley Theatre in Camden will be completed in time for early spring openings. When completed these will be the two largest motion picture houses in their respective localities.

J. Schwartz, who operates the Rialto on Germantown Avenue, Philadelphia, reopened his theatre on Xmas Day after spending \$20,000 on remodeling and new decorations. The entire interior has been overhauled, new draperies have been added, new carpets from Litt Brothers and the Art Decorating Company, a local concern, supervised the alterations. Two new Power's projection machines were also installed. The Rialto is a neighborhood theatre and the seating capacity about 800. Straight pictures is its policy.



Baltimore



WILLIAM ZOLLNER, formerly in Baltimore for Warner Brothers, Inc., has now gone to Pittsburgh to become connected with Metro-Goldwyn-Mayer.

Al Garner is now handling the short subjects for Universal in Baltimore, while the features of that company are being sold in that territory by Clarence Eiseman.

Ed. Heiber, who was in Baltimore as Warner Brothers' representative, has become the manager of the Washington, D. C., office of Associated Exhibitors.

Warner Brothers, Inc., are now being represented in Baltimore by Charles Rechnitick.

Jack Pegler, formerly with the Will Hays' Organization, working out of the New York office, has gone over to Pathe Film Company and was in Baltimore recently as advance man for the "Laugh Month" campaign now being waged by the comedy producing

companies.

The Strand Theatre, Cumberland, Md., was used for the sixth annual concert of the Associated Charities on Sunday afternoon, December 27. A large audience enjoyed the program.

Moving pictures were included in the entertainment held in St. Martin's Auditorium, Gaithersburg, Md., Wednesday evening, December 23. About 400 children were present.

The advertising campaign to bring before the public of Baltimore the fact that the Embassy Theatre, 415 East Baltimore street, which is the new name for the Victoria, now being rebuilt by the Independent Film Company of Philadelphia, Louis Berman, president, will open soon in January has been started by the placing of 24-sheets at various points throughout the city.

Panic among 500 persons was avoided at the Belnord Theatre,

Belnord and Philadelphia avenues, on Thursday afternoon, December 31, when Charles E. Nolte, manager of the playhouse and a policeman succeeded in quieting the spectators after they had become alarmed when a set screw in a ventilator fan broke.

There was a shower of sparks and throughout the building a loud ripping noise was heard, but stopped when Mr. Nolte quickly turned off the electric current.

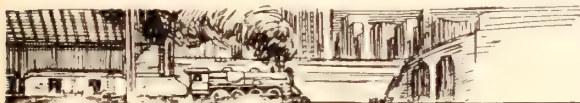
The fifth anniversary of the opening of the Rivoli Theatre, Baltimore, Md., was celebrated during the week beginning Monday, December 28. Since the playhouse has been opened, it has been run successfully under the management of Guy L. Wonders, with Frank Price, Jr., acting as his able assistant.

Moving pictures figured very prominently in the Christmas annual entertainments given by vari-

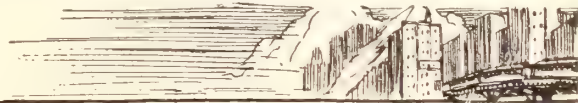
ous organizations and societies for newsboys, orphans, poor and crippled children of Baltimore and vicinity during the holiday week.

At each entertainment from 500 to 2,000 children were present. The playhouses at which the affairs took place included: The Palace, Gay and Hoffman streets, managed by Frank H. Durkee; the Circle, Annapolis, Md., with Governor Albert C. Ritchie and Mrs. Ritchie acting as hosts to 1,200 white children; the Star Theatre, Annapolis, Md., 600 negro children entertained; the Maryland Theatre, Baltimore; the Garden Theatre, Baltimore, where a feature film was included with the regular vaudeville acts, and Ford's Theatre, Baltimore.

In the Criminal Court room the prattle and laughter of 500 children were heard at a special entertainment at which moving pictures were featured.



Chicago



JAMES GREGORY has remodeled the Crown Theatre at Crown Point, and renamed it the Palace. Ted Schlanger of Universal who inspected the theatre a few days ago, says that it lives up to its new name.

District Manager Cleve Adams of F. B. O., who spends most of his time visiting the exchanges under his charge, will be at his Chicago headquarters for the next week or so before again hitting the trail.

Mrs. Bennett of the Liberty Theatre, Mason City, was on film row this week arranging bookings. Mrs. Bennett reports business good and 1926 prospects good.

Nate Joseph and George Paul of the States and Owl Theatres, were again making their headquarters at F. B. O. exchange after being absent during the holidays.

George Dembow, who is in charge of arrangements for the Inauguration Dinner to be tendered President Jack Sampson by the Chicago Film Board of Trade, on January 26th at the Bal Tabarin of the Sherman Hotel, reports that exhibitors and exchange men are showing great interest in the event, and present indications are that five hundred will enjoy the elaborate dinner and entertainment which will be provided.

Divisional Manager Roy Alexander of Universal, this week is visiting the exchanges under his jurisdiction and expects to be back at his Chicago headquarters by January 11th.

Glen Studebaker has purchased the Theatorium at Ashley, Indiana, according to Salesman Jack St. Clair.

Lou Ring has reopened the old Opera House at Monmouth, Illinois, after having thoroughly remodeled and redecorated the theatre and renamed it the Fine Arts. It has approximately twelve hundred seats and has been prac-

tically made over into a new house.

Metro-Goldwyn's sales staff is working hard to make Rozelle Month, which starts February 1st, a record breaker and early reports are that they are receiving fine co-operation from exhibitors in the territory.

Maurice Godshaw has resigned as Metro-Goldwyn salesman and the Western Illinois territory, which he has been covering, will be looked after by T. E. Delaney, in addition to his regular Indiana territory.

Max Gumbiner has recently taken over two houses and is operating them in addition to his Crescent Theatre on Milwaukee Avenue. They are the Harmony on 43rd Street and the Illini at Sterling, Illinois. Jack Rubin is manager of the Crescent and Frank E. Ford, formerly manager of Sam Abrahams' Gold Theatre, has been appointed to take charge of the Illini.

Harry Koffman of Plough & Koffman, who has been ill for five weeks, suffering from a nervous breakdown, was sufficiently recovered to visit friends on film row this week, previous to going to the Sacred Heart Sanitarium in Milwaukee, where he expects to rest and recuperate for a month or more.

Ted Schlanger, country sales manager of Universal, is being congratulated on the arrival of a fine baby girl at his house last week. Ted now has a complete family, a boy and a girl.

Mark Koenig, F. B. O., booker, received a substantial Christmas check from his company as a recognition of the specially good work he has done for the last year.

District Manager Edwin Silverman of Warner Brothers, has returned from a visit to the West Coast studios of his company.

Manager McCullom of Renown Pictures was not to be stopped by

the zero weather, but motored to Marion, Ohio, for his Christmas holiday. Frank Young, of United Artists, was another film man who spent the Christmas season at his old home.

The opening of Ascher's New Terminal Theatre has been set for Thursday, January 7th, one week later than originally intended. The theatre interior is Spanish in its architecture, a side wall representing an old castle of Castile, and the treatment is particularly bright and pleasing. This house will be one of the finest in Chicago.

Rothacker Film Manufacturing Company employees, their families and friends, five hundred in number, held their annual holiday party at the large studios on Diversey Parkway last week. A charleston contest was one of the features, and it brought out some steppers as good as professionals, including Lorraine, who has taken a leave of absence from her work at the studio laboratory and is now working for Paul Ash at McVicker's Theatre.

Jerry Abrams, recently district manager for Renown Exchanges, has returned from a trip to New Orleans, and it is understood will open an independent exchange at 831 S. Wabash Avenue, to be known as the Gotham Film Exchange.

Ben J. Judell has been handing out the cigars to his friends, a nine pound baby girl having arrived at his home.

Ray Lewis, general representative of A. G. Stein Productions, has been in Chicago for several days making his headquarters at the Commonwealth Hotel.

The Pathe sales staff was particularly happy during the Christmas season as the exchange closed from Thursday night until Monday morning. Manager James Gillick was the recipient of a handsome golf outfit as a gift from the staff, and District Manager Fred Aiken,

who spent his holiday in Milwaukee, was also handsomely remembered. To start the new business year right, Manager Gillick is having the salesmen as his guests at a home dinner on January 2nd.

The Maplewood Theatre which has been closed, will be reopened on January 1st by J. Brotman, who formerly operated the Glen on Armitage Avenue.

Jack Barry is at the Grand Hospital, where he underwent an operation for appendicitis on Monday of this week.

Messrs. Peter J. and Fred W. Schaefer and their wives, are planning to leave on January 20th, for a three-months' trip to South America. Among the places they will visit are Havana, Panama Canal, etc.

Now THE INDUSTRY WONDERS

Soon - it will be the wonder of the industry!

FIRST NATIONAL'S SECRET SPECIAL



Cleveland



JACK ZIPP, formerly connected with the Cleveland office of the Standard Film Service Company, and now in the sales department of the Pittsburgh Standard Film Exchange, spent the Christmas holidays in town, and was heartily welcomed by his old friends in the Film Exchange Bldg.

A. M. Goodman has been appointed manager of the Detroit exchange of the Standard Film Service Company. He is filling Bob Rowan's place. Rowan has been in poor health for a long time and has been given an indefinite leave of absence to last until he is well again.

Mrs. Gepfert has resigned as bookkeeper of the Cleveland office of the Standard Film Exchange. She is succeeded by her former assistant, Lillian Haessly. Cleveland friends and film associates of J. F. Bruce, local Fox salesman, wish to express through this column their condolence upon the sudden death of his wife the day after Christmas. Mrs. Bruce had been ill with pneumonia only a few days. Four little girls, the



Sheldon Lewis, playing the 'heavy' in "A Desperate Moment," a Henry Ginsberg release.

oldest nine years of age, survive. Walter Brandt is with First

National, covering the Toledo territory in a sales capacity. Brandt recently resigned as assistant manager of the Cleveland Metro-Goldwyn exchange.

L. N. Connor, formerly with the Vitagraph exchange in Buffalo, is now with the Cleveland office of Producers Distributing Corporation, covering the Akron territory.

A. G. Ainsworth has been added to the local Producers Distributing Corporation's sales force, in the Toledo territory.

Chester Loewe, special representative for P. D. C. in this district, spent a few days of last week in Cleveland, in consultation with division manager Robert Cotton.

J. S. Jossey, president of Progress Pictures, was in New York over New Years week-end.

The public has been educated in the effectiveness of modern fire preventatives. New Year's night there was a fire in the Lakewood theatre and not one person in the audience was the least bit excited. The fire was confined to the pro-

jection booth but the smoke filled the auditorium. The management of the theatre asked the audience to leave. It did so, quietly, and orderly, to the jazz music which was supplied by the organists until the theatre was empty.

William P. James is once again the proprietor of the Queen theatre, Shadyside. A short time ago James sold the house to L. J. Joseph, but Joseph turned it back to its former owner and has left the picture business.

Exhibitors stayed close to their own firesides last week. Few of them wended their way to the film centre in Cleveland. Among those who were discovered in the Film Exchange Bldg. however, were H. T. Palmer, Lyric, Fairport Harbor; Earl C. Lair, Louisville, Louisville; Gus Lambrigger, Grand, Orville; John Peruzzi, Butler, Niles; A. J. Paul, Royal, Galion; John Furrer, Harkness, Clyde; S. D. Shia, Old Trail, St. Clairsville; Milton Bryer, Waldorf, People's Ideal and Winter's, Akron; and John Damm, Strand, Wadsworth.



Omaha



L. J. McCARTHY of the Balaban and Katz firm was a recent visitor in Omaha.

A \$100,000 suburban house will be erected by George O. Monroe at Military avenue and Fontenelle boulevard. Buildings now occupying the site will be razed and the theatre is expected to be ready for business by August 1, 1926. Mr. Monroe is a motion picture theatre builder and exhibitor.

A. B. Seymour of the Universal sales force, spent Christmas at home in Oklahoma.

E. M. Tracy, Storm Lake, Iowa, exhibitor, has discarded his

crutches after an accident six weeks ago. He is the owner of the New Princess theatre.

"The Nebraska Theatres Company" was formed a few days ago by the World Realty company, owners of the World, Sun, Moon, and other theatres and Samuel and Louis Epstein, owners of the Orpheum and Roseland in South Omaha. The new company plans the erection of a large modern house on the corner of N and Twenty-fourth streets, South Omaha.

Alec Johnson of Blair, Nebr., has bought the Hippodrome thea-

tre, Cuming and Twenty-fifth streets, from R. P. Kissinger.

Among theatre deals out-state were the sale of the Lyric at Tekamah from Ed Hopley to J. W. Anderson of Cozad; the Town Hall at Avoca from H. H. Marquardt to Elmer Hallstrom; the Tivoli at Bartley from J. W. Arbogart to W. R. Daniel, and the Opera House at Brunswick from Ed Rohwedder to M. Stevens. The Star at Maurice, Iowa, was sold by J. S. Mears and J. E. Mears, and the Gem, now renamed the Cosy, at Emerson, Nebr., by

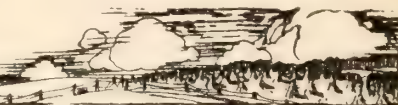
William Huntsman, Jr., to J. C. Wilkins. The Luxcas at Lucas, So. Dak., was sold by Frank Meyer to L. S. Yager.

Statuary for the new \$1,000,000 A. H. Blank theatre has arrived and is stored in the basement of the Strand, one of the other Blank theatres in Omaha. Part of the statuary is from France and the other from Russia. It was purchased by John Ebersson, Chicago theatre architect.

Harry Friedel, Metro-Goldwyn booker, enjoyed a visit in Des Moines during the holidays.



Milwaukee



ART ROBERTS, assistant manager of the Milwaukee branch of F. B. O., together with Mrs. Roberts, spent the holiday season with friends and relatives in Minneapolis.

M. J. Weisfeldt, division manager for F. B. O., spent the holiday season in Milwaukee, fraternizing with his many local friends as well as looking in at the local branch offices.

J. G. Frackman, manager of the

Milwaukee office of Progress Pictures Company, has returned to his duties after spending several days of the holiday season with his family at Evansville, Ind., where Mrs. Frackman is convalescing from serious illness.

N. C. Blumberg, manager of the Rialto Theatre at Racine, Wis., was prominent among the recent visitors to Milwaukee's film row.

Sam Miller, of the executive staff of the Fischer Theatres, left

his Chicago offices long enough last week to drop in on his friends and business acquaintances in Milwaukee.

George Smith, manager of the Milwaukee branch of Famous Players, has succeeded to the post of alternating chairman of the arbitration board of the Milwaukee Film Board of Trade, and is actively looking after his new duties in that capacity.

"Dad" Wolcott, manager of the

Majestic Theatre at Racine, Wis., was another prominent exhibitor from that city to be seen in Milwaukee last week.

D. W. Brassington's new Capitol Theatre at Iron Mountain, Mich., was formally opened on Christmas Day. The new house has a capacity of 1,000 seats. Friends of the management in all parts of Filmdom sent profuse floral offerings to add to the festivity of the occasion.

Harry Michaelson manager for F. B. O. spent the holidays in Chicago.



Cincinnati



JOHN OSTER Jr., manager of the Spencer Theatre Washington C. H. O. has changed the name of his theatre to the Gem.

H. R. Byrs, manager of the Forum Theatre, Hillsborough, O., spent several days with the various film exchange managers booking

many new pictures for the coming year.

E. W. "Gene" Friedmann, the jovial representative of The Textiles Specialties Co., Cincinnati, has just returned from an extended trip in the East. He re-

ports that business is rather good and that the majority of theatre owners are contemplating extensive improvements and furnishings in their houses.

George Kirby, booker for F. B. O. was seen to start work several days last week as early as six in

the morning. The reason is most obvious there is a drive on among the F. B. O. bookers and a splendid prize is the reward to the winner.



Salt Lake City



L. P. McGINLEY, branch manager of the local Famous Players-Lasky exchange, returned this week from Butte, Mont. The Famous Players-Lasky salesmen were in for the holidays and have all left again for their respective territories.

The Film Board of Trade here has sent a floral offering to Richfield, Utah, for the funeral of Mary Thurman, who passed from this sphere a few days ago.

George L. Cloward, who has charge of the Metro-Goldwyn exchange in this city, is spending the holidays in California. C. L. Dillard, local office manager for Metro-Goldwyn, spent Christmas in Boise, and will be in Butte, Mont., by the first of the year. J. F. Samuels, salesman out of this exchange, also spent the holidays in California.

Branch manager, H. Bradley Fish, of the local Fox exchange, became ill in Idaho during his recent trip there and was forced to return home earlier than he had anticipated. He was confined to his bed with the "flu" for a few days. Upon his return to the office a day or two before Christmas he was presented with a traveling case by the office force.

J. L. Tidwell and David McElhenney have left the local Fox office for their territories.

Messrs. Banard and Steele have bought the Isis Theatre at Bingham, and are opening this house December 29th. Mrs. Swenton has succeeded Miss Winona Knowles as the manager's secretary at the Fox exchange. Miss Knowles had been with Fox for the past six years and is now going to be married.

L. Manx, assistant to Fred J. McConnell, head of the complete service department for Universal, is in this city for a few days.

Matthew Aparton, manager of the Universal exchange here, is back from an extended trip through the territory and is leaving again this week.

Vete Stewart, salesman out of the local Associated First National exchange, is in this city for the holidays.

All Pathe salesmen were in for their regular weekly conference with W. G. Seib, local branch manager.

A new theatre is to be opened in Burley, Idaho, about March 1st. This house is being built by Thornberg and McDermott.

Carsten Dahnken, one of the owners of the American Theatre in this city, will arrive here this week from San Francisco for a few days, and will then leave for New York to look after theatre interests there.

Branch manager, L. A. Davis of the local F. B. O. exchange, is going to have a sales meeting January 2nd.

W. K. Bloon was transferred to Seattle territory for F. B. O. E. M. Gibson just returned to this office from the coast. Joe Solomon spent the holidays in Los Angeles.

W. H. Rankin, who has charge of the Warner Brothers' local exchange, is out in the territory for a few days.

James Keitz, Greater Features local branch manager, is leaving immediately after the first of the year for the Idaho branch.

The Boise Theatre Company of Idaho opened their Rialto Theatre January 1st.

Dave Frazer, special district representative for Producers Distributing Corporation, has left here after a week's visit, and is now in the Denver office.

Dave Barnholtz, booker for Producers Distributing Corporation, spent the holidays in Los Angeles and is back on the job again.

Joe Dowd has resigned from the sales force of United Artists.

Milton Cohn is now making the points in Utah with his United Artists product.

H. H. Jensen, owner of the Rex Theatre at Hyrum, Utah, was in

this city on his way to California to visit the studios.

W. H. Pickering, exploitation manager for Famous Players-Lasky, resigns from this position on the first of the year to take charge of the publicity and exploitation work for the Paramount Empress and Victory theatres in this city, and the Paramount Theatre in Ogden, Utah.

All of the married employees at the Paramount Empress Theatre here, under the management of George E. Carpenter, were given a turkey and bonus for Christmas, and all ushers were presented with a five-dollar gold piece in their envelopes. The boys gave Manager Carpenter a nice traveling bag.

The Victory is celebrating its second anniversary this week. The employees of this theatre presented Manager Carl A. Porter with a Waltham Desk clock for Christmas, and to Assistant Manager, Ray Hendry, a fountain pen and pencil set and a leather bill folder was given. A turkey was also presented to each of the Victory employees.

Exhibitor visitors this week, include: Lubin Jones, owner of the Cozy Theatre, Malad, Utah, and Fred Brown of the Loa Theatre at Loa, Utah.



Kansas City



WILLIAM and N. J. Flynn, owners of the Globe theatre, down town house of Kansas City, last week obtained a franchise for the showing of all Cecil de Mille productions and others of P.D.C. The deal, which places the Globe in the first rank among Kansas City movie houses, was closed by the Flynn brothers, O. T. Hill of St. Louis, special representative for the De Mille interests, and C. A. Schultz, Kansas City P.D.C. branch manager.

Virtually all Kansas City motion picture theatres, from suburban houses to down town first run theatres, did a good business on special Christmas Day shows, despite unusually cold weather. At the Mainstreet theatre a Christmas party was staged for all actors and members of the staffs of motion picture and legitimate theatres, while actors from legitimate houses gave their time in distributing gifts at various charitable institutions.

With the wrestling "rage" still at its height in Kansas City, Fred Spears, manager of the Empress theatre, Kansas City, still is finding it profitable to stage short wrestling bouts as specialty numbers each Friday night.

Santa Claus was unusually kind, as a whole, to exchange representatives along Kansas City's movie row this year, especially as far as contracts were concerned. Sixty members of the Universal branch were entertained by "Billy" Truog, assistant sales director, and Harry Taylor, branch manager, at the Ivanhoe Country Club.

It was with no small elation that Ben Blotcky, Paramount branch manager, announced this week the initial Kansas City showings of three of his company's new productions. A large audience attended the pre-view screening of three new P.D.C. productions Sunday. After which C. A. Schultz, P.D.C. branch manager, left for Minnesota, where he spent the holidays with relatives, but C. W. Allen, assistant P.D.C. branch manager, spent his "vacation" in calling on exhibitors in the territory.

"Red" Jones, Educational representative, after ten long weeks in the territory, came in and introduced himself to old friends.

"Jerry" Curran, First National representative, is firmly convinced that there was a better Christmas spirit among exhibitors this year than ever before. William Warner, First National representative, is spending the holidays in Denver, Colo., while Ralph Heft, Harry Schiller and W. A. Burke of the same company Omaha, Neb., for their resting spot.

The Independent Film Corp. just has completed a large shipment of Krazy Kat buttons to exhibitors in conjunction with the showing of Krazy Kat Komedies.

Harry Scott, Pathe general sales manager, was in Kansas City lining up the staff for the 1926 offense.

Film Row was busy comparing its brightly colored Christmas cards, while some of the exchanges installed Christmas trees in their respective windows. Eddie Green, Metro-Goldwyn represen-

tative, selected California for his Christmas vacation, while C. H. Lambert, assistant manager of that exchange, went to St. Louis, but combined business with pleasure.

Earl Cunningham, Paramount exploiter, is confined to his bed because of illness, but his condition is not dangerous.

Sam Berger and Harris Wolfberg, special Metro-Goldwyn representatives, who have been making a survey of the Kansas City territory, returned to New York. M. A. Levy, Fox branch manager, contends that business during Christmas week this year was better than in several years past during the same period.

The following new theatres and changes in management in the Kansas City territory during the last week have been announced: Lucy & Wilkinson are constructing a new theatre at Hoisington, Kas.; S. D. Huyter, formerly of the Highland theatre, Kansas City, is constructing a new theatre in Kiowa, Kas.; the new Westport theatre, suburban house of Kansas City, seating 1,000, has been opened by Frank Amos at Forty-third and Mercer streets; the new Rialto theatre Kansas City suburban house, was opened by Edward Rhodeman; Earl Hayes, who has been assisting Jack Truitt in the management of the Grand theatre, Moberly, Mo., has resigned to take over the management of the Marshall theatre, Manhattan, Kas., owned by the Dickinson Circuit; "Happy" Franks, formerly with the Junior Orpheum Offices in Kansas City, has been manager of

the Tenth Street theatre, Kansas City, Kas.



**FIRST NATIONAL'S
SECRET SPECIAL**



New York and New Jersey



EDWARD T. CARROLL, well known representative of Associated Exhibitors in the State of New Jersey, is severing his connections with the Company that he has served for eight years. During this time Mr. Carroll has made a host of friends who will certainly regret to hear of his withdrawal from the sales end of the industry. Carroll's definite plans are to go into partnership with a prominent member of the Film trade and they will direct their efforts along theatre brokerage lines. They expect to open up an office in the near future.

The Faulkner Theatre Circuit has taken over the Park Theatre at Caldwell, N. J. The Park was formerly controlled by C. M. Metzger.

Sam Perry, of the Englewood Theatre, Englewood, N. J. is back on the job again after having been ill for the past two or three weeks. Sam was seen around the local exchanges on Tuesday when he was catching up with his booking.

Charlie Stombaugh's "Kid brother," a prosperous real estate man from the West Coast dropped in this week to call on the popular Newark-Pathe branch manager. The brother and his family are en route to Europe and will sail away just as soon as Charles guides them to a number of good Broadway shows.

Charles Rosensweig, Manager of the F. B. O. New York Exchange, takes his vacation at this time of the year. However, he is back at his desk again after a ten day trip to the country.

As a token of appreciation from their staff, Messrs. Faynor and Stombaugh of the Pathe Exchange, were presented with Xmas gifts that are almost indispensable in this dry climate.

The Sylvia Theatre, 50th Street and 5th Ave., Brooklyn, which has recently been closed will reopen about January 20th. A lot

of new equipment has been installed.

Several more local theatres are reported as holding their opening nights during the month of January. The Oriental, a 2,000 seat house at Hackensack, N. J. is almost complete and will be ready the latter part of the month and the Bunny theatre at Mt. Vernon, controlled by Harris and Marrow, is scheduled for January 20th. The Bunny is the sixth in line for the Harris Enterprises and they are also building a new theatre at City Island. The Grange Theatre, 137th Street and Broadway, recently damaged by fire, is being thoroughly overhauled and will soon open its doors again. The Park, 180th Street and Boston Road, recently taken over by Morris Schange, will reopen on January 15th.

Henry Grossman, of the firm of Joelson and Grossman, has sold his interest in the Crescent and Belmont theatres to his partner. Mr. Grossman has a lease on the United Theatre, Brooklyn, and that house is expected to be ready the latter part of February.

Roth Brothers, who recently opened the Strand at Summit, N. J., are reported as building two more theatres in their territory that will be ready in the early spring.

David Hauser, former owner of the Greenwich Theatre on the lower West Side of New York, is building a 1,500 seat house to be known as the Brooklyn Heights Theatre. Mr. Hauser expects to have his new playhouse ready about the middle of February.

Lew Lefcourt, who is on the night "Pick up" of the Prudential Film Distributors, recently suffered the loss of his mother who passed away at her home last Sunday afternoon.

W. Earl, Manager of Loew's Alhambra at Halsey and Knickerbocker Brooklyn, has been ill for



Edith Roberts, who is featured in "The Taxi Mystery," a Henry Ginsberg release.

several days but is back at his old job again.

L. Steinberg, who has been holding down the management of Goldreyer and Fleischman's Manor Theatre at Avenue K and Coney Island Ave., Brooklyn, has been transferred to one of the firm's theatres in Yonkers.

Max Greenberg, well known Brooklyn exhibitor of a short time ago, is back home again—but not broke. Mr. Greenberg strayed over into the State of New Jersey to try his luck but just could not stay away from his old stamping grounds, so has returned and taken up his stand at the Cleveland theatre, 2390 Pitkin avenue.

The Windsor Terrace Theatre closed its doors last Sunday and the closing is reported as a definite one. However, that does not mean

much in this business. H. Goldshein and a partner were the proprietors.

Frank and Ben Worth have purchased the Eureka Theatre at Hoboken, N. J. They also operate the Palace in the same city.

Tony Cavallo, formerly the manager of the Culver Theatre, Brooklyn, has severed his connection with that playhouse. E. L. Green is the new manager.

Another change in local theatres concerns Sam Ronheimer, who has for some time been associated with the names "Ronly and Globe." It is reported that a Mr. Needles, formerly of the Lyric Theatre at 23d Street and 7th Avenue, is the new owner of these two houses.

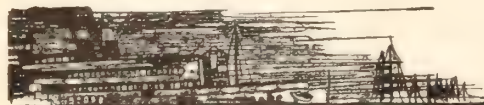
The Casino Theatre, Rockaway Avenue, Brooklyn, has reopened and the ownership is under a newcomer from up the State.

Another closing reported is the Woodrow Theatre, Wilson Avenue, Brooklyn.

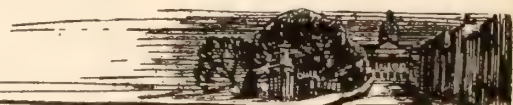
According to Howell's Equipment Company, equipment sales are still holding up in good shape. Recent theatres where installations were made include The Sylvia, Brooklyn; The Oriental Theatre, Hackensack; Harris's Bunny at Mt. Vernon, Lloyd Film Storage Projection rooms, De Forrest Phonofilm Company and the New Brooklyn Heights Theatre.

Al Friedlander's Garden Theatre which has been closed for the past two or three weeks, due to a boiler explosion, reopened the night before Xmas.

The many friends of Moe Streimer, manager of the United Artists Exchange in New York City, will regret to hear of the death of Mr. Streimer's father, who passed away at his Brooklyn home on Monday, January 4th. The elder Mr. Streimer was 74 years of age and all the children were present at the time of his death.



New England



SAMUEL DAVIDSON, formerly with Abe Snyder in Dependable Films, Inc., has taken charge of Wholesome Films, Inc., at 42 Melrose street, Boston.

The Olympia Theatres Co. offices, which for some time past have been located at 333 Washington street, Boston, occupying the greater part of an entire floor at that building in the heart of the shopping district, have removed to larger quarters in the building at the junction of Brighton and Commonwealth avenues, Boston. John J. Ford is manager of the offices.

Frank Cronin, owner-manager of the Crescent Gardens, Revere Beach, Mass., and of the Central Square Theatre in East Boston, has added another theatre to his chain, the National in Boston.

N. Faulke, who formerly operated the Norfolk Theatre in Quincy, Mass., which he recently

sold to Jake Lourie and his associates, has acquired the Strand Theatre at Fitchburg, Mass., and will operate it with a double bill weekly.

The new theatre being erected at Woonsocket, R. I., by the Famous Players-Lasky interests is progressing rapidly and it is expected that it will be ready to open early in the spring. It will have a seating capacity of approximately 2,000.

Edward Fay of Providence, R. I., owner of Fay's Theatre in that city, has been seriously ill but is now convalescing, which will be welcome news to his host of friends throughout New England.

L. J. Hacking, manager of the Producers' Distributing Corporation at Boston, left Jan. 6 for a month's trip to the Pacific Coast. He is a member of a party of officials of the company from New England and New York.

They will go to Los Angeles and other California points on the trip.

Manager Myrtle of the Capitol Theatre, Springfield, has arranged with the Westinghouse interests to broadcast the musical program of his theatre each week.

The Strand Theatre in the Dorchester district, Boston, has reverted to its original owner, Hyman Phillips and his associates. This was one of the Gordon circuit houses whose interests were transferred to the Paramount control last summer.

Seven hundred children of Ansonia, Conn., were guests of I. J. Hoffman at the Capitol Theatre during the holidays, when a typical Christmas program was given and gifts were distributed from a big tree on the stage.

There has been some talk of widening Kneeland street in the theatrical district of Boston and as a result contracts being signed by the Unique and Washington

Theatres now contain the proviso that in the event of the street widening and interference with, or discontinuance of the two playhouses, the contracts automatically become cancelled.

Extensive alterations to that part of Derby, Conn., city hall now known as the Sterling theatre, rented from month to month to Israel J. Hoffman of Ansonia, Conn., as a motion picture house, with a view of thoroughly modernizing it will be taken up for definite action by the aldermanic board in that city at its January meeting. Proposed alterations are sponsored by Mayor Frank J. Conway and a seeming majority of the aldermen. Issuance of a \$30,000 bond issue is the plan now proposed to finance the plan. Present plans provide for a seating capacity of from 1,000 to 1,200. Present seating capacity of the playhouse is about 400, while the equipment is antiquated.



Albany



THE employees in the First National exchange in Albany, constituting the First National Club, met last week, and elected the following officers: Alfred J. Marchetti, president; Carrie Himelberger, secretary; Ella M. Rourke, treasurer, and Renee Craven, chairman of the entertainment committee.

No one yet has been appointed as manager of the local Bond exchange to succeed Jack Krause, who is now managing the local office of Associated Exhibitors. Sidney Sampson, general manager for Bond, was in town during the week, and it is expected that the new manager will be named soon. Miss Margaret Stemmler has been handling the office since Mr. Krause left.

Herman Stern, local manager for F. B. O., took a swing through northern New York during the past week, and was close on the heels of J. H. MacIntyre, local manager for Famous Players, who spent ten days visiting the houses to the north of here.

Salesmen in the First National exchange here, received some handsome memorandum booklets on New Year's Day from A. W. Smith. Alex Herman, local manager for First National, was in New York city during a portion of last week.

Employees of the Famous players exchange here, tendered Tom Murray a farewell party before he left for New York city, to take up his duties there.

The entire proceeds of the dance which will be given by the Associated Film Clubs of Albany, at the Hotel Ten Eyck, on January 15, will go to the establishment of a fund which will be used for charitable work throughout the year.

Abe Siegel, who runs the Family theatre in Rotterdam, has now established a film delivery between Albany and Schenectady, and one that may branch out eventually to other towns.

There is a likelihood that two theatres in Schenectady will be enlarged during the coming summer, as both the Woodlawn and the Star are contemplating extensive improvements in the near future. Both are residential houses.

There was a report current during the past week that William Shirley, former owner of theatres in Schenectady, might acquire a new house in the near future. Mr. Shirley was reached at his home in Schenectady, but refused to make any comment whatever on the report.

Mike Freedman, who deserted the larger theatres of Schenectady, for a small residential house some little time ago, in order to become an exhibitor, rather than look forward to a pay check, seems to be doing very well these days. Mr. Freedman is thoroughly conversant with the picture business and is showing just the sort of pictures his section appears to like. He never fails to introduce some novelty during the week, and his house is rapidly taking rank as the leading residential theatre in the Electric City.

There was an enthusiastic dinner party at Jack's restaurant in Schenectady, one night last week, when James Roach, manager of Farash Theatres in Schenectady, entertained the thirty or more employees of the chain. Mr. Roach is planning to reopen the Broadway theatre, announces that the house will be renovated and redecorated and should be in readiness to reopen not later than February 1st.

He has decided on a fifteen cent admission.

Uly S. Hill, managing-director of the Strand Group of houses in Albany and Troy, is wearing a smile of satisfaction these days as he visits the new house in course of erection in Albany.

William Smalley, of Coopers-town, was along Film Row during the week. Other short news notes of interest to exhibitors, include the fact that D. C. Aldrich has closed his house in St. Regis Falls, for the winter, and that H. C. Richardson's theatre in Chestertown, has been taken over by the American Legion.

Ted E. Hayes started in on January 4, as a salesman for the local Warner brothers' exchange. Mr. Hayes will cover the southern tier in place of Walter Vadney, who will devote his entire time from now on, to the management of the Hudson theatre in Watervliet.

The Antique theatre in Watertown, which has been one of the Robbins group of houses, will be run by Carl Phillips, from March 1, on. Mr. Phillips recently bought the property, but the lease has a couple of months to run.

The Schenectady bowlers from among the theatres of that city, have issued a challenge to the bowlers in the Troy theatrical league for a series of games with a dinner to be paid for by the losers.

Frank Braymeier, manager of the Barcl theatre in Schenectady, and a veteran in the business, has been promoted to the end that he will now handle all exploitation work for Farash theatres in that city.

George Dwore, who graduated from law school several months ago, but who has been devoting his time to his theatre in Schenec-

tady, is now planning to hang out his shingle next spring. Mr. Dwore's father is also the owner of a theatre in Schenectady, and will probably take over his son's house to a considerable extent.

A special picture program was given at Proctor's theatre in Troy, on the day before New Year's, for the orphans of the city. The entertainment was under the auspices of the Rotary Club of the city, but the theatre was donated by Charles H. Goulding, manager.

The theatres in Watertown, which have been owned and operated by Nate Robbins, of Utica, and which now become a part of the Mark Strand chain, observed an anniversary last week that marked the advent of Mr. Robbins in the Garland City. Unusually attractive programs were offered at each of the theatres, and the residents of the city responded in a way that left nothing to be desired.

George H. Cobb, of the New York State Motion Picture Commission, was in Albany during the past week for a day or two at the branch which is maintained in the state capitol. No announcement has yet been made as to whether Mr. Cobb will be immediately replaced by a Democrat, or will be permitted to remain until the program of reorganization determines the future of the Commission.

William Benton, of Saratoga Springs, completed negotiations during the past week for the Rialto theatre in Glen Falls. It is also reported that Mr. Benton will take over the Park theatre as well.

Both Louis and Meyer Schine, of Gloversville, were in New York City last week. There was a rumor along Film Row that the Schines may soon take over the theatre in Boonville.



Houston



A. SPRINGER, Pathe Film representative, who has been in Houston for two weeks, spent Christmas in Dallas, Texas, with his family. Mr. Springer will return to Houston after the holidays to complete his work.

Al Lever, manager of the Saenger Isis theatre made a short trip to New Orleans last week. Mr. Lever went on business to the home office of Saenger Amusement company.

Virgil Siner and his company have returned to the Prince theatre for a holiday engagement. After New Years the company will move to the Cozy theatre which has been dark for one year. The Prince will close its doors but reports are about town that Pantages will take over the lease at an early date.

Charles Camp, manager of the Prince theatre entertained a New Years party for the entire staff and company of artists. Every theatre in town will entertain before the holiday season has passed.

Jesse H. Jones, who constructed the Melba theatre, Dallas, and is

now constructing two theatres in Houston, one to cost a million dollars, is in New York for the winter.

Frank Baxter, former Kansas showman, who is now in Florida stopped off in Houston for the Christmas Holidays. Mr. Baxter will return to Florida about the first of the year.

Mrs. Warren Holmes, wife of Warren Holmes, former manager of the Palace theatre, who was killed in an automobile wreck several months ago is the mother of an eight-pound boy.

Wm. Horwitz Jr. and his wife will sail for New York early in January on a business trip. After a short stay in New York they will

return to Houston via Havana, Cuba.

The New Ritz theatre management announced last week that the Ritz would open for business about the middle of January.

Charles Camp was unable to move his Royal Follies into the remodeled Cozy theatre the first week of January because the workmen could not complete the repair work. When completed the Cozy will be a new theatre only the old walls have been left standing and the entire equipment is brand new.

Harry VanDemark of the Queen and Capitol theatres has been confined to his home with a bad cold.

Elliot S. Forman manager of the Palace theatre and the Palace

Players entertained with a mid-night supper and dance for the entire organization during the Christmas holidays. Newspaper men were also the guest of Mr. Forman.

Karl Hoblitzelle president of the Interstate Amusement Company operating two theatres in Houston was visiting here over the week-end.

Jeff Barnette, Houston Chronicle Amusement representative, has been elected to the vice-president's chair of the Houston Optimist Club.

Word comes from Harry S. Portman former Houston theatre man. Mr. Portman is at the head of a chain of vaudeville theatres operating in France with headquarters in Paris.



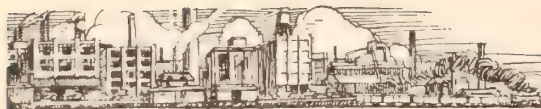
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DEVELOPING AND PRINTING
MOTION PICTURE FILM





Detroit



THOMAS MOULE, managing director of John H. Kunsky Theatrical Enterprises, left December 26th for New York on a business trip.

Lew Cohan, manager of the Colonial theatre, is another prominent exhibitor, who with Phil Kaplan will leave for New Orleans to attend the Mardi Gras.

The Garden theatre in Albion, Mich., has again been purchased by Tucker & Tucker, former owners.

Burrell Tripp, who operates the Regent theatre in Bangor, Mich., reports that during the months of January and February he will close his house.

Robert Cotton, District manager of P. D. C. was in town last week conferring with manager Frank Stuart.

The Lincoln theatre, Lake Orion, Mich., is now owned by R. E. Silver.

Steve Springett, who operates the Family theatre in Jackson, Mich., has just returned from St. Petersburg, Fla., where he was spending a short winter vacation.

Walter Liebman, branch manager of Associated Exhibitors, Detroit, left for New York over the holidays to visit with his father, and at the same time confer with his company associates.

Mrs. H. Lane, operating the Holland theatre, Holland, Mich., announces a change in policy which all the boys are glad to hear. From now on, this theatre will show four changes a week, instead of two.

A. M. Elliott, who has a lot of the say-so about the F. B. O. office, is so very busy these days that he has little time for anything, but business.

In spite of the zero weather during the holiday season, Jack Daley, booker for Associated Exhibitors motored to Toledo to visit friends. His car froze before he was half way there, of course, he had alcohol in it, but he claims someone drained his radiator.

Condolences of Michigan's film-dom have been extended to Ed. Young, assistant booker at the Pathe Exchange, in the death of his twelve year old son, who passed away suddenly last week.

W. H. White, who operates the Beachwood theatre and Morris Lynch, of the Catherine theatre, together have left for Florida, where they will spend part of the winter months vacationing.

Among the numerous exhibitors in town just before Xmas were the following: Harry Angel, owner of the Croswell theatre, Adrian, Mich.; Charlie Carlyle, from the Mecca Palace theatre, Saginaw, Mich.; Mr. and Mrs. Lester Matt, from the State and Strand theatres at Flint, Mich.; Ed. Strang, from the Regent theatre, Port Huron, Mich.; and Geo. Wilbur, who operates all the houses at Pontiac, Michigan.

Formal opening of the Lancaster theatre in Detroit, which cost two

hundred and seventy-five thousand dollars and seats sixteen hundred and fifty, took place on the evening of December 26th before a capacity audience. The theatre is owned by Williams & Lancaster.

Fred N. Harris, one of the oldest exhibitors in the State of Michigan and who hails from the town of Hart, was in town last week having plans drawn for a new theatre in his town to start construction about the first of January, 1926.

Smiley & Black, who recently took over the Quo Vadis theatre in Detroit, have changed the name of this house to Princess.

Balaban & Katz's new Michigan theatre, which is to have a capacity of five thousand and cost two million dollars, will soon be ready. According to latest reports received from officials, this theatre, Michigan's finest, is to open about the middle of March, 1926.

Ground has been broken in Wayne, Mich., for a new theatre to cost about \$125,000. The site of this theatre is near Henry Ford's factory out there. Work is to be pushed forward as rapidly as possible.

When Xmas comes Alex Schriber is a real Santa Claus to everyone. To his manager, Glenn Watkins at the Plaza theatre he presented a \$100.00 bill and to Glenn's wife a set of silverware, to the many children attending his theatre Xmas day over 2000 toys were given away, and last but not least Alex didn't forget the boys in the Film building either, for all his friends there received a suitable gift from him.

Clem Jarvis, owner of the Garden and Orpheum theatres at Lansing has plans under way for remodelling both these houses. Upon completion, the present policy of showing second runs will then be changed to showing of first run pictures.

Fred P. Reynolds, former well known star film salesman, made his appearance around the Film building just before Xmas visiting with old friends. Fred's in the animal business.

Bob Sheehan, of the Martha Washington theatre, Hamtramack, who originated the Sunday noon-day concert idea for a suburban house plans to hold these concerts again every other week starting Jan. 1, with a thirty-five piece orchestra. During the past year these concerts proved to be very successful in this theatre.

Henry S. Koppin, of the Woodward Theatre Co. threw a party the day before Xmas, inviting many of the exchange managers, salesmen and friends to attend. Plenty of food was served to the boys, cigars, etc., and entertainment furnished which helped to make the event one that will not be forgotten for some time to come.

Joseph Friedman, one of Carl Laemmle's youngest branch managers, who has been "boss" at the



Violet Mersereau, in Arthur Lamb's "Molly May" series, the first being "Her First Night in Philadelphia."

Detroit exchange for some time, leaves this office January first for a "big" job with Universal in New York. Ray Moon, former city salesman has been tendered the position as manager of the Detroit exchange.

Detroit's downtown theatres, and a few neighborhood theatres enjoyed a healthy New Year's Eve business, most of them offering special attractions at midnite in addition to the regular program.

Lew Thompson, district manager for Associated Exhibitors, was a Detroit visitor the past week.

Frank De Lodder, owner of the East End theatre in Detroit, expects to open his new theatre about the first of June. The house will be a very attractive one, and will have a capacity of 1,200.

Ed. J. Wall, formerly exploiteer for Paramount in Washington, D. C., has been transferred to the Detroit office, succeeding Kenneth Renaud, who recently resigned to take the position as manager of the Grand Riviera theatre in Detroit.

Gabriel L. Hess, general attorney for the Film Board of Trade making a tour through several states, stopped in Detroit last week to visit David Palfryman, local secretary.

Bill MacClaren, from the Capitol theatre in Jackson, Mich., was among those present at the Detroit exchanges during the past week.

Edward Delaney, exploiteer for Metro-Goldwyn, and at present in this territory, has been pulling a number of clever stunts in connection with his company's product in Detroit.

W. Prass, exploiteer for Universal in Minneapolis, came to Detroit last week to work temporarily with F. R. Cleaver, local exploiteer for Universal. Due to the tremendous amount of work along this line in the Michigan territory, is the reason.

Arthur M. Goodman, formerly manager of the Federated Film Exchange, operated by the Standard Film Service in Pittsburg, has been transferred to the Detroit office as manager, the change being necessary due to the illness of Robt. J. Rowan, former manager.

Henry Ross, district manager for Paramount, has been in Detroit for the past several days conferring with manager O. W. Bolle.

Walter Liebman, manager of Associated Exhibitors local exchange, returned from a ten day visit in New York this week.

Joseph Casco, one of Detroit's foremost exhibitors, who has been very ill for the past two months, will leave shortly for Florida, where he intends to remain until his condition improves.

The town of Three Rivers, Mich., enjoyed the opening of a new theatre last week. This house belongs to the string of Fitzpatrick & McElroy Circuit and L. H. Warner is manager of the house.

As a tribute to Manager Jack Young, the entire staff of Warner Bros. is out digging up new contracts. Ray F. Cloud in Detroit, Frank W. Burton in Eastern Michigan, William Sturgis in Western Michigan, and Charles Powell, special, report excellent results here and out in the state. The Colonial theatre, Detroit, playing Warner Bros., reports excellent returns from this firm's products.

C. K. Miller is building a 1,200-seat theatre in Wayne, near Detroit. Vaudeville will be played with pictures. The new theatre will front 110 feet on Michigan avenue, the main street, will be fireproof, finished in brick and white tile, and will have a stage 20 by 60 feet. Stores on the first floor and shops on the second floor also are planned.

Henry Koppin, owner of several Detroit neighborhood picture houses, recently held open house for his friends, entertaining them with several acts.

Joe Friedman, Universal manager here, has been called to Universal's home office, New York. He has been with Universal eight years, starting from the bottom. Before that he was an operator. Ray Moon, former Universal salesman here and in the state, will succeed him.

Producers Dist. Corp. has hired Lee Reaper for its Indianapolis office. Jules Peters, covering the northeastern part of Michigan for Producers, is reported getting excellent results.

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Denver



THE Mission and Pearl theatres, well-known suburban amusement houses of Denver, have been taken over by the Midwest Theatres Company. Such was the announcement made by Max Schubach, president of the Midwest organization. The new owners will take possession of the new additions to their chain on January 1st, 1926. The Mission theatre is considered one of the finest of Denver's suburban theatres. It was sold to the Midwest Theatres Company by Fred P. Brown, who for the past year has been the manager of both the Mission and the Pearl. It is located at 1435 South Pearl in the heart of a densely populated section of the city. Up to this time the only theatre controlled by the Midwest company on the south side is the Cameron on Santa Fe Boulevard.

Seth Perkins, assistant to Dave Bushon, District Manager for

Metro-Goldwyn, was a visitor in Denver last week-end. He arrived in Denver from Salt Lake City and left for the southern territory.

Another new theatre for Denver was opened by Frank Culp, an old-timer in the theatre business here. He has named it the Granada and opened it Christmas day in the afternoon. It is located at 2925 West 25th Avenue, over on the North Side. It has a capacity of 600 seats and is furnished with new equipment throughout. A real suburban theatre and an improvement to the neighborhood in which it is located.

G. E. Rosenwald, the new Universal manager, spent Christmas with his family in Kansas City, returning to Denver the following Monday. He expects his family to move to Denver shortly to take up their residence here.

W. E. "Bill" Matthews, local manager for Film Booking Offices, went to San Francisco to spend the holidays with his family.

Dave Frazer, assistant district manager for Producers, spent the holidays in Denver with his family, who reside here. Les Weir, district manager for Producers, is expected in Denver sometime in January.

Robert J. Garland, local Metro-Goldwyn manager, announces two new salesmen for this territory. Sam Henley, formerly of Salt Lake City, has been retained to cover the New Mexico territory. Jack Byrne has arrived from New York City to represent Metro in the northern part of the Denver territory.

Ralph Brashier, traveling auditor for Famous Players and Thomas Kilfoil, special representative for Famous spent a few

days in Denver visiting with Hugh Braly, local manager for Paramount.

The annual meeting for salesmen, managers, assistant managers, and bookers, was held by the Denver Film Board of Trade on the afternoon and evening of December 28th. The old timers who attended former meetings pronounced Monday's sessions the best ever. The entire afternoon was devoted to discussions pertaining to the selling of motion pictures, operations of the Film Board of Trade, Arbitration Board and various other activities with which a salesman should be familiar. In the evening a banquet was held for the employees. Chief John Healy of the Denver Fire Department was the guest of honor. His address dwelt largely on fire hazards in the industry.



Buffalo



A HAPPY throng crowded the Capitol theatre, Newark, N. Y., the newest link in the Schine chain, for the opening show, which started at midnight, December 31. The house, which has a seating capacity of 1300, was built at a cost of \$150,000. The theatre replaces the opera house, which was destroyed by fire last April. George A. Bouchard, formerly organist at the old Mark-Strand, Shea's Hippodrome and the Hotel Statler, Buffalo, played the opening program on the \$20,000 organ.

An audience which filled the Academy theatre in lower Main street, Buffalo, the other evening, hardly batted an eyelash, when smoke, filtering in thru the south side of the house, plus the screech of fire apparatus sirens outside, told of a fire nearby. Had it not been for the action of Al Sherry, many of the crowd might have seen the picture and departed without even learning that the blaze, starting from a gasoline explosion in the barber shop next door, had afforded firemen a brief but stubborn fight. Sherry, however, was taking no chances, and his prompt action nipped any possibility of a panic. Al told the folk that there was no danger, but that those who cared to leave would find plenty of exits. A few went out, but most of them remained for the show.

Eighty-four guests attended the banquet and Christmas party held by employees of the new Palace theatre in Lockport in the Del Ray restaurant at 11:30 P. M. on Christmas day in the Lock City. "Bobby" Demming, organist, and chairman of the arrangement committee, acting as toastmaster. A party followed on the Palace stage, including the distribution of presents and dancing. Mayor-elect Frank J. Moyer was the guest of honor. George T. Cruzen, manager of the house, was congratulated for the manner in which he has put the Palace on the map.

Michael Shea, president of the new Shea Operating company,

which organization now is associated with Publix in the operation of Shea Buffalo houses, gave his annual Christmas party for employees on the stage of the Court street house immediately after the final performance on New Year's eve. Negotiations in the Publix deal forced postponement of the event this year until New Year's instead of Christmas day.

After being dark for several weeks, the Lyceum theatre, Ithaca, re-opened Tuesday, January 5. The booth equipment has been modernized and it is planned to run pictures throughout the winter season.

The annual Movie Ball held Monday evening, January 4 in the Hotel Statler by the Film Board of Trade of Buffalo was a huge success. Everybody connected with local exchanges and theatre circles was there with bells on. A fine program of entertainment was staged and dancing continued until sunrise. Much credit is due the members of the committee, all of whom worked hard to put the ball over.

J. B. Whitney, former Metro-Goldwyn salesman out of the Buffalo office, and recently associated with the Schine corporation as manager of theatres in Lockport and Medina, N. Y., has been appointed manager of the Olympic theatre, the Buffalo link in the Schine chain, succeeding Ray S. Averill, who, it is reported is to become associated with the Comberford interests in Pennsylvania.

George Ross, formerly cashier at the Fox exchange, has succeeded Louis Schindler as cashier at Pathe. Mr. Schindler now is booker in the Pathe office.

F. A. Maxwell, a newcomer in the exchange end of the business, has been engaged as a salesman for Associated Exhibitors, in the Buffalo territory. E. J. Smith, general sales manager, was in town this week for a brief confer-

ence with John Sitterly, local representative.

Bob Murphy, recently with Universal, and one of the best known exchange men in this neck of the woods, said au revoir to Film Row last week when he left "U" to assume his new duties as manager of Shea's North Park.

Harry T. Dixon, F. B. O. manager got a swell Christmas present. The office force sent him a golf bag, clubs, etc., in fact everything but golf stockings. But the funny part of it is that Harry doesn't play golf. However, he will try and learn now, he declares. • Fore!

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Her First Night in New York

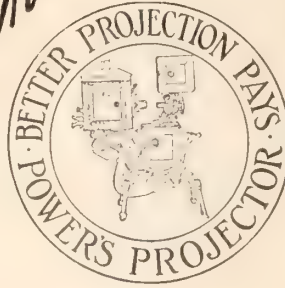
and that she is promised she shall soon have

Her First Night in the Follies

thanks to the delightful ingenue, Violet Mersereau; her director Joseph Levering; her producer Arthur J. Lamb and her distributors, Cranfield and Clarke, (Inc.)

December 12th, 1925

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How The 'Charleston' Set New Box Office Records

Amateur Contest Cost Metropolitan In Atlanta \$500 to Stage

THE capacity of the Metropolitan Theatre, Atlanta, Ga., was strained to the utmost while the management groaned for lack of room to take care of the steady tide of patronage drawn by the lure of the Charleston contest staged in that house last week in conjunction with the Atlanta Georgian and Hearst's Sunday American.

The first appearance of the young contenders at the Monday matinee found the house packed to the last seat with fully two hundred standing in the lobby and foyer and another hundred craning their necks from points of vantage on the mezzanine. Monday night brought not only capacity but turn-away business; Tuesday surpassed Monday; and Wednesday outstripped Tuesday's record.

But that was only because an extra performance of the dance contest was sandwiched into the program. Originally planned for two performances a day—one at the second afternoon show and another at the second night show—the attendance reached such proportions that the only solution was an extra performance. That third performance was instituted Wednesday, coming at the first evening show—7:30. And it solved the problem that had the management in a fever Tuesday night when the house refused to clear at nine o'clock and insisted on remaining until the Charleston amateurs performed.

After Wednesday the schedule was changed to three appearances a day for the contestants. And each performance brought an entirely new group of Charleston exponents. Therein lies the secret of its pulling power. Each entrant has a group of boosters—family, relatives and friends—and the aforesaid boosters turn out en masse to applaud their favorite.

It is the only time on record when any special attraction has overshadowed the picture at this theatre.

Three weeks of advance publicity that held front page space in the Atlanta Georgian every day. After the first preliminary winner in the "qualifying

round" was announced Monday afternoon the Georgian began to feature the daily winners—photographing first, second and third prize contestants. More front page space than a presidential candidate could appropriate!

What is particularly interesting to showmen is the fact that this Charleston Contest was an inexpensive feature. The entire cost ran within \$500.00, which included the salary of Miss Olive Hill, premiere danseuse who spent ten weeks at the Howard Theatre in Atlanta during the summer staging ballets, and Miss Hill's four assistants in her special dance number.

These girls form a miniature chorus. It likewise included the performance prizes of \$5.00 each to the winner in each "qualifying round"—a total of three five dollar prizes a day; six tickets to the Metropolitan go to the second in line, with four tickets to the winner of third place.

The grand winner in the Saturday night final received a silver loving cup from the Atlanta Georgian and will be given a week's engagement at the Metropolitan Theater to exploit her version of the Charleston professionally. The second grand prize was \$25.00 in gold; the third a season ticket to the theatre.

The act opened with Miss Hill's singing of "Charleston Back to Charleston"; the Hill Girls strutting in after the opening measures, and continuing until the song concluded. Then the quintet went directly into the most approved interpretation of this dance and snaps it out to a spirited finish. Miss Hill then presented the contestants, one by one, each entrant making her bid by her dance.

Each contestant had the stage to herself (or himself, for many boys participated) while on. When the last entrant finished the entire group was brought on and each in turn was led forward by Miss Hill while the audience declared the measure of its approval by applause. Not only first place, but second and third places were determined by the applause of the audience.

With the Charleston craze at its height the stunt which caught the fancy of youthful amateur dancers, was backed by the Atlanta Georgian with a clever and telling sponsorship, ably engineered by Managing Editor W. M. Baskervill, who was equally ably abetted by Manager Willard Patterson on behalf of the Metropolitan Theatre, the event scored a tremendous success and set a new record for special attractions at the Metropolitan.

The contest proved not only the biggest attraction ever presented at the Metropolitan but it easily surpassed in the amount of popular interest it created anything of the kind ever attempted in Atlanta.

MISSING AN OPPORTUNITY

LATELY we have become convinced that many exhibitors do not know their audiences as well as they should. If they did, certain practices that are now prevalent—more among the smaller town and neighborhood houses—would be done away with.

For example, in the town where we live which, with its immediately surrounding territory, has a population of approximately 5,000, are two theatres. One is new and up-to-date, while the other house is the original theatre recently remodelled. It appears that many of the prospective patrons of these theatres who previously were not in the habit of attending local shows decided that these better theatres warranted their patronage.

Quite incidentally, we have gathered a consensus of opinion regarding these theatres from several of the local town's folks who were in a way of becoming steady customers for these better theatres. It was practically unanimously unfavorable.

There seemed to be definite reasons for their attitude, but among them was not included the quality of pictures, for in the main those shown were above the average. The complaints were of a comparing nature—that is, the projection, music and added attractions, such as vaudeville, stacked unfavorably against these same features of theatres in a somewhat larger town six miles away.

We pose as no judge of the various classes of vaudeville and their relative value, though we question whether some vaudeville is not a detriment in itself. But we do maintain that poorly played musical accompaniments along with projection that tends to ruin the entertaining value of pictures, are inexcusable. Perhaps some picture fans become so engrossed in the pictures themselves that they will stand anything—but those fans are now in the minority.

So these two houses in our community have missed a cue. They were in a position to attract a larger and better class of patronage but the management miscalculated the importance of good projection and music.

P. M. Abbott.

Cost and Method of Operating A News Reel Camera

Many Theatres Capitalizing Box-Office Value of "Locals"

THERE appears to be a growing tendency on the part of exhibitors to produce their own local news pictures for incorporation into the topical reels of world events supplied by the big news reel companies. The box office value of such local views is put at a high figure by many theatres. The State theatre, Uniontown, Pa., for example has three cameras and maintains a complete laboratory equipment, for the production of the State News, one of the regularly featured offerings in that house.

Earl L. Crabb, now managing director of the Metropolitan Theatre in Boston, and that city's finest playhouse and one of the finest cinema palaces in the world, was one of the pioneers in making local news pictures when he operated theatres in Syracuse and Utica, N. Y. In the latter city his theatre was a six hundred seat house, charged ten cents admission, and yet included its own news views in the topical reel each week. An instance is related of a 500 seat theatre in a town of about 5000 population, which showed to packed houses for three days running, matinee and 2 evening performances, views of a local event. The capacity business was credited to the local views because the exhibitor considered his feature far below the standard of his usual feature offerings.

IN considering the box office potentialities of local news views and the possibilities of making such pictures as a regular attraction for his house, the question which will arise in the mind of the exhibitor is—"How, what expense, and what revenue?" The first question is readily answered. There are a number of cameras on the market which are made for news and topical work. Some of the better known ones are the DeBrie, Universal, Akeley, Newman Sinclair, Williamson. These range in price from about \$500 to \$3000 each. The price of a motion picture camera is fixed by the production costs and the profit taken by the manufacturer. Small production and high profits means a camera costing thousands, but huge scale production and small profits makes the lower selling price. For this reason, price alone is no criterion of quality.

How then may the exhibitor choose his camera?

The camera must have a good intermittent. The Geneva movement common in projectors is the least desirable movement for a camera. The intermittent movement should be of the harmonic cam type such as is used by Bell & Howell, Pathe, Mitchell, Universal and others. This is the most important point to be observed. This movement gives the most satisfactory screen quality. The camera should be compact. It should have outside magazines with the spring belt take-up which is simple, positive and always visible. The lens should of course be a good, sharp cutting cine anastigmat. The camera should have a capacity of at least 200 feet of standard gauge film.



Herbert C. McKay, of the New York Institute of Photography, operating a new low-cost camera soon to be introduced on the market.

These features are usually found on only the best cameras. Recently a camera known as the Institute Standard was introduced by a large school of photography in New York city.

This model is one of several which are being developed for the use of the exhibitor in making local reels and as well for the "free lance" camera man who makes pictures of sensational events with a hope of selling them to the large news reel companies. The machine incorporates the features which are essential to work of this kind, and is made to sell at a price which will bring it within the range of the consumers for whom it is designed. It has the harmonic intermittent cam movement, a capacity of 200 feet of standard gauge film, outside magazines, spring belt take-up and is built to carry the accessories necessary for "trick" work.

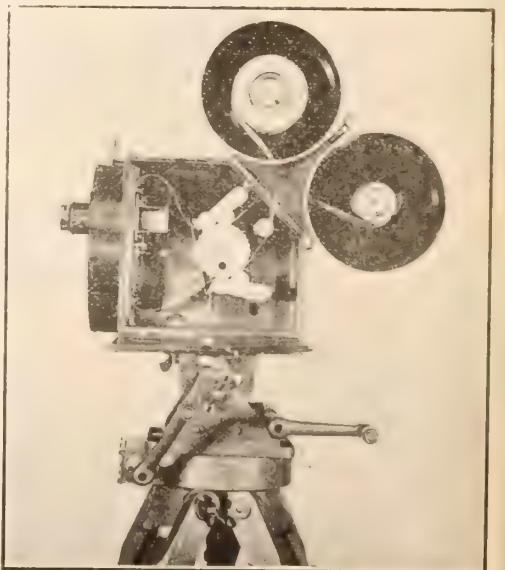
THE cameras which are suitable for this work range in price from one hundred and ninety dollars for the Institute Standard to some \$2500 for the Akeley. (All prices are for camera, lens, tripod and case). The other topical cameras range in price from \$500 to \$1500. Any of these cameras will make film of good quality. The difference in price is a question of production methods, profits, refinements and accessories. The film will cost approximately 4½ to 5 cents per foot for negative stock. Total film, and laboratory charges will run approximately 10 to 12 cents per foot for one print. This includes both negative and positive film and all laboratory charges. An average of \$115 to \$135 per full reel will cover most news reels including titles.

One reel should mean from three to fifteen full houses. Figure your own profits. If you can arrange a local circuit, say county wide, or even embracing five or six counties, you can get one camera, one cameraman, and make each reel play to the whole string. These reels by forcing can be made to play thirty houses. Thus after getting the starting equipment a thirty house string can get a daily news reel service at a film cost of less than \$5 per reel.

The next question is the difficulties involved. The first thing to be learned is cranking. Either the exhibitor or the chief operator of any theatre will find that a few moments practice will enable him to crank the camera in a passable manner. It must be remembered that the local film can fall down hard in quality, but it will get by if at all screenable. Cranking and exposure is about all there is to straight work. The exposure is regulated by the size of the lens stop. This is regulated by turning a collar which has eight stops in the usual cine lens. Due to the photographic properties of the film used, these eight stops will enable the photographer to secure the correct exposure under any lighting conditions. The proper stop to use is indicated by any of the better grade exposure meters for sale by all dealers.

THE camera is focused either by a scale upon the lens jacket or by visual means. Until the camera operator becomes familiar with the visual focussing arrangement, it is better to set the focus by scale.

It is not unusual for the beginner to have his first 200 foot roll of film quite good enough for projection, with the exception of the rough ends and the waste



Working parts of new model camera with intermittent movement of harmonic cam type and outside magazines, one of several new styles of camera being developed for the use of theatres and free-lance camera men.

How to Make Movies of Local Events

(Continued from preceding page)

which occurs in even the best professional work.

As for the events which form good subjects. Any exhibitor who uses news reels will know this. It is only a question of adapting the national idea to a local area.

In the camera, the most important parts are: the intermittent; the shutter; the lens and the magazines. In operating the camera there are but a few points to be observed. The camera must be kept level. It must be mounted upon a tripod which will hold it absolutely rigid without any movement of any kind, this will give a steady picture upon the screen; the crank must be turned with a smooth uniform movement or the movement will be jerky and the exposure irregular. Finally the proper lens opening must be used to properly expose the film at the normal shutter speed used.

The first two points are easily observed. Cranking is a matter of practice, while there are several excellent little devices upon the market which will indicate the proper exposure to be given any subject under any conditions which permit photography.

THE actual making of the film is a simple matter when a good camera has been secured. There are a few points which will help, but which are not really vital. In the first place at the end of each scene have a boy hold up a slate bearing your name, the theatre name and the scene number. Then when about two feet of this has been taken, open the camera door and cut a generous notch from the edge of the film.

When the film has been exposed, the magazine must be taken into the dark room before the film is removed. Here the film is removed from the magazine, wrapped in the original black paper and placed in the film can. The lid of the can is put on and the adhesive tape wrapped around it before the can is taken into the light. The film is now ready for development.

In case a rush positive print is desired, it is possible to do your own finishing with portable equipment which may be kept in any convenient closet. These small tank printers are very good, and with care can be made to turn out first class work. With such outfits, prints can be shown within three to five hours after the picture is taken. However, when there is no rush, it is, perhaps, best to send the film to the commercial laboratory for both titles and finishing.

Publix Presentations At Capitol in Detroit

JOHN H. KUNSKY this week announced that his Capitol Theatre, Detroit, Mich., as one unit in a national chain, will present the special features staged by John Murray Anderson, noted revue producer of New York, for Publix Theatres Corporation.

The policy will be inaugurated at the Capitol with the showing of Anderson's "The Melting Pot," which played at the Rivoli, New York, last week and initiated the new regime now in force at that theatre.

G.B. Odum Praises

"Theatre Management"

SINCE its inauguration in the December 12th issue of MOTION PICTURE NEWS, this department has received the warmest praise from exhibitors everywhere. Theatre Management, however, is particularly proud of the commendation which has been extended to it by G. B. Odum, manager of the Majestic Theatre of Hornell, N. Y., and a veteran exhibitor. Of this department Mr. Odum, in a letter dated January 1, 1926, says:

"It just so happened that as the Bells rang in the New Year I was reading your Theatre Management department and was impressed with the progress of your paper in its helpfulness. Each and every manager has an individuality and your intermixing of ideas on theatre management should be of vast help to many."

As a showman of wide experience, Mr. Odum has many definite and well tested ideas on theatre management, and this department takes pride in announcing the publication in an early issue of an article setting forth his opinions on Lobby Displays—the first of a group of articles in which he and other exhibitors will discuss various phases of theatre management.

Buy Site for Auto Park for Malden Theatres

With an eye to the future congestion about their theatres, Ramsdell Brothers of the Orpheum Theatre, Malden, Mass., have purchased a large tract of land between their new theatre now under construction, at the head of Dartmouth street and Mountain avenue, as a parking space for autos for their patrons. This tract will hold between 200 and 250 autos. Both the Orpheum and the new Middlesex Theatres are located in a densely settled business section and the new parking space will be easily available from both theatres. The walls are up to the first floor on the new Middlesex Theatre and work is being pushed forward rapidly to enclose the playhouse before heavy snow sets in. It is expected to have the theatre ready for opening late in the Spring.

Dawe to Manage the Empire Theatre in Bridgeport

Peter Dawe, former proprietor of Dawe's Theatre on State street, Bridgeport, Conn., will manage the Empire Theatre, that city, under its recently changed policy of substituting screen production in place of a stock company. Mr. Dawe has been identified for years with several of the leading motion picture houses in that city and has been prominent in the industry throughout the southern New England field.

TO ENLARGE STAGE OF MARK STRAND

Presentations To Be More Elaborate

The stage of the Brooklyn Mark Strand Theatre, Brooklyn, N. Y., is to be enlarged and improved to permit more elaborate presentations, according to an announcement last week by Edward L. Hyman, managing director of the house.

Plans have been drawn which will effect many changes. These plans call for the remodeling of the entire stage which now takes in the orchestra stage and the presentation stage. The latter is to be made larger so that it may accommodate presentations twice the size of those given in the past. The orchestra stage is to be improved upon in many respects and additional facilities for the most approved and up-to-date type of lighting equipment are to be installed. P. Dodd Ackermann, well known scenic designer, is drawing up the plans for the new arrangement.

Pantomime Prologue For "His People" at Duchess

The Duchess Theatre, Cleveland, started Monday, January 4th, with an indefinite run of "His People." Prices for the engagement have been set at 50c and \$1.10. Special music has been provided to score the picture and an elaborate prologue has been arranged. This prologue consists of scenes taken from the picture. Several scenes have been lifted from the picture and have been produced in pantomime. No word is spoken. The characters are dressed exactly as they are in the picture. The atmosphere is created so that there is almost no transition from the prologue to the picture. The Duchess has been the home of Yiddish drama heretofore.

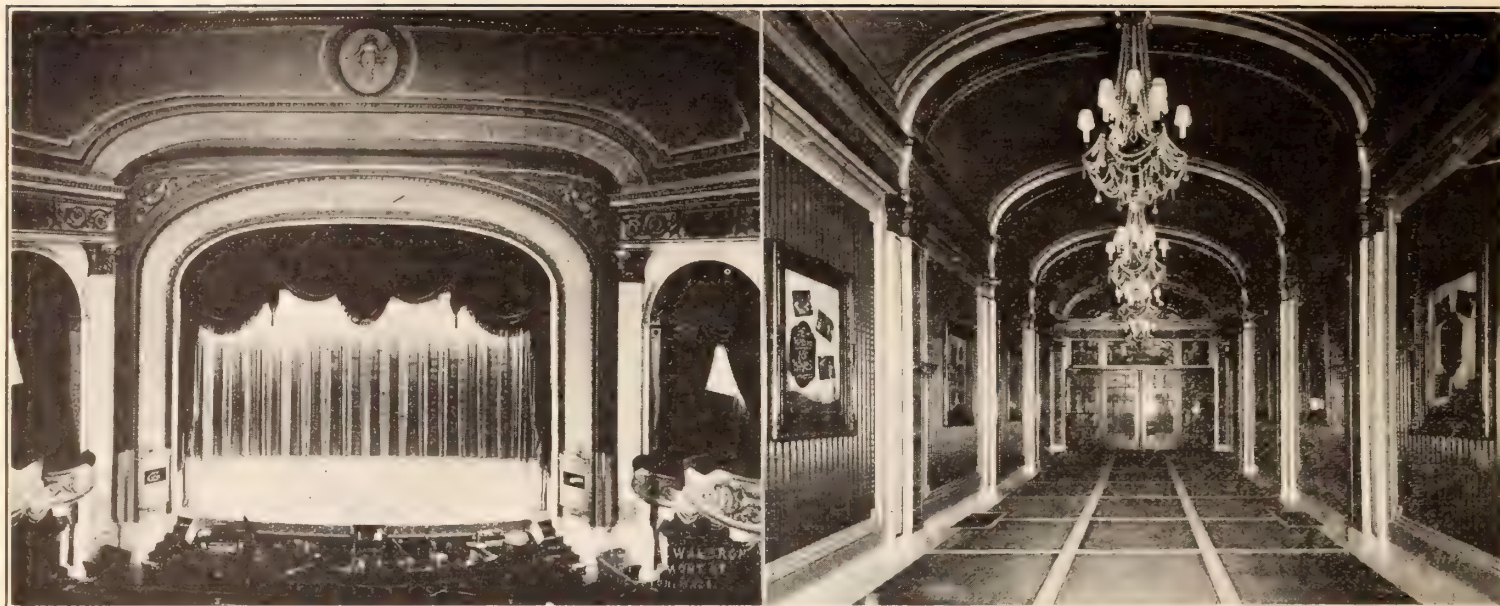
Regent at Rochester to Add Feature Stage Act

A. L. Morris of Regent Theatre, Rochester, N. Y., launched a new policy for that house after eleven years of motion pictures only, on December 27. The Regent now presents a feature act with the film feature and short subjects. Stage changes were necessary to offer the proper facilities for the acts. An entire new setting has been designed for the stage. Prices in the balcony and orchestra at the evening performances have been boosted five cents.

Sees Further Advance In Presentations This Year

A STILL further advancement in the caliber of presentations offered at first run picture theatres during 1926 is seen by Jules E. Mastbaum, president of the Stanley Company of America as one of the important developments of the industry this year.

Artists of international reputation are gradually being weaned away from the legitimate and concert stages into the folds of the motion picture, he points out. This was especially noticeable during 1925 and Mr. Mastbaum believes that the number entering motion pictures for the first time in the capacity of entertainers will be trebled during the current year.



The new Keith-Albee St. James Theatre, Boston, which has just reopened after being completely rebuilt. This adds another first run house to Boston theatres.

Saxe's Retlaw, Fond du Lac, Wis. Holds Premiere

One of the most brilliant up-state theatre openings in the history of Wisconsin was celebrated at Fond du Lac, Saturday, when Saxe's beautiful new Retlaw Theater was formally opened to the public. Never before was such a lavish opening bill presented in any city of similar size in the state. The presentation was engineered by Ed. J. Weisfeldt, production manager of Saxe's Wisconsin Theater at Milwaukee, assisted by members of his staff. A "big time" overture was rendered by the eighteen piece orchestra conducted by Rudolph Kopp, also of the Wisconsin Theater. In addition to the Saxe executive staff, the audience on the opening night included such well known personalities of Wisconsin film circles as Max Stahl, manager of the Milwaukee branch of Educational; Sam Shurman, Milwaukee manager for Metro-Goldwyn; George Levine, director of Universal's theater operating activities in the Northwest territory; George Smith, manager for Paramount; Sam Abrams, F. B. O. branch manager; Ed. Weisner, First National sales manager in Wisconsin; Art Schmitz of F. B. O.; Max Weisner, general manager of the Badger Theaters, Inc.; and others of equal prominence. The new Retlaw Theater was erected for the Saxe circuit by Walter Schroeder, hotel magnate of Milwaukee. It is a 1,200 seat house, designed by Rapp & Rapp, architects, and represents one of their best efforts in the field of smaller theaters. "Happy" Meiniger, one time manager of the Merrill Theater at Milwaukee, is house manager of the new addition to the Saxe chain.

Novogrod Plans Playhouse for Westerly, R. I.

Westerly, R. I., is to have another new theatre, according to assurance given yesterday by David Novogrod, proprietor of the Central and Lyric theatres of Pawcatuck. The show house is to be erected on the site at 43 High street purchased by Mr. Novogrod last February. The property now includes the former home of Dr. J. Howard Morgan, which up to recently was occupied by the local chapter of the American Red Cross.

The new structure will be of Colonial design, have a seating capacity of 1,400, and will house two stores on the ground floor and four smaller stores on the second floor, according to Mr. Novogrod.

Plans for the removal of the Morgan property have been completed and the new theatre, it is reported, will be erected and ready for occupancy by next fall.

A syndicate of theatre owners of which Mr. Novogrod is a member, controlling a circuit of 81 show houses, has sponsored the project.

The Metropolitan Wrecking Company of New Haven has been engaged to start within a short time the work of tearing down the Morgan house preparatory to beginning the erection of the theatre.

Robson's Rialto, Albion, N. Y. Opened Dec. 2nd.

The Rialto, Albion's new motion picture theatre, one of the finest in any town of its size in western New York, was opened on the evening of December 2. William H. Robson, the owner and manager, personally supervised the erection of the building, which is on the site of the former home of Sheret Post, American Legion. The Rialto is fireproof with a modern ventilating system and large fire escape doors on each side of the auditorium on the ground floor. The mezzanine seats 70 and wicker chairs are used here. These may be reserved in advance. Two new Powers projection machines have been installed in the booth. The Main street front contains three stores in front of the theatre.

Frank Houston To Build At Omaha, Neb.

Construction is about to begin on the new Minne Lusa theatre which will be opened in the northern suburb of Omaha about March 1. Frank W. Houston, who recently sold the Lyric theatre at Tekamah, Nebr., is the owner. Mr. Houston has been a theatre man for sixteen years, eight of them in Indiana.

The new theatre will seat 600, will have all latest conveniences and equipment, and will have a large pipe organ. George L. Fischer is the architect.

Buffalo, N. Y. Has Two New Theatre Openings

Niagara Falls' newest picture theatre, the Falls, which replaces the old Eugenia, has opened at East Falls street and Portage road. The new theatre has a seating capacity of 1,250. There is a spacious ground floor, a large balcony and a roomy mezzanine floor. The building is 60 by 114 feet. The stage is 52 by 20 feet. The equipment throughout is thoroughly modern. The seats are unusually comfortable and the rows rather farther apart than in the average theatre, thus adding to the comfort of patrons. There is a woman's rest room on the mezzanine floor and another on the main floor. A comfortable smoking room for men is located in the basement. The interior decorations are not yet complete. The theatre will be closed this summer for the completion of this work. The present plain and simple decorations then will give way to an elaborate decorative scheme. There is a large orchestra pit. The building has eleven exits. The Ohio fan ventilating system is used. The exterior of the building is yellow brick and white stone. Above the attractive marquee is a large electric sign. The theatre is owned and will be operated by Sam Trapasso and company. Mr. Trapasso and Frank De Fozio will be active in its management. Albert Elia, 1703 Whitney avenue, was the architect and builder. Motion pictures and vaudeville will be the policy. Sam Battaglia is conductor of the five piece orchestra.

George Biehler announces that his handsome new motion picture theatre will open in Hamburg, N. Y., on the evening of Thursday, January 14. Mr. Biehler has spent much time and taken great care to assure this thriving western New York town one of the most attractive and cosy theatres of its size in the state and his efforts have been successful. When the house opens patrons are due for some very pleasant surprises. Mr. Biehler now is busy lining up the biggest attractions obtainable for the entertainment of Hamburg folk. Mr. Biehler has been operating the Palace theatre in Hamburg for many years and his new theatre is really an appreciation of the excellent patronage of residents over a long period.

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Projection

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Inquiries and Comments

The Design of Theatre Projection Rooms

J. H. Kurlander, Edison Lamp Works

IF this article had been written four or five years ago, it would have been essentially one of criticism—not altogether of the constructive sort. Coming as it does at this time, it must be tempered with mildness and strike merely a cautionary note.

A motion picture theatre consists primarily of three things; an auditorium, a screen and a projection room. All other equipment, however necessary and useful, can be considered as being merely accessory to these three things. From the standpoint of presenting a show, the projection room or "booth" as it is sometimes inelegantly referred to, is undoubtedly of the greatest importance. The auditorium, however elaborate, is merely a comfortable viewing place for the patrons. The screen is only a medium for rendering the picture visible to the assemblage and serves as a register for the skill of the projectionist when presenting the show.

The projection room, however, is equivalent to the back stage area of the legitimate theatre with its various "props" and equipment for putting the show across. Lack of equipment or poor design will unfailingly reveal itself in the form of reduced box office receipts. In the formative years of the "Picture Parlor," the "booth" consisted merely of a cloth covered structure housing the lone projector, which spilled the film on the floor or into a waste paper basket. Considerations of safety and efficiency made necessary marked changes in such practices by progressive stages, and recent years have witnessed a decided change of attitude toward projection room design on the part of both architects and exhibitors. That the lesson has not been fully learned, however, is evidenced by the fact that here and there projection rooms are encountered which all too plainly point to either gross ignorance or gross negligence on the part of the architect. The blame for such blunders rests squarely upon his shoulders.

At first thought it would appear as though most mistakes would occur most frequently in the smaller theatres, designed by men having only limited experience in this field. This is far from being the case, since only recently one of Washington's largest and newest theatres experienced difficulty when the architects unwittingly attempted to project the picture to the screen through several large crystal chandeliers! Meeting no success along these lines and being un-

How Many Freaks for 1926

A RECENT issue of MOTION PICTURE NEWS carried the promise that 1926 would see another record volume of theatre construction in this country. A survey of this field, made by one of the nation's leading architectural magazines, revealed that no fewer than 1645 new theatres are projected for the present year.

We cannot help but wonder how many of these theatres, when completed, will present freaks in projection room design, and so, with the hope of preventing, if possible, some of the more pronounced blunders in this important item of theatre construction, we are reprinting an article which originally appeared in a special theatre number of "Architectural Forum" and which aptly describes some of the salient features of projection room design.

Incidentally, this article also carries an argument against the use of extremely long projection distances which seem, more and more, to be becoming the vogue. Such long projection distances have proved to be one of the principal obstacles to the standardization of screen brightness in the theatres of the country.

able to move the chandeliers without destroying the symmetry of the interior, the services of a projection engineer were obtained, with the result that a periscopic arrangement was used to shunt the projector beams down and around the offending luminaries! The periscope, by the way, consisted of two large plane mirrors tilted at such an angle as to deflect the beams sufficiently to clear the obstructions. Needless to say such an arrangement is at best a makeshift, and the projection in this theatre will never give complete satisfaction.

It is sometimes possible to avoid such an expensive solution by lowering the projectors, where sufficient clearance under the obstruction can be obtained. This was done in a large new high school building in a Long Island town about one hour's ride from New York. Here the architects tried in vain to shoot the light beam through a 20-inch concrete ceiling beam near the "booth." Since chipping out the beam would obviously weaken the structure, it was decided to saw off the projector's legs which would give the required clearance. The fact that the projectors were so low as to force the projectionist to assume a camel-like posture beside them evidently received no consideration, and in the minds of most of the persons concerned, it deserved none. The light was on the screen—what more could one reasonably ask?

Going from one extreme to the other a certain theatre in Orange, N. J., was recently renovated, and new trappings, organ,

fixtures and projection room were included on the program. By some freak of plan, the portholes on the front wall of the projection room were misplaced, with the result that standard projectors could not be used. Special long legs were required to raise the projectors level with the port holes. The lamp-houses were then on a level with one's head and since the projectionist would obviously be required to possess a rubber neck if things were left this way, a concession was made by constructing a platform 18 inches high beside each projector. And so it goes with careless architects.

Projection Room Location

The first thing to do when designing a projection room is to choose its location. By this is meant not so much its location at the rear of the theatre, but rather its location with regard to the entire auditorium. Motion picture theatres today fall into these three separate and well defined classes:

1. Combination vaudeville and picture houses possessing two or more balconies each.
2. Main floor theatres, usually of small size possessing no balconies.
3. Large theatres possessing but one balcony each.

In Class 2 theatres the projection room is placed at the rear and the requirements are fairly simple. Class 1 theatres do not offer much leeway in the choice of a location, since the picture is more or less incidental to the program. The principal consideration here is to place the projection room where it will require the removal of as few seats as possible. In Class 3 theatres, however, there are two locations from which a selection can be made. One is obviously at the rear of the auditorium, using a plan such as is now common practice, and the other is at the front and center of the balcony. The latter location is much to be preferred for a number of good reasons. In the first place the tendency in this class of theatre is to go to extreme depths (200 to 300 Feet) which make the projection of satisfactory pictures quite a problem when the projectors are located at the rear of the auditorium.

The light intensity in the projector beam, contrary to recently held popular opinion, varies inversely as the square of the "throw" or projection distance. Hence on extremely long "throws," such as those just mentioned, it becomes necessary to use the high-intensity arc. The high-intensity arc is more expensive both in first cost and maintenance than the other forms of projection devices. It was only the recent commercial manufacture of fused quartz which solved the condenser breakage problem of this outfit. At such long projection distances it is practically

impossible for the projectionist to determine with the naked eye whether the picture is in focus on the screen.

With the projection room located in the central front part of the balcony, however, the projection problems become relatively simple. Less expensive and more efficient types of projection systems can be used. It is often possible to use the special incandescent motion picture lamp, where conditions are favorable, thus securing the benefit of maximum efficiency at lowest cost. The conditions in this case approach those of the ordinary theatre of medium capacity, and consequently are satisfactorily handled.

Avoid Heavy Projection Angles

Aside from the distance of the projection room from the screen the most favorable location is that on a level with, and exactly on the center line of the screen. It is not often possible to meet this condition except in the case of Class 2 theatres, so that some projection angle is generally unavoidable.

The old vaudeville houses, later equipped for motion picture projection, are the worst offenders in this respect. With the projectors located up in "nigger heaven" to use the parlance of the streets, the projection angle has often become so great that intolerable distortion of the picture has resulted. An excellent, or rather bad example of this is in a large vaudeville house in Newark, N. J., where it becomes positively annoying to watch the pictures. The effect of a heavy projection angle is easily understood. Since the projector beam is of a diverging wedge shape it will be seen that the top of the beam, striking the screen first, will be narrower than the bottom of the beam which travels farther, so to speak. The re-

sult is a "Keystone effect." This naturally distorts the picture, and a screen actor under such conditions would have a small head and enormous feet. The Society of Motion Picture Engineers recommends that the projection angle should not exceed 12 degrees, in order to insure satisfactory projection.

Aside from the distortion of screen objects, which occurs when the projection angle is excessive, it is also impossible to

focus all parts of the picture simultaneously on the screen, since the projection lens can only focus one plane at a time. Hence if the center of the picture is "in focus" the top and bottom screen areas will be "out of focus." Focussing any one particular area is therefore accomplished at the sacrifice of definition in the remaining areas.

(To be concluded next week)

Unique House of 350 Seats Built on Plot 19 ft. by 90 ft.

ON December 15th, one of the most novel motion picture theatres probably that has yet built on the Pacific Coast opened its doors to the public at Santa Cruz, Calif.

The Cameo, a 350 seat band box of a theatre, was conceived, designed and built under the personal supervision of J. A. Harvey, Jr. Harvey has original ideas and does things differently. As he has said, "allotted but 19x90 ft. by a cruel landlord," he has put into his unique little theatre all the features that are the latest and up-to-the-minute devices in the big theatre palaces.

For the comfort, convenience and hygienic safety of his patrons, Harvey has caused to be installed, a smoking section in his auditorium; a woman's "primp room," having all the powder puff boxes, electrical curling irons and toilet facilities that would be found in a modern beauty shop; a "cry room" for fretting babies; a four-way ventilation system to carry the smoke away so that the air will be kept constantly pure and fresh. Electric heat is used throughout the

house. A special organ was constructed to fit the miniature requirements of the building.

Harvey's policy will be 10 and 20 cents admission prices, first run picture product, a dollar's worth of show and courtesy for a dime.

The Cameo marks the third theatre in Santa Cruz. The Santa Cruz of the Greenfield circuit and the Unique operated by Frank McCauley.

The resort strength of Santa Cruz and its rapidly growing population no doubt will satisfactorily support the three theatres and everybody will be happy. The character, contract and policies of the competing houses are so widely different that confliction will not obtain.

Harvey was formerly in the motion picture theatre business in Vacaville and Dixon. Later he remodeled an empty building in Merced into a theatre and finally sold to the T. & D. Enterprises, who conducted the Merced theatre.



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Super-Lite Screens give the equivalent of higher intensity light sources at a fraction of their cost. They are made from fine, sturdy material and last for years.

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We are in a position to analyze any theatre proposition from every angle. If you contemplate building a theatre, get in touch with us before you arrange for plans and specifications; we can save you money, due to our special knowledge of theatre construction. We are prepared to analyze your proposition, prepare sketches, submit an estimated cost, prepare plans and specifications and supervise construction, so that the ultimate cost will not exceed the estimated. We will prepare you a statement showing the probable net returns on the investment and advise as to methods of finance. We can handle your proposition from inception to completion, turning the theatre over to you complete in every detail, ready to operate. Send us your proposition for analysis.

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Warner's Egyptian Theatre, Seattle, Wash., Holds Successful Opening

Warner's Egyptian Theatre, reputed to be the finest neighborhood playhouse in the Pacific Northwest, opened its doors to the public of Seattle on Christmas Day, 1925, under management of Leonard K. Brin, Northwest representative of the Warner Brothers Company. The house is located at Fourteenth Avenue Northeast and Forty-Fifth, in the heart of the University district, and is within easy reach of all principle residential and business districts of the city. It has a seating capacity of approximately 1,400 including lower floor and balcony, and represents an investment of close to \$500,000.

The new house is Egyptian style throughout. The exterior is an adaptation of the Egyptian temples, and is finished in a mat glaze terra cotta. A ticket booth in typical Egyptian style is located near the center of the lobby, and a large marquee, with changeable letters on all three sides, extends to the street line. A mammoth electric sign surmounts the front of the building. Small stores occupy the remaining portion of the building, extending its entire length on Fourteenth Avenue. Huge electrically lighted tripods, with a steam effect, surmount the corners of the theatre on the roof.

The interior of the auditorium is designed as an open court, entrance to which is gained through a long foyer handsomely furnished with chairs and settees of Egyptian design. The auditorium is enclosed by masonry walls, with twinkling stars above. The painting and decorations are of extreme beauty, and are truly authentic in Egyptian design. A winged sun, over the stage, is a symbol of the Egyptian deity watching and caring for life on earth, and huge columns on either side of the auditorium and proscenium are replicas of the pillars at the entrance to the temple of Karnak.

A full stage, the only one in any picture house in the city of Seattle, is provided for stage productions of any type. A beautiful velvet traveler curtain extends over the entire length of the stage, and complete equipment, including a handsome cloth of gold curtain, is included in the stage accoutrements. Flood lights from either side of the stage furnish the lighting for presentations, and flood and footlights of newest design offer additional lighting facilities. Stage lights are on a double control from both the projectionist's booth and the stage itself.

Luxury is the keynote of all the furnishings, from the luxurious rugs throughout the entire house to the draperies and curtains of the stage. Entering the foyer, the beauty of the rich burnt-orange hangings bordered with blue-patterned silk, is at once strikingly apparent. Orange-tan rugs are used throughout the house. The upholstery adheres to the same idea of Egyptian designs, the same hangings being used in the balcony loge section, rest rooms, smoking rooms and ladies' parlors, all located on the mezzanine floor. A smoking room is provided, enclosed in glass and equipped with latest atmosphere machines, and a typical "crying room" for babies is also provided on the same glass-enclosed plan.

The projectionist's booth is located at the rear of the mezzanine, and is reported to be practically the replica of the modern booth of the Piccadilly Theatre in New York, now known as Warner's Theatre. Two new Simplex projectors, rewind table, spotlights, curtain and light control, and house lighting system are contained in the booth.

The B. F. Shearer Theatre Equipment Company of Seattle and Portland are responsible for the equipping and furnishings of the house.

Automatic Ticket Register Co. Issues New Pamphlets

E. S. Bowman, Treasurer of the Automatic Ticket Register Company, announces that literature describing latest model Super Gold Seal Ticket Register is now ready for distribution.

Mr. Bowman reports that volume of business on hand is greater than ever before in the history of the company.

George Mead, who was in New York for the holidays, has returned to take up his duties as Western Manager, with headquarters in Chicago. Mr. Mead reports that Lubliner & Trinz, Chicago, who recently purchased seven Ticket Registers for new houses about to open, are building a number of additional theatres.

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YOUNG MAN, 26, single; 8 years' experience in motion picture work, including projection and manufacturing of motion picture equipment as machinist-electrician and laboratory mechanic; thoroughly understands developing, printing and handling of film as well as machinery and equipment involved; can furnish best of references. Box 585, Motion Picture News, New York City.

EXPERIENCED OPERATOR, New York License, wants employment. Tel. Morningside 5642, New York.

THEATRE MANAGER WANTED for high class house showing road shows, vaudeville and pictures; must have at least 10 years' experience and state when and where and salary received; must be capable of handling theatre with large stage; best references required. Box 575, Motion Picture News, New York City.

WANTED.—To buy or lease theatre; one with stage preferred; in city of not less than 5,000. Address, Box 520, Motion Picture News, New York City.

HAVE YOU Seeburg Organ, Style S preferred, that you wish to sell; must be good condition. Lyric Theatre, Erwin, Tenn.

THEATRE MANAGER AVAILABLE.—35 years of age; 14 years in business, both in United States and Canada; 9 years in present theatre as manager; best of references; or would lease or buy; mention size theatre; what have you to offer? New England preferred. Box 540, Motion Picture News, New York City.

WELL KNOWN PICTURE THEATRE MUSICAL DIRECTOR of national reputation is contemplating new connection by the new year; has been for years featured attraction in some of the finest theatres in America; exceptional references from some of the most successful and largest theatre owners in United States; will consider offers from the highest class moving picture theatres only; if you are looking for a permanent box office attraction, wire or write Box 5, Motion Picture News, Security Bldg., Hollywood, Calif.

For Sale

WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested, communicate with patentee, I. I. Hance, Meriden, Conn.

FOR SALE.—Motion picture theatre; town of famous summer resort of over 5,000; fully equipped; seats 700; only theatre in Tannersville, N. Y. J. J. Byck.

FOR SALE.—Fireproof brick and reinforced concrete building on lot 50 x 200, running from street to street, containing 2 stores, 3 offices, large loft, banquet room, lobbies, check and dressing rooms, dance hall 110 feet long and fully equipped, 676-seat picture house with stage, curtains, scenery, etc., picture machines, screen, twin 8-foot typhoon fans; everything except the film; only picture house in town of 7,000; nearest house to 10,000 people; best dance hall within 15 miles; price, \$150,000 (Not 149); 85 per cent can remain on mortgage at 6 per cent; the cash payment required does not even cover cost of equipment. E. H. Rolston, Seymour, Conn.

FOR SALE

700 Haywood-Wakefield Veneer Theatre Chairs. Used less than 90 days. William J. Dunn, Academy Bldg., Fall River, Mass.

The layout of newspaper displays shown above shows representative ads used for First National's "The Dark Angel" by first-run exhibitors. As usual, the influence of the press-book suggestions is clearly evident in the majority of the arrangements for this picture. The displays shown were used by the following theatres: Rialto, Omaha; Strand, New Orleans; Pantheon, Toledo; Olympia, New Haven; Isis, Houston; Capitol, Detroit; Rialto, Tulsa.

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
American Pluck	George Walsh	Chadwick	5000 feet	July 11
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	Wm. Russell	Ginsberg Dist.	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Ames	Rod La Rocque	Prod. Dist. Corp.	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B. P. Schulberg (S. R.)		
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict.	4488 feet	
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O.	5669 feet	
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Gotham Prod. (S. R.)	5827 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O.	6006 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp.		
Let's Go Gallagher	Tom Tyler	Film Book Offices	5182 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O.	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S. R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once in a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Plastic Age, The	Special Cast	B. P. Schulberg (S. R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Scaled Lips	Revier-Landis	Columbia Pict. (S. R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp.	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6124 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
S. O. S. Perils of the Sea	Elaine Hammerstein	Columbia Pict. (S. R.)	5303 feet	Dec. 26
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 15
Wall Street Whiz, The	Richard Talmadge	Film Book Offices	5452 feet	Nov. 7
What Pools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harian	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4800 feet	
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros.	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr.	Artclass Pict.	5012 feet	
Dollar Down	Ruth Roland	Truett (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	3611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fast of a Part, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6195 feet	Sept. 19
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4470 feet	Sept. 26
Head-Up	"Lefty" Flynn	F. B. O.	5482 feet	Nov. 14
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highway	Leatrice Joy	Prod. Dist. Corp.	6084 feet	Sept. 5
Hurricane Horseman, The	Wally Wales	Artclass Pict.	4440 feet	
In Search of a Hero	Richard Holt	Gerson Pictures		
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp.	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O.	6712 feet	Oct. 17
Lawyer's Wives	Robert Frazer	B. P. Schulberg (S. R.)		

Feature	Star	Distributed by	Length	Reviewed
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	4903 feet	
Man on the Box, The	Sydney Chaplin	Warner Bros.	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O.	4042 feet	Nov. 21
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp.	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros.	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Some Pun'kins	Chas. Ray	Chadwick	6500 feet	Sept. 19
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Special Cast	Ginsberg Dist. Corp.	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp.	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict.	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O.	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Stark	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Buch-O. Moore	Assoc. Exhib.	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros.	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels	
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	L. Barrymore-H. Hampton	Assoc. Exhib.	5581 feet	June 21
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4514 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 28
Galloping On	Wally Wales	Artclass Pict.	4292 feet	
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib.	5600 feet	July 26
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib.	5408 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib.	5500 feet	July 26
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart		
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp.	6300 feet	Nov. 7
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Phantom Express, The	Special Cast	Ginsberg Dist.	4614 feet	Dec. 12
Ridin' Streak, The	Bob Custer	Film Book Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp.	9980 feet	Nov. 14
Romance Road	Raymond McKee	Truett	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros.	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr.	Artclass Pict.	4728 feet	
Satan in Sables	Lowell Sherman	Warner Bros.	7010 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros.	6286 feet	Dec. 19
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp.	5070 feet	Oct. 24
Sporting Life	Special Cast	Universal	6767 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Steela Dallas	Bennett-Colman	United Artists	16117 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Transcontinental Limited	Special Cast	Chadwick (S. R.)		
Unchastened Woman, The	Thekla Bara	Chadwick	6800 feet	
Under the Rouge	Tom Moore	Assoc. Exhib.	6500 feet	July 26
Unquarred Hour, The	Sills-Kenvon	First National	6810 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp.	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6900 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	8630 feet	Aug. 29
Wild Girl	Louise Lorraine	Truett (S. R.)	5800 feet	
Woman, The	Charles Kay	Chadwick (S. R.)		
Wyoming Wild Cat, The	Tom Tyler	F. B. O.	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Ancient Mariner, The	Special Cast	Fox		
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	

Feature	Star	Distributed by	Length	Reviewed
Blue Blood.	George Walsh	Chadwick		
Broadway Lady.	Evelyn Brent	F. B. O.	5500 feet.	Dec. 12
Counsel for the Defense.	Peters-Compson	Asso. Exhib.	7 reels.	Nov. 21
Cowboy Musketeer, The.	Tom Tyler	Film Book. Offices.	4500 feet.	Dec. 26
Don't.	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet.	
Flood, The.	Special Cast	Truart (S. R.)		
Girl from Montmartre.	La Marr-Stone	First National		
Golden Strain, The.	Special Cast	Fox		
Goose Woman, The.	Special Cast	Universal	7500 feet.	Aug. 22
Great Love, The.	Dana-Agnew	M-G-M		
Handsome Brute, The.		Columbia Pict. (S. R.)		
His People.	Rudolph Schildkraut	Universal	8983 feet.	Nov. 14
His Secretary.	Norma Shearer	M-G-M	6433 feet.	
Hogan's Alley.	Harlan-Miller	Warner Bros.	6310 feet.	Dec. 5
Infatuation.	Special Cast	First National		
Irish Luck.	Thomas Meighan	Paramount	7008 feet.	Nov. 28
Joanna.	Mackaill-Mulhall.	First National		Dec. 26
Kiss for Cinderella, A.	Betty Bronson	Paramount	7816 feet.	Dec. 19
Lady Windermere's Fan.	Special Cast	Warner Brothers	9221 feet.	Dec. 26
Lodge in the Wilderness.		Tiffany (S. R.)	6500 feet.	
Lord Jim.	Percy Marmont	Paramount	6702 feet.	Nov. 21
Lover's Island.	Hampton-Kirkwood.	Assoc. Exhib.		
Madam Behave.	Eltinge-Pennington.	Prod. Dist. Corp.	5417 feet.	Nov. 14
Man Four Square.	Buck Jones	Fox		
Man from Red Gulch.	Harry Carey	Prod. Dist. Corp.	5437 feet.	Dec. 5
Masked Bride, The.	Mae Murray	Metro-Goldwyn	5699 feet.	Dec. 12
Midnight Flyer, The.	Landis-Devore	F. B. O.	6200 feet.	Jan. 9
Morals for Men.	Tearle-Mills	Tiffany (S. R.)	6500 feet.	Dec. 5
North Star, The.	Strongheart (dog)	Assoc. Exhib.		
Pals.	Louise Lorraine	Truart (S. R.)	5800 feet.	
Pinch Hitter, The.	Glenn Hunter	Asso. Exhibitors.		Dec. 12
Pleasure Buyers, The.	Irene Rich	Warner Brothers	7202 feet.	
Prince of Broadway.	George Walsh	Chadwick		
Prince of Pep.	Richard Talmadge	F. B. O.	4911 feet.	
Sally, Irene and Mary.	Special Cast	Metro-Goldwyn	5564 feet.	Dec. 19
Silver Treasure, The.	Special Cast	Fox		
Smilin' at Trouble.	"Lefty" Flynn	F. B. O.	5175 feet.	Dec. 19
Soul Mates.	Special Cast	M-G-M	6000 feet.	
Splendid Road, The.	Anna O. Nilsson	First National		Dec. 12
Streak of Luck, A.	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet.	
That Royle Girl.	Dempster-Francis	Paramount	10253 feet.	Dec. 19
Three Faces East.	Goudal-Ames	Prod. Dist. Corp.		
Thundering Through.	Buddy Roosevelt.	Artclass Pict.	4527 feet.	
Time the Comedian.	Cody-Busch	Metro-Goldwyn	4757 feet.	Dec. 20
Triple Action.	Pete Morrison	Universal	4800 feet.	Nov. 14
Tumbleweeds.	Wm. S. Hart	United Artists	7 reels.	Nov. 28
Two Fisted Jones.	Jack Hoxie	Universal	4555 feet.	Dec. 5
Wages for Wives.	Special Cast	Fox	6352 feet.	Dec. 5
When the Door Opened.	Special Cast	Fox	6515 feet.	Nov. 28
Woman of the World, A.	Polia Negri	Paramount	6353 feet.	Dec. 26
Womanhandled.	Richard Dix	Paramount		

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The.	Special Cast	Paramount		
Arizona Sweepstakes, The.	Hoot Gibson.	Universal	5418 feet.	Nov. 21
Barrier, The.	Kerry-Barrymore	Metro-Goldwyn		
Blue Streak, The.	Rich. Talmadge	F. B. O.		
Braveheart.	Rod LaRocque	Prod. Dist. Corp.		
Conqueror.	Gloria Swanson	Paramount		
Count of Luxembourg.	George Walsh	Chadwick	5600 feet.	Dec. 26
Dance Madness.	Windsor-Nagel	Metro-Goldwyn		
Danger Girl, The.	Priscilla Dean	Prod. Dist. Corp.		
Daybreak.		Fox		
Demon, The.	Jack Hoxie	Universal	4539 feet.	
Dixie Merchant, The.	Special Cast	Fox		
Enchanted Hill, The.	Special Cast	Paramount	6326 feet.	Jan. 9
Exquisite Sinner, The.	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue.	De La Motte	Prod. Dist. Corp.		
Fighting Edge, The.	Harlan-Miller	Warner Brothers		
First Year, The.	Special Cast	Fox		
Flaming Waters.	Special Cast	F. B. O.		
Golden Butterfly, The.	Special Cast	Fox		
Golden Cocoon.	Chadwick-Gordon	Warner Bros.	7200 feet.	Dec. 26
Hands Up.	Raymond Griffith	Paramount		
Hearts and Fists.	Bowers-de la Motte.	Assoc. Exhib.		
His Jazz Bride.	Prevost-Moore	Warner		
Hoodoo Ranch, The.	Buddy Roosevelt.	Artclass Pictures	4800 feet.	
Husband Hunters.		Tiffany	6500 feet.	
I Do.	Harold Lloyd	Assoc. Exhib.		
Johnstown Flood, The.	Special Cast	Fox		
Knockout Kid, The.	Jack Perrin	Rayart (S. R.)	4901 feet.	Jan. 9
Ladies of Leisure.	Elaine Hammerstein	Columbia (S. R.)		
Lady from Hell.	Blanche Sweet	Assoc. Exhib.		
Little Giant, The.	Glenn Hunter	Universal		
Mannequin.	Special Cast	Paramount	6981 feet.	
Man Rustlin'.	Bob Custer	Film Book. Offices		
Marrying Money.		Truart (S. R.)	5800 feet.	
Mocking Bird, The.	Lon Chaney	M-G-M		
Northern Code, The.	Eva Novak	Lumas	5600 feet.	Jan. 9
Phantom of the Forest.	Thunder (dog)	Gotham Prod.		
Queen O'Diamonds.	Evelyn Brent	F. B. O.		
Roaring Rider, The.	Wally Wales	Artclass Pictures	4800 feet.	
Rocking Moon.	Bowers-Tashman	Prod. Dist. Corp.		
Sea Beast, The.	John Barrymore	Warner Bros.		
Shadow of the Law.	Bow-Lewis	Assoc. Exhib.		
Sky High Corral.	Art Acord	Universal		
Speed Limit, The.	Raymond McKee	Gotham Prod. (S. R.)		
Splendid Crime.	Daniels-Hamilton	Paramount	6000 feet.	Dec. 26
Steel Preferred.	William Boyd	Prod. Dist. Corp.	6650 feet.	
Stella Maris.	Mary Philbin	Universal		
Stop, Look and Listen.	Larry Semon	Pathe	6 reels.	
Sweet Adeline.	Charles Ray	Chadwick		
Traffic Cop, The.	"Lefty" Flynn	F. B. O.		
Under Western Skies.	Norman Kerry	Universal		
Western Pluck.	Art Acord	Universal	4207 feet.	
What Happened to Jones.	Reginald Denny	Universal	6700 feet.	Dec. 19
When Love Grows Cold.	Mrs. Rudolph Valentino	F. B. O.		
Where the Worst Begins.	Ruth Roland	Truart (S. R.)	5800 feet.	Dec. 12
White Mice.	Jacqueline Logan	Associated Exhib.		
Without Orders.	Leo Maloney	Clarion Photoplays	4900 feet.	

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Beautiful Cheat, The.	Laura La Plante	Universal		
Bells, The.	Lionel Barrymore	Chadwick Pictures		
Broadway Boob, The.	Glenn Hunter	Assoc. Exhib.		
Cave Man, The.	Prevost-Moore	Warner Bros.		
Desperate Game, The.	Pete Morrison	Universal	4400 feet.	Dec. 12
Fighting Cheat, The.	Wally Wales	Artclass Pictures	4800 feet.	
First Year, The.	Special Cast	Fox		

Feature	Star	Distributed by	Length	Reviewed
Half-Breed Hostler, The.	Bob Custer	F. B. O.		
Heavy Odds.	Leo Maloney	Clarion Photoplays	4900 feet.	
King of the Turf.	Special Cast	F. B. O.		
Light Eternal.	Norma Shearer	M-G-M		
Little Irish Girl, The.	Special Cast	Warner Bros.		
Lure of the Wild.	Special Cast	Columbia (S. R.)		
Made for Love.	Leatrice Joy	Prod. Dist. Corp.		
Man Upstairs, The.	Monte Blue	Warner Bros.		
Million Dollar Handicap, The.	Vera Reynolds	Prod. Dist. Corp.		
Miracle of Life, The.	Busch-Marmont	Assoc. Exhib.		
Money Talks.	Special Cast	M-G-M		
Morganson's Finish.	Special Cast	Tiffany (S. R.)	6500 feet.	
Night Cry, The.	Rin-Tin-Tin	Warner Bros.		
Night Watch, The.	Special Cast	Truart (S. R.)		
Palace of Pleasure.	Special Cast	Fox		
Separate Rooms.	Special Cast	Fox		
Ship of Souls.	B. Lytell-L. Rich	Assoc. Exhib.	6800 feet.	
Siberia.	Special Cast	Fox		
Silent Witness, The.	Louise Lorraine	Truart (S. R.)	5300 feet.	
Sky High Corral.	Art Acord	Universal		
Tony Runs Wild.	Tom Mix	Fox		
Torrent, The.	Cortez-Garbo	M-G-M		
Tough Guy, The.	Fred Thomson	F. B. O.		
Trumpin' Trouble.	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4800 feet.	
Two Can Play.	Bow-MacDonald	Assoc. Exhib.		
Under Western Skies.	Norman Kerry	Universal	7 reels.	

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion.		Truart (S. R.)	5800 feet.	
Blue Blazes.	Pete Morrison	Universal		
Broken Hearts of Hollywood.	Harlan-Miller	Warner Brothers		
Champion Lover, The.		Prod. Dist. Corp.		
Chip of the Flying U.	Hoot Gibson	Universal		
Cohens and the Kellys.		Universal		
Coming and Going.	Buffalo Bill, Jr.	Artclass Pictures	4800 feet.	
Dangers of a Great City.	Special Cast	Fox		
Forbidden Waters.	Priscilla Dean	Prod. Dist. Corp.		
Happiness.	Special Cast	Film Book. Offices		
How to Train a Wife.	Valli-O'Brien	Assoc. Exhib.		
Love Toy, The.	Lowell Sherman	Warner Bros.		
Manhood.	Special Cast	Fox		
Marriage.	Special Cast	Fox		
My Old Dutch.	Special Cast	Universal		
Oh, What a Nurse.	Syd Chaplin	Warner Brothers		
Play Safe.	Monty Banks	Assoc. Exhib.		
Red Dice.	Rod LaRocque	Prod. Dist. Corp.		
Six Shooting Romance.	Jack Hoxie	Universal		
Tangled Herds.	Buddy Roosevelt.	Artclass Pictures	4800 feet.	
Vanishing Hoofs.	Wally Wales	Artclass Pictures	4800 feet.	
Why Girls Go Back Home.	Marie Prevost	Warner Brothers		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts.	Special Cast	Fox		
Border Sheriff, The.	Jack Hoxie	Universal		
Combat, The.	House Peters	Universal		
Fighting Shadows.	Leo Maloney	Clarion Photoplays	4900 feet.	
Isle of Retribution, The.	Special Cast	Film Book. Offices		
Other Women's Husbands.	Blue-Prevost	Warner Bros.		
Road to Glory, The.	Special Cast	Fox		
Rustlers Ranch.	Art Acord	Universal		
Sap The.	M. Moore-D. Devore	Warner Bros.		
Silken Shackles.	Irene Rich	Warner Bros.		
Skinner's Dress Suit.	Reginald Denny	Universal	6887 feet.	Dec. 26
Streets of Sin.		Fox		
Twin Triggers.	Buddy Roosevelt.	Artclass Pict. (S. R.)	4800 feet.	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm.	Costello-Harron	Warner Bros.		
Chasing Trouble.	Pete Morrison	Universal		
Click of the Triangle T.	Hoot Gibson	Universal		
Footloose Widow, The.	Irene Rich	Warner Bros.		
Hell Bent for Heaven.	Monte Blue	Warner Bros.		
Honeymoon Express, The.	M. Moore-D. Devore	Warner Brothers		
Looking for Trouble.	Jack Hoxie	Universal		
Love Thief, The.	Norman Kerry	Universal		
Sally in our Alley.	Mary Philbin	Universal		
Silent Simpson.	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet.	
Three Weeks in Paris.	Moore-Devore	Warner Bros.	6050 feet.	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Escape, The.	Pete Morrison	Universal		
Gilded Highway, The.	Dorothy Devore	Warner Bros.		
Hero of the Big Snows, A.	Rin Tin Tin (dog)	Warner Brothers		
Passionate Quest, The.	Marie Prevost	Warner Bros.		
Rolling Home.	Reginald Denny	Universal		
Scrappin' Kid, The.	Art Acord	Universal	4664 feet.	Dec. 5
Social Highwayman, The.	Harlan-Miller	Warner Brothers		
Still Alarm, The.	Chadwick-Russell	Universal		
Yellow Contraband.	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet.	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded.	Neely Edwards	Universal	1 reel.	
Account of Monte Cristo.		Bischoff, Inc.	2 reels.	
Air Cooled.	"Aesop Fable"	Pathe	1 reel.	
Alice Plays Cupid.		Winkler (S. R.)	2 reels.	
Alice the Jail Bird.		Winkler (S. R.)	2 reels.	
All Abroad.	"Helen & Warren"	Fox	2 reels.	Dec. 19

Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Bachelors' Babies	Special Cast	Educational	2 reels	Dec. 12	Kick Me Again	Charles Puffy	Universal	1 reel	
Back to Nature	Charles Puffy	Universal	1 reel		Klynick, The	"Hey Fellas"	Davis Dist.	2 reels	Sept. 5
Badly Broke	Charles Puffy	Universal	1 reel		Ko-Ko Nuts	"Cartoon"	Red Seal	1 reel	Sept. 5
Bad Man, The	"Dinky Doodle"	F. B. O.	1 reel		Ko-Ko Packs 'Em In	"Cartoon"	Red Seal	1 reel	Nov. 14
Barnyard Follies	"Aesop Fable"	Pathe	1 reel	Sept. 5	Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 5
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22	Lame Brains	Alice Ardel	F. B. O.	2 reels	
Be Careful Dearly	"Our Gang"	Pathe	2 reels	Nov. 7	Lickety Split	"Aesop's Fables"	Educational	2 reels	
Better Movies	"Our Gang"	Pathe	1 reel		Lighter Than Air	"Aesop's Fables"	Pathe	1 reel	
Between Meals	Neely Edwards	Universal	1 reel		Lion and the Monkey, The	"Aesop's Fables"	Pathe	1 reel	Oct. 10
Beware of Your Relatives	Edna Marian	Universal	2 reels		Little Brown Jug, The	"Aesop's Fables"	Pathe	1 reel	
Big City, The	Mohan-Engle	Pathe	1 reel	Oct. 10	Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Big Kick, The	"Aesop Fable"	Pathe	1 reel		Live Cowards	Glenn Tryon	Educational	2 reels	
Bonehead Age, The	Smith-Bennett	Fox	2 reels		Long Pants	Glenn Tryon	Pathe	2 reels	
Brainstorm, The	Trimble-Turner	Educational	1 reel		Love and Kisses	Special Cast	Pathe	2 reels	Oct. 3
Brotherly Love	Trimble-Turner	Universal	2 reels		Love and Lions	Arthur Lake	Fox	2 reels	
Buster Be Good	Trimble-Turner	Universal	2 reels		Love My Dog	Lupino Lane	Universal	1 reel	Dec. 19
Buster's Bust Up	Trimble-Turner	Universal	2 reels		Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Buster's Nightmare	Chas. Puffy	Universal	1 reel	Oct. 10	Maize Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
By the Sea	"The Gumps"	Universal	2 reels		Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
California Here We Come	"The Gumps"	Film Book. Offices	1 reel		Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Camel's Hump	Eddie Gordon	Universal	2 reels	Dec. 19	Min Walks In Her Sleep	"The Gumps"	Universal	2 reels	
Captain Suds	Charley Chase	Pathe	2 reels	Oct. 10	Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Caretaker's Daughter, The	Neely Edwards	Universal	1 reel		Monkey Business	"Krazy Kat"	Winkler (S.R.)	1 reel	
Cat's Whiskers, The	Charles Chase	Pathe	2 reels		Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
Charley My Boy	Lige Conley	Educational	2 reels	Dec. 12	More Mice Than Brains	"Aesop Fable"	Pathe	1 reel	
Cheap Skates	Joe Murphy	Universal	2 reels		Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Chester's Donkey Party	Johnny Arthur	Educational	2 reels	Nov. 14	Muddled Up	Charles Puffy	Universal	1 reel	
Cleaning Up	"Aesop Fable"	Pathe	1 reel		My Stars	Neal Burns	Educational	2 reels	
Closer Than Brother	Special Cast	Fox	2 reels	Oct. 10	My Swede	Charles Chase	Educational	2 reels	
Cloudy Romance	Alberta Vaughn	F. B. O.	2 reels		No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Constant Simp, The	Smith-Bennett	Fox	2 reels	Nov. 28	Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Crowning the Count	Eddie Gordon	Universal	2 reels		Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17	Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26	Officer No. 13	Eddie Gordon	Universal	1 reel	
Cupid's Victory	Wanda Wiley	Universal	2 reels		Officer of the Day	Arthur Trimble	Fox	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc.	2 reels	Oct. 31	Oh Buster	Lige Conley	Universal	2 reels	Nov. 7
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7	On Edge	"Fat Men"	Educational	2 reels	
Day's Outing, A	"Aesop Fable"	Pathe	1 reel		On the Links	Neely Edwards	F. B. O.	2 reels	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels		One Wild Night	Neely Edwards	Universal	1 reel	
Dinky Doodle at the Circus	Charles Chaplin	Film Book. Offices	1 reel		One Wild Ride	"Our Gang"	Pathe	2 reels	Dec. 12
Dinky Doodle in the Hunt	Bowes-Marlowe	Educational	1 reel		Oo-La-La	Bobby Vernon	Educational	2 reels	
Dog Daze	Charles Chaplin	Pathe	3 reels		Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Dog's Life, A	Charles Chaplin	Pathe	1 reel		Over There-Abouts	Mack Sennett	Pathe	2 reels	
Don't Butt In	L. B. Cornwell (S. R.)	Fox	2 reels	Dec. 12	Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
East Side, West Side	Trimble-Turner	Universal	2 reels	Aug. 29	Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Ebony Clean Up	Edna Marian	Universal	2 reels		Pawnshop Politics	"East Side"	Fox	2 reels	
Educating Buster	Edna Marian	Fox	2 reels		Peacemakers, The	"Helen & Warren"	Fox	2 reels	Nov. 7
Eighteen Carat	"Aesop Fable"	Pathe	1 reel	Dec. 26	Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Elsie in New York	Special Cast	Fox	2 reels	Nov. 21	Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	
English Channel Swim	Charles Puffy	Universal	1 reel	Nov. 28	Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
The Failure	Jimmie Adams	Educational	2 reels	Nov. 21	Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Faint Heart	Al St. John	Educational	2 reels	Sept. 26	Pie Eyed Pie	"Krazy Kat"	Winkler (S.R.)	1 reel	
Fair But Foolish	"Cartoon"	Educational	1 reel		Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	Oct. 10
Fair Warning	"Cartoon"	Educational	1 reel		Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Felix the Cat Busts Into Business	"Cartoon"	Educational	1 reel		Pleasure Bent	Charles Puffy	Universal	1 reel	
Felix the Cat in Hats Are Wets	"Cartoon"	Educational	1 reel	Nov. 21	Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Felix the Cat in The Cold Rush	"Cartoon"	Educational	1 reel		Prep School	Arthur Lake	Universal	1 reel	
Felix the Cat on the Farm	"Cartoon"	Educational	1 reel		Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Felix the Cat Flirts with Fate	"Cartoon"	Educational	1 reel		Rainbow's End, The	"Felix the Cat"	Educational	1 reel	Dec. 19
Felix the Cat Kept on Walking	"Cartoon"	Educational	1 reel		Raisin' Trouble	Arrow	Pathe	2 reels	
Felix the Cat on the Job	"Cartoon"	Educational	1 reel		Rainy Knight, A	Pathe	2 reels		
Felix the Cat Spots the Spooks	"Cartoon"	Educational	1 reel		Roomers Afloat	Jack Cooper	Bischoff (S.R.)	2 reels	Oct. 31
Felix the Cat Tries the Trades	"Cartoon"	Educational	1 reel		Salty Sap, A	Billy Dooley	Educational	2 reels	
Felix the Cat Trips Thru Toyland	"Cartoon"	Educational	1 reel		Salute	Alice Ardel	Film Book. Offices	2 reels	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5	Saturday Afternoon	Harry Langdon	Pathe	3 reels	
Fighting Tailor, A	Al St. John	Fox	2 reels	Nov. 7	Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Fire Away	Special Cast	Fox	2 reels		Scandal Hunters	Al Alt	Universal	2 reels	
Flaming Affair, A	Sid Smith	Fox	2 reels	Dec. 26	Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Flyin' Fool	Jimmie Adams	Educational	2 reels		Sea Scamps	Big Boy	Educational	2 reels	
For Sadie's Sake	Lloyd Hamilton	Educational	2 reels	Nov. 28	Shoes	Special Cast	Fox	2 reels	Aug. 29
Framed	Arthur Lake	Universal	1 reel		Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Free Ride, A	Neely Edwards	Universal	1 reel		Sky Hooks	Earle Foxe	Educational	1 reel	
Fresh Paint	Billy Bevan	Pathe	2 reels	Dec. 19	Sky Jumper, The	Bobby Vernon	Fox	2 reels	
From Rags to Riches	Wanda Wiley	Universal	2 reels		Slippery Feet	Cliff Bowes	Educational	2 reels	Oct. 31
Going Good	"Aesop's Fables"	Pathe	1 reel		Slow Down	"The Gumps"	Educational	1 reel	Nov. 28
Good Cheer	"Our Gang"	Pathe	2 reels		Smash Up, The	Alice Day	Pathe	2 reels	Nov. 28
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17	Soapsuds Lady, The	Pathe	1 reel		
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31	Soft Pedal	Mohan-Engle	Pathe	1 reel	Oct. 17
Gosh Darn Mortgage, The	"Aesop Fable"	Pathe	1 reel		Solid Ivory	Billy West	Arrow	2 reels	
Great Open Spaces, The	Arthur Lake	Universal	1 reel		So Long Bill	Special Cast	Pathe	2 reels	Sept. 26
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel		Somewhere in Somewhere	Alberta Vaughn	Film Book. Offices	2 reels	
Half Fare	Neely Edwards	Universal	1 reel	Dec. 5	So's Your Old Man	Wanda Wiley	Universal	2 reels	Nov. 14
Happy Go Lucky	"Aesop Fable"	Pathe	1 reel		Speedy Marriage, The	Bischoff (S. R.)	2 reels	Sept. 12	
Haunted House, The	Special Cast	Fox	2 reels	Oct. 24	Spooky Spooks	Lige Conley	Educational	2 reels	Oct. 24
Heart Breaker, The	Al Alt	Universal	2 reels		Spot Light	Clyde Cook	Pathe	2 reels	Dec. 19
Helpful Al	Wanda Wiley	Universal	2 reels		Starvation Blues	Edna Marian	Universal	2 reels	Sept. 5
Her Lucky Leap	"Aesop Fable"	Pathe	1 reel		Stranded	Special Cast	Fox	2 reels	
Hero Wins, The	Perry-Cooley	Fox	2 reels	Dec. 26	Strong For Love	Bowes-Marlowe	Educational	1 reel	
His Own Lawyer	Charlie Chase	Pathe	2 reels		Sweet and Pretty	Special Cast	Fox	2 reels	Aug. 29
His Wooden Wedding	Johnny Sinclair	Bischoff, Inc.	2 reels	Sept. 12	Sweet Marie	Alice Day	Pathe	2 reels	Oct. 24
Hollywoodn't	Perry-Cooley	Fox	2 reels		Sweet Pickle, A	"Fat Men"	F. B. O.	2 reels	
Hold Everybody	Special Cast	Pathe	1 reel	Dec. 12	Tailoring	Ralph Graves	Pathe	2 reels	Nov. 21
Hold Everything	Alice Ardel	F. B. O.	1 reel		Take Your Time	Eddie Gordon	Universal	2 reels	Oct. 31
Hold Tight	Neely Edwards	Universal	1 reel		Taxi War, A	Harry Langdon	B'way Dist. Corp.	2 reels	
Honeymoon Hotel, The	Edna Marian	Universal	2 reels		Tea for Love	"Aesop's Fables"	Pathe	1 reel	
Honeymoon Squabble	"Aesop Fables"	Pathe	1 reel		There He Goes	"Fat Men"	F. B. O.	2 reels	
Honor System, The	Chas. Puffy	Universal	1 reel	Nov. 21	Three Blind Mice	Constance Darling	Universal	2 reels	Sept. 12
Horse Laugh	Alice Day	Pathe	2 reels		Three Wise Goofs	Johnny Arthur	Educational	2 reels	Aug. 15
Hot Cakes for Two	Arthur Lake	Universal	1 reel		Too Much Mother-in-Law	Special Cast	Fox	2 reels	Oct. 36
Hot Dog	Walter Hiers	Educational	2 reels	Nov. 14	Tourist, The	"Aesop Fable"	Pathe	1 reel	Sept. 21
Hot Doggie	Cliff Bowes	Educational	1 reel	Nov. 14	Transients in Arcadia	Edna Marian	Universal	2 reels	Oct. 3
Hot Feet	Alice Day	Pathe	2 reels	Dec. 26	Ugly Duckling, The	Arthur Lake	Universal	1 reel	
Hoty Today	Film Book. Offices	1 reel			Uncle Tom's Gal	Charles Chase	Pathe	2 reels	Nov. 21
How the Bear Got His Short Tail	F. B. O.	1 reel			Understudy, The	Jas. Finlayson	Pathe	1 reel	
How the Elephant Got His Trunk	B'way Dist. Corp.	2 reels			Uneasy Three, The	Clyde Cook	Pathe	2 reels	
Humming Birds, The	"Aesop Fable"	Pathe	1 reel		Unfriendly Enemies	Bobby Vernon	Educational	2 reels	Aug. 29
Hungry Hounds	Ralph Graves	Pathe	2 reels		Wandering Paps	Walter Hiers	Educational	2 reels	Dec. 19
Hurry, Doctor!	Cliff Bowes	Educational	1 reel	Oct. 10	Watch Out	Chas. Puffy	Universal	1 reel	Oct. 3
In Deep	Raymond McKee	Pathe	2 reels	Dec. 5	Weak But Willing	Clyde Cook	Pathe	2 reels	
Isn't Love Cuckoo?	Neely Edwards	Universal	1 reel		Westward Ho	Cliff Bowes	Educational	1 reel	Dec. 12
Jiminy Crickets	"Aesop's Fables"	Pathe	1 reel		What's the World Coming To	Pathe	2 reels		
Just Bride, A	"Dinky Doodle"	F. B. O.	1 reel		What's Up	Parrott-Ralston	Pathe	1 reel	
Just Spooks	"Dinky Doodle"	F. B. O.	1 reel		Whispering Whispers	Cliff Bowes	Educational	1 reel	Oct. 10
					Whistling Lions	Ralph Graves	Pathe	2 reels	
					Who's Which	"Aesop Fable"	Pathe	1 reel	Nov. 21
					Wide Open Faces	Ralph Graves	Pathe	2 reels	Dec. 19
					Wildcats of Paris	"Aesop Fable"	Pathe	1 reel	Nov. 21
					Window Dummy, The	Ralph Graves	Pathe	2 reels	Oct. 24
					Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
					Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
					Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
					Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
					Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3

Short Subjects

Feature		Distributed by	Length	Reviewed
Ace of Spades (Serial)...	William Desmond	Universal	2 reels	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All Tied Up	"Fat Men"	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Maxie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Animated Hair Cartoons (Series)		Red Seal Pict.	1 reel	
Are Parents Pickles?...	Parrott-Ralston	Pathe	1 reel	
At Home	"Our Gang"	Pathe	2 reels	
Babv Be Good	"Juvenile"	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe	1 reel	
Barrier Busters (Sportlight)		Pathe	1 reel	Sept. 8
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Call of Hazard, The (Fred Humes)		Universal	2 reels	
Clever Feet (Sportlight)		Pathe	1 reel	
Colorful Fashions From Paris (Novelty)		Educational	1 reel	
Crook Buster, The (Mustang)		Universal	2 reels	
Cuba Steps Out (Variety)		Fox	1 reel	
Fight Within, The	George Larkin	Universal	2 reels	
Film Facts (Series)		Red Seal Pict.	1 reel	
Flame Fighter, The (Serial)	Herbert Rawlinson	Rayart	2 reels	
Flashes of the Past		Pathe	2 reels	
Flirting With Death		Red Seal Pict.	2 reels	Sept. 24
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 16
Green Archer, The (Serial)	Ray-Miller	Pathe	10 episodes	Dec. 5
Hearts of the West	Edmund Cobb	Universal	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels	
In a China Shop (Variety)		Fox	1 reel	
I Remember		Short Films Syn.	2 reels	Sept. 26
Iron Trail Around (Variety)		Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)		Educational	1 reel	Nov. 14
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict.	1 reel	Oct. 3
Life's Greatest Thrills		Universal	2 reels	Sept. 26
Magic Hour, The		Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)		Educational	1 reel	
Man With a Scar, The (Fred Humes)		Universal	2 reels	
Marionettes (Hope Hampton)		Educational	1 reel	Dec. 5
Marvels of Motion Series		Red Seal Pict.	1 reel	Sept. 5
Montana of the Range	Josie Sedgwick	Universal	2 reels	
Mother Goose's Movies (Hodge Podge)		Educational	1 reel	
My Bonnie (Ko-Ko Series)		Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)		Fox	1 reel	Aug. 20
Outings For All (Sportlight)		Pathe	1 reel	
Perils of the Wild (Serial)		Universal	10 episodes	
Queen of the Hills	Josie Sedgwick	Universal	2 reels	
Raid, The (Mustang Series)		Universal	2 reels	Oct. 10
Range Law (Mustang Series)		Universal	2 reels	Nov. 28
Rider of the Pass (Mustang Series)		Universal	2 reels	
River Nile, The (Variety)		Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)		Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopic)		Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)		Universal	2 reels	Nov. 21
Rustin' Kid, The (Mustang Series)		Universal	2 reels	
Scarlet Streak, The (Serial)	Jack Daugherty	Universal	10 episodes	
Shakespeare (Gems of the Screen)		Red Seal	1 reel	
Shooting at Time (Sportlight)		Pathe	1 reel	
Shootin' Wild (Mustang Series)		Universal	1 reel	Oct. 24
Silvery Art		Red Seal	2 reels	Sept. 26
Sky Tribe, The (Variety)		Fox	1 reel	
Songs of Ireland (Music Film)		Pathe	1 reel	
Starting an Argument (Sportlight)		Pathe	1 reel	
Story Teller, The (Hodge Podge)		Educational	1 reel	Oct. 3
Taking Chances (Mustang Series)		Universal	2 reels	
Then and Now (Sportlight)		Pathe	1 reel	
Toiling for Rest (Variety)		Fox	1 reel	
Too Many Bucks (Mustang Series)		Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)		Universal	2 reels	Dec. 19
Tricked (Mustang Series)		Universal	2 reels	Sept. 17
Uprising Generation (Sportlight)		Pathe	1 reel	
Walloping Wonders (Sportlight)		Pathe	1 reel	
What Price Touchdown (Sportlight)		Pathe	1 reel	
Whirlpool, The (Variety)		Fox	1 reel	
White Paper (Variety)		Fox	1 reel	
With Pencil, Brush and Chisel (Variety)		Fox	1 reel	
Wild Beasts of Borneo		Educational	2 reels	Sept. 12
Wild West (Serial)	Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	Pathe	2 reels	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Atlantis		First National		
Auction Block, The	Boardman-Ray	M-G-M		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Barriers of Fire	Monte Blue	Warner Bros.		
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Bat, The	Special Cast	Paramount		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Behind The Front	W. Berry-Hatton	Paramount		
Behind the Screen	Special Cast	M-G-M		
Belamy the Magnificent	Special Cast	M-G-M		
Belewed Pawn, The	Reed Howes	Rayart (S. R.)		
Ben Hur	Special Cast	Metro-Goldwyn		
Beverly of Graustark	Marion Davies	M-G-M		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 28
Black Pirate, The	Douglas Fairbanks	United Artists		

Feature	Star	Distributed by	Length	Reviewed
Blind Goddess, The	Special Cast	Paramount		
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	8 reels	Jan. 9
Border Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 8
Border Women	Special Cast	Phil Goldstone (S. R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O.		
Borrowed Plumes	Special Cast	Arrow		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes		Ginsberg Dis. Corp. (S. R.)		
Brown of Harvard		Metro-Goldwyn		
Call in the Night, A		Truett (S. R.)		
Charity Ball, The		Metro-Goldwyn		
Checked Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Cleaner Flame, The		Arrow		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plum	Special Cast	Davis Dist.-Vital		
Cowboy and the Countess				
Crashing Through	Buck Jones	Fox	6 reels	Jan. 9
Cyclone Bob	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Cyrano de Bergerac	Bob Reeves	Anchor Film Dist.		
Dancer of Paris, The	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Danger Line, The	Special Cast	First National		
Dangers of a Great City		Astor Dist. (S. R.)		
Dark Horse, The		Fox		
Daughter of the Sioux, A	Harry Carey	Prod. Dist. Corp.		
Dead Command, The	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 32
Defend Yourself	Special Cast	M-G-M		
Demon Rider, The	Roddy Drew	Dependable Films	5000 feet	Jan. 9
Desert Gold	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Desert Healer	Holt-Dove	Paramount		
Deserts' Price, The	Stone-Edford	First National		
Desperate Moment	Buck Jones	Fox	5709 feet	Dec. 19
Devil Horse, The	Hawley-Von Eltz	Ginsberg Dist. Corp.	5781 feet	Jan. 9
Dice Woman, The	Prod. Dist. Corp.	Pathe		
Do Clothes Make the Woman	Rex (horse)	Prod. Dist. Corp.		
Dumb Head	Priscilla Dean			
East of the Setting Sun	Mrs. Valentino	F. B. O.		
Edu's Fruit	John Barrymore	Warner		
Ermine and Rhinestone		Tiffany (S. R.)	6500 feet	
Eve's Leaves	Constance Talmadge	First National		
False Pride		B. P. Schulberg (S. R.)		
Far Cry, The	Leatrice Joy	H. F. Ians (S. R.)		
Fast Life in New York		Prod. Dist. Corp.		
Fast Pace, The	Sweet-Mulhall	Astor Dist.		
Fifth Horseman, The	Special Cast	First National		
Fighting Buckaroo, The	Special Cast	M-G-M		
Fighting Courage	Buck Jones	Lee-Bradford (S. R.)		
Fighting Heart, The	Rex Baker	Fox		
Fighting Heart, The	Ken Maynard	Phil Goldstone	5000 feet	
Fighting Heart, The	Frank Merrill	Davis Dist.-Vital	5 reels	July 11
Fighting Smile, The		Bud Barsky Prod. (S. R.)	5000 feet	
Flames	Bill Cody	Inde. Pict. Corp. (S. R.)	4630 feet	
Fleet Foot	Special Cast	M-G-M		
Flyin' Thru	Marilyn Mills	Davis Dist.-Vital		
Flying Fool, The	Al Wilson	Davis Dist.-Vital		Nov. 7
Forest of Destiny, The	Dick Jones	Sunset Prod. (S. R.)		
Forever After		Gotham Prod. (S. R.)		
For Heaven's Sake	Corinne Griffith	First National		
Fort Frayne	Harold Lloyd	Paramount		
Four Stragglers, The	Ben Wilson	Davis Dist.	5000 feet	Aug. 29
Fresh Paint	Special Cast	M-G-M		
Friends	Raymond Griffith	Paramount		
Frisco Sal	Special Cast	Vitagraph		
Frivolity		M-G-M		
Galloping Dude, The	Special Cast	B. P. Schulberg (S. R.)		
Gambling Chaplain, The	Franklyn Farnum	Inde. Pict. Corp. (S. R.)	4700 feet	
Garden of Eden, The	Special Cast	M-G-M		
Gentle Cyclone, The	Special Cast	M-G-M		
Glorifying the American Girl	Buck Jones	Fox		
Gold Hunters, The		Paramount		
Goose Man, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Great Jewel Robbery	Special Cast	M-G-M		
Grey Vulture, The	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grippers, The	Ken Maynard	Davis Dist.-Vital		
Guthrie's Travels	Special Cast	Warner Bros.		
Hairpin Duchess, The	Special Cast	Universal		
Harem Girl, The	Special Cast	M-G-M		
Haunted Range, The	Special Cast	Astor Dist. (S. R.)		
Haven, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Hearts and Spangles	Special Cast	M-G-M		
Heir's Apparent		Gotham Prod. (S. R.)		
Hell's Four Hundred	Special Cast	First National		
His Woman	Margaret Livingston	Fox		
Horses and Women	Special Cast	Whitman Bennett	7 reels	
Human Mill, The		B. P. Schulberg		
Hurricane, The	Special Cast	M-G-M		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Special Cast	Truett (S. R.)		
Inevitable Millionaires	Olmsted-Arthur	M-G-M		
In His Arms	M. Moore-Devore	Warner Bros.		
In Praise of James	Special Cast	M-G-M		
Iron	Special Cast	M-G-M		
Jason	Colleen Moore	First National		
Justice of the Far North	Special Cast	M-G-M		
Just Suppose	Richard Barthelmess	C. B. C. (S. R.)	5500 feet	
Kiki	Norma Talmadge	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn		
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Law or Loyalty	Lawson Harris	Davis Dist. Div.	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6 reels	
Leave It to Me	Special Cast	Warner Bros.		
Les Miserables		Universal		
Let's Get Married	Richard Dix	Paramount		
Life of a Woman		Truett (S. R.)	6500 feet	
Lightning		Tiffany (S. R.)	6500 feet	
Lightning Jack	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)		
Lights of Mojave, The	Ken Maynard	Davis Dist.-Vital		
Little Bit of Broadway	Ray-Starke	Metro-Goldwyn		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Lodge in the Wilderness		Tiffany (S. R.)	6500 feet	

Feature	Star	Distributed by	Length	Reviewed
Long Odds	Marilyn Mills	Davis Dist. Div.		
Loyalties	Special Cast	Fox		
Lover's Oath, A	Ramon Navarro	Astor (S. R.)	5800 feet	Oct. 17
Lunatic at Large, The	Leon Errol	First National		
Lying Wives	Special Cast	Ivan Abramson (S. R.)	7 reels	May 2
Man and the Moment		Metro-Goldwyn		
Man With a Thousand Faces	Special Cast	M-G-M		
Mare Nostrum	Special Cast	M-G-M		
Married Cheats		Fox		
Memories	Ramon Navarro	M-G-M		
Memory Lane	Boardman-Nagel	First National		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Special		Truett (S. R.)		
Miss Brewster's Millions	Bebe Daniels	Paramount		
Million Dollar Doll		Assoc. Exhib.		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Colleen Moore	First National		
Mile Modiste	Corinne Griffith	First National		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S. R.)	5000 feet	
Monte Carlo	Special Cast	M-G-M		
Mr. Battling Butler	Buster Keaton	M-G-M		
My Own Pal	Tom Mix	Fox		
My Lady of Whims	Clara Bow	Arrow		
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Nervous Wreck, The		Prod. Dist. Corp.		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Sten, Inc.	5600 feet	Nov. 21
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Oh, Horace	Billy West	Rayart		
Old Ironsides		Paramount		
On With the Show	Lowell Russell	Lowell Prod.	7 reels	
One of the Bravest	Ralph Lewis	Lumas Film (S. R.)	5679 feet	Dec. 5
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Palace of Pleasure		Fox		
Paris	Charles Ray-E. Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp.		
Partners Again	Sidney Carr	United Artists		
Passionate Youth	Special Cast	Truett (S. R.)	6 reels	July 11
Part Time Wife, The	Calhoun-Ellis	Gotham Prod. (S. R.)	5900 feet	Dec. 5
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Plumes	Special Cast	M-G-M		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Prince of Pilsen	Anita Stewart	Prod. Dist. Corp.		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		
Quo Vadis	Emil Jannings	First National		
Racing Blood		Gotham Prod. (S. R.)		
Rainbow Riley	Johnny Hines	First National		
Reason Why, The	Pringle-Love	M-G-M		
Reckless Lady	Belle Bennett	First National		
Red Clay	William Desmond	Universal		
Red Kimono, The	Mrs. Wallace Reid	Davis Dist.-Vital		
Return of a Soldier	Special Cast	Metro-Goldwyn		
Road That Led Home, The		Viagraph		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Romance of an Actress		Chadwick		
Robin' Venus, The	Josie Sedgwick	Universal		
Rust	Special Cast	M-G-M		
Rustling for Cupid		Fox		
Sailors' Wives		First National		
Salvage		Truett (S. R.)	5800 feet	
Savare, The	Ben Lyon	First National		
Scandal Street	Welsh-Kennedy	Arrow	6750 feet	Nov. 14
Scarlet Letter, The	Special Cast	M-G-M		
Scraps	Mary Pickford	United Artists		
Sea Horses	Special Cast	Paramount		
Sea Wolf, The	Ralph Ince	Ralph Ince Prod.	7500 feet	Dec. 19
Second Chance, The	Nilsson-Frazier	First National		
Self Defense	Special Cast	Arrow Film Corp.		
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Wall	Special Cast	Gotham Prod. (S. R.)	5900 feet	Dec. 12

Feature	Star	Distributed by	Length	Reviewed
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke (S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Shave and Shave Alike	Jane Novak	Arrow		
Shobo	Colleen Moore	First National		
Shenandoah		B. P. Schulberg (S. R.)		
Shipwrecked		Prod. Dist. Corp.		
Shootin' Square	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Siegfried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Sign of the Claw		Gotham Prod. (S. R.)		
Sky Rocket, The	Peggy Hopkins Joyce	Assoc. Exhib.		
Smith of Cornell	George Walsh	Chadwick		
Somebody's Mother	Special Cast	Rayart		
Song and Dance Man, The	Tom Moore	Paramount		
Sons of the Sheikh	Rudolph Valentino	United Artists		
Span of Life	Betty Blythe	Banner Prod. (S. R.)		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Strange Bedfellows		Metro-Goldwyn		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Tempresses, The	Special Cast	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dist.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
Thoroughbred	George O'Brien	Fox		
Thoroughbred, The	Special Cast	Truett	5481 feet	Sept. 19
Three Bad Men	Special Cast	Fox		
Three Pals	Marilyn Mills	Davis Dist.-Vital		
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Too Much Money	Nilsson-Stone	First National		
Tough Guy, The	Fred Thomson	F. B. O.		
Trailing Shadows	Edmond Lowe	Fox Film		
Travelin' Fast	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 18
Trip to Chinatown, A	Special Cast	Fox		
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Twentieth Century, Unlimited	Special Cast	First National		
Unknown Lover, The	Elsie Ferguson	Viagraph	6895 feet	Nov. 23
Unwritten Law, The	Elaine Hammerstein	Columbia Pict. (S. R.)	5355 feet	Nov. 14
Up and At 'Em	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Vengeance of Durand, The	Irene Rich	Warner Brothers		
Viennoise Medley	Special Cast	First National		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 23
Way of an Eagle, The	Special Cast	M-G-M		
Wedding March, The		Paramount		
What Will People Say		Metro-Goldwyn		
When Husbands Flirt	Dorothy Revier	Columbia	5500 feet	Dec. 6
When We Were Twenty-One		M-G-M		
Whispering Canyon	Special Cast	Ginsberg Dist. Corp. (S. R.)		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Wife, The	Special Cast	M-G-M		
Winning of Barbara Worth	Special Cast	Principal Pict. (S. R.)		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S. R.)	6600 feet	Jan. 9
Wives for Rent	Valli-O'Malley	Universal		
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Woman Who Did Not Care		Gotham (S. R.)		
Women		Banner Prod. (S. R.)		
Women and Wives		Metro-Goldwyn		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Wrong Coat, The		Tiffany (S. R.)	6500 feet	
Yankee Senator, The	Tom Mix	Fox		
Yoke, The	Special Cast	Warner Brothers		
You Too	Special Cast	M-G-M		

Newspaper Opinions on New Pictures

"Bluebeard's Seven Wives"—First National Strand, New York.

Times: "This picture is a good natured, wholesome and humorous travesty on life in the motion picture world. The audience forgot all about the biting wind outside in the constant merriment over this picture. It is a most engaging effort, which is so humorous that one does not want to turn one's head for an instant for fear of missing a single laugh, which mirth is helped along by witty captions."

Morning World: "A bright, laughable and sophisticated comedy. A large crowd at the Strand yesterday clapped its hands and bellowed over the depiction of various episodes of studio busi-

ness and threw itself into gales of merriment."

Herald-Tribune: "It's a merry tale from start to finish. This is the best thing Ben Lyon has ever done. Lois Wilson is delightful and Sam Hardy is irresistible. Al Santell is a great director and the titles are perfect."

Morning Telegraph: "Excellent satire runs like a gold thread through the story. The spirit of 'Bluebeard's Seven Wives' is one of happy-go-lucky burlesque and will afford audiences many a hearty chuckle and satisfying guffaw."

Daily Mirror: "'Bluebeard's Seven Wives,' at the Strand this week, is a merry travesty on the inside workings of the movies, and unreels amid chuckles, laughs

and shrieks from hilarious audiences. It is expertly titled and neatly directed by Al Santell. It's crackjack entertainment, shooting laughs from beginning to end with the rapidity of a machine gun in action."

American: "We were very much amused by 'Bluebeard's Seven Wives.' Ben Lyon is very entertaining, as are Lois Wilson and Sam Hardy."

Daily News: "'Bluebeard's Seven Wives' is a novel and thoroughly enjoyable thing to watch."

Evening Post: "The moving picture industry is thoroughly and hilariously burlesqued at the Strand this week in 'Bluebeard's Seven Wives.' Mr. Lyon seems entirely at home in comedy of this sort, Lois Wilson is pleasant

and Sam Hardy plays Gindenheim with considerable gusto. Alfred Santell has made the most of his opportunities in this picture."

Evening Telegram: "'Bluebeard's Seven Wives' will enjoy plenty of popularity for it is calculated to tickle the fancy of every movie mad male."

Evening Graphic: "This picture is a knockout! Last night's audience fairly rocked with laughter. Ben Lyon does the best work of his career. His is a perfect characterization. 'Bluebeard's Seven Wives' is a corking good story. The sub-titles are clever, the cast more than capable, and the direction by Al Santell excellent. Don't let this picture go by without seeing it."

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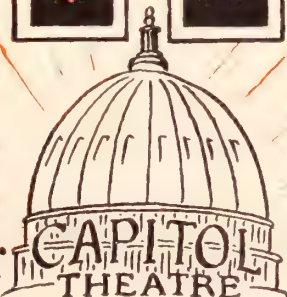
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Vol. XXXIII

No. 4

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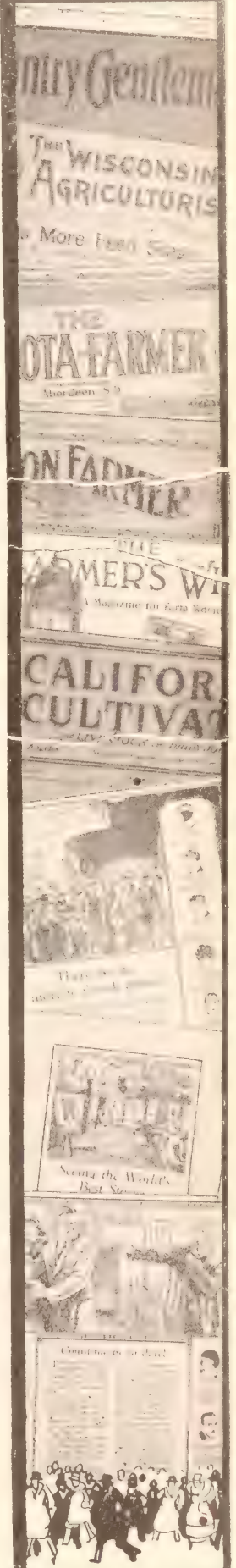
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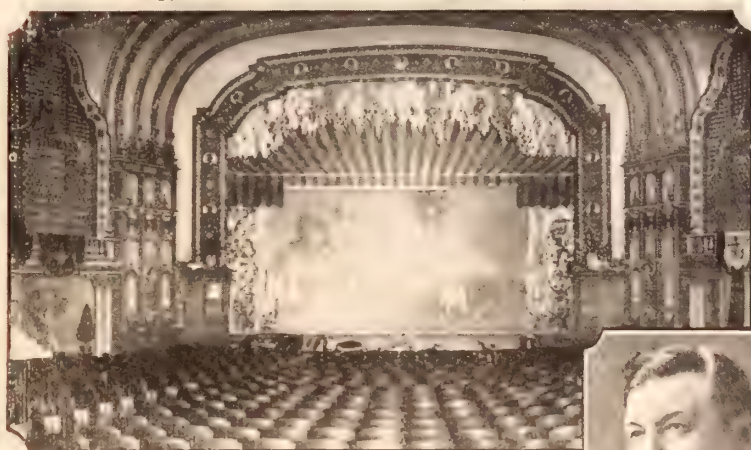
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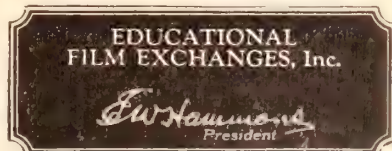
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Directed by **KING BAGGOT**

The New York Verdict

"Hart and his 'Tumbleweeds' packed 'em in, and we recommend it."—Herald Tribune.

"Elaborate production lifts 'Tumbleweeds' out of the 'Western' class. The land rush scenes are magnificent."—American.

"We like Bill Hart in his 'Tumbleweeds' and we believe you will, also."—Graphic.

"If Bill Hart continues to film such pictures as 'Tumbleweeds' he is back to stay with his host of fans."—Journal.

"'Tumbleweeds' is one of Hart's finest—if not his finest—picture."—Telegraph.

"Hart's superb riding stirred Strand audiences to rousing cheers."—Mirror.



NOW BOOKING

UNITED ARTISTS CORPORATION

Mary Pickford

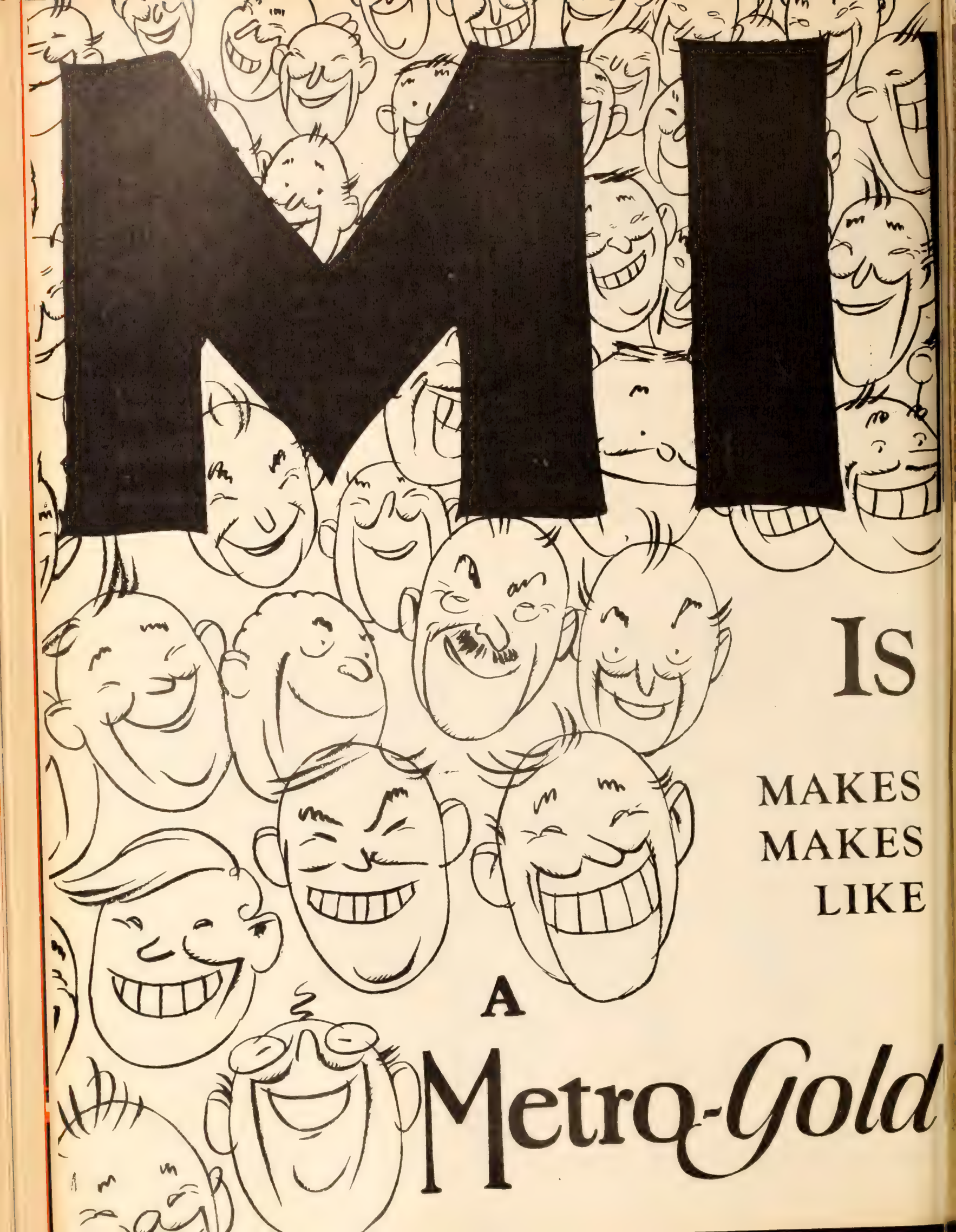
Douglas Fairbanks

Joseph M. Schenck,
Chairman Board of Directors

Charles Chaplin

D. W. Griffith

Hiram Abrams,
President



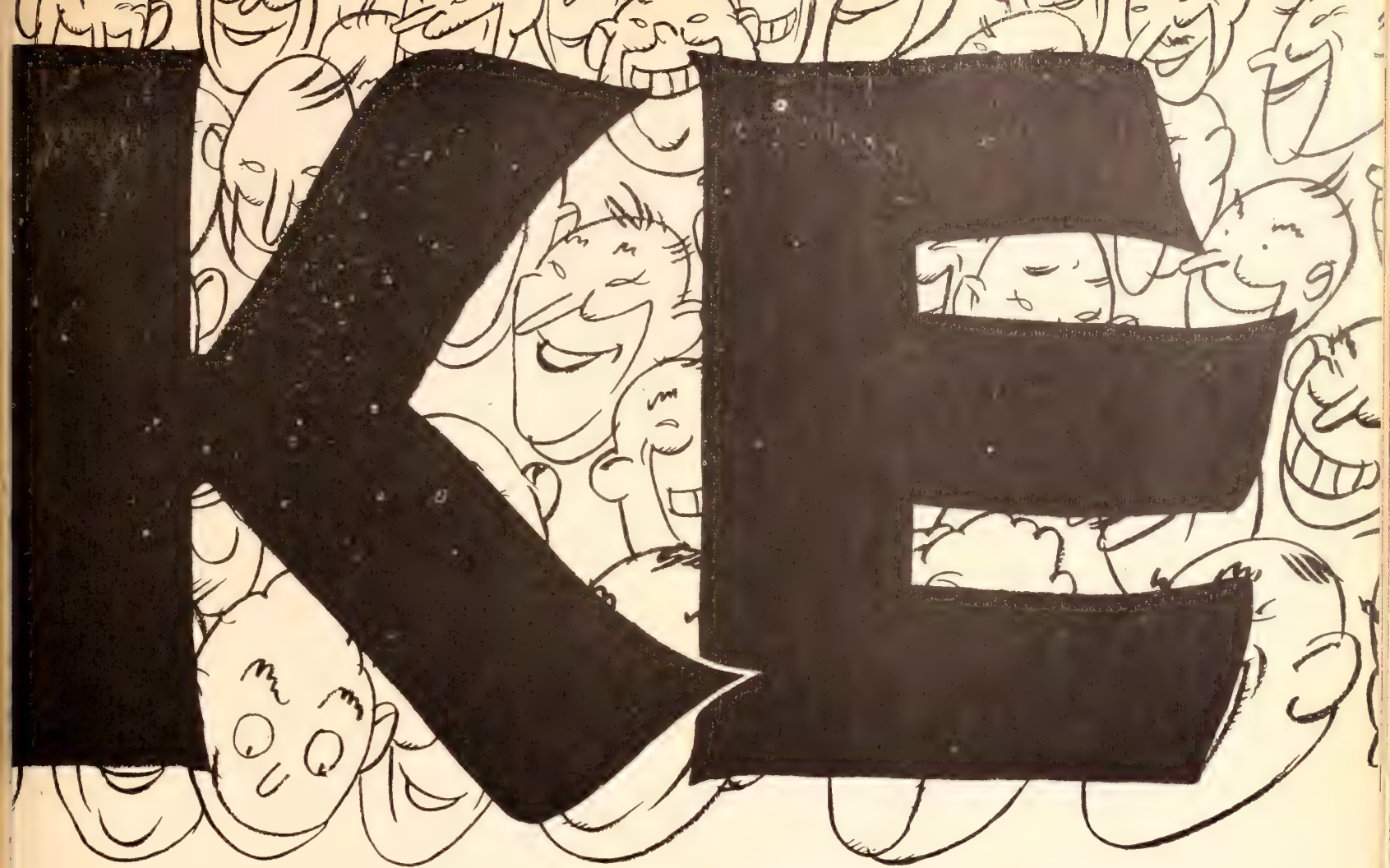
ME

IS

**MAKES
MAKES
LIKE**

A

Metro-Gold



LAUGHING GAS—

THE OLD YOUNG —
AUDIENCES SHAKE
JELLY ON A PLATE

WATCH MARSHALL NEILAN'S
COMIC SENSATION

with
Sally O'Neil
Charles Murray
William Haines
Ford Sterling

wyn-Mayer PICTURE



THE ROYAL THEATRE

H. E. REHFELD — DIRECTORS — R. C. KNAPP
132 SOUTH PHILLIPS AVENUE
SIOUX FALLS, S. D.

Film Booking Offices
Sioux Falls, So. Dak.

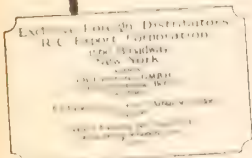
Gentlemen:

Knowing you to be very much interested in how all F.B.O. pictures go over at my house, believe it will interest you to know that Tom Tyler and his gang again broke my Saturday records. You will recall that I did the best Saturday business to date when I played "Let's Go Gallagher" and the kids (or grown-ups too for that matter) did not forget what a wonderful picture he made so they all come back again to see "The Wyoming Wildcat" and believe me they sure ate it up as it is sure fire and contains plenty of comedy, hard-riding and several good scraps to say nothing of the big climax where Tom and his horse plunge into the river from a high cliff to rescue the heroine. Little Frankie Darro sure pleases the kids as he is a very finished little performer and as I previously stated I hope F.B.O. keeps him in the cast.

Yours sincerely,
Royal Theatre.

H. E. Rehfeld

THIS
← **MUST IMPRESS**
YOU!



TOM TYLER

F.B.O.'s LATEST WESTERN SCREEN FIND
WITH HIS WONDERFUL HORSE AND HIS PALS - FRANKIE DARRO, PONY AND DOG
IN

8

CRACKERJACK
BOX-OFFICE WESTERNS
THE CURRENT RELEASE
OF WHICH
IS

8

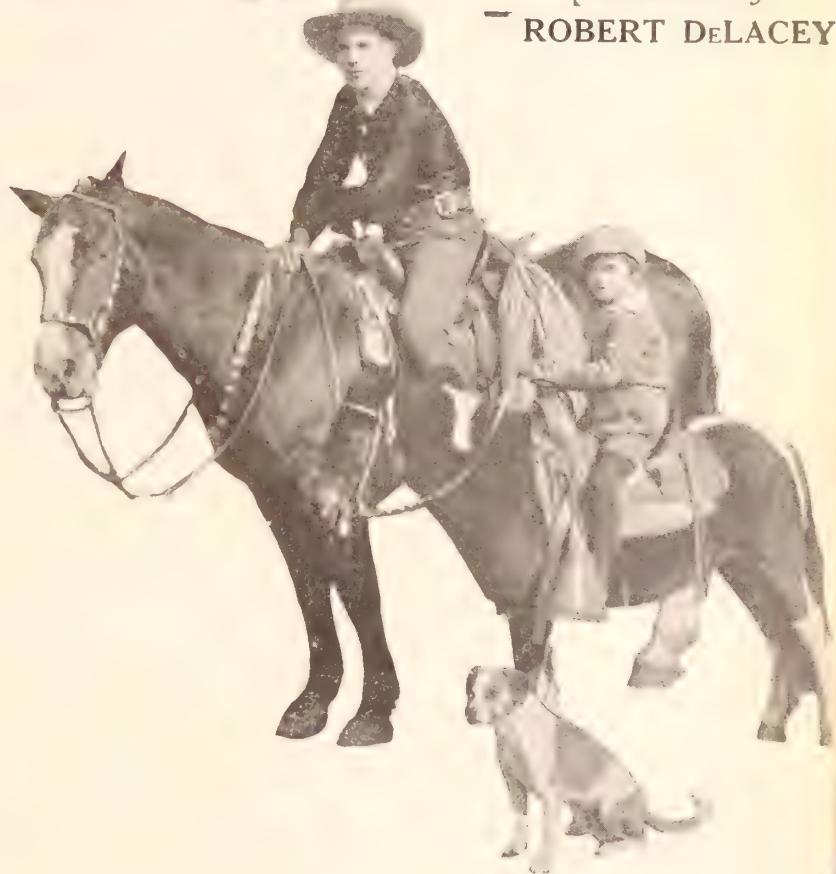
"Born to Battle"

THE FAST ACTION DRAMA
OF THE WEST

Directed by
— ROBERT DELACEY

Have You Played
These Sure Fire
Tom Tyler Winners

"Let's Go Gallagher"
"The Wyoming Wildcat"
"The Cowboy Musketeer"



DISTRIBUTED BY
Film Booking Office of America, Inc.
1560 BROADWAY, NEW YORK



WATCH FOR
GEORGE IRVING
as
"COLONEL" FAIRFAX
The American Father
in
"THE KING OF THE TURF"
F.B.O. - - - James Hogan

coming!

the greatest
showmanship
picture of the
year!

WILLIAM FOX *presents*

The
JOHNSTOWN
FLOOD

The biggest "audience sold"
picture the screen has had in many years



Represents one of the truly
“wonder” pictures of the
screen.

From every possible angle of
showmanship “The John-
stown Flood” ranks high with
the biggest ticket selling pro-
ductions this industry has
ever made.

During the past 36 years its
story has been carried to every

section of the globe—Result:
an audience never before
equalled—is waiting!

The picture is a stupendous
effort: no money was denied
its director; no effort spared:
no time-clock held on its pro-
duction. A mighty creation
that will bring with it a “tidal
wave” of big profits for any
box-office.

with

GEORGE O'BRIEN

Florence Gilbert — Janet Gaynor
Anders Randolph — Paul Nicholson

Story by Edfrid Bingham — Robert Lord

IRVING CUMMINGS PRODUCTION

FOX FILM CORPORATION

here's a
wonder!
No.
10

For Season of 1926~1927

WILLIAM FOX
presents

DAVID BELASCO'S
Tremendous stage success

The AUCTIONEER

By Lee Arthur and Charles Klein

It was in this stage success that the greatest character actor the world has ever known was uncovered:

DAVID
WARFIELD

What a purchase this was!

"The Auctioneer" has a lover everywhere.

For two solid years, after its sensational year's run in New York, it played to enthusiastic audiences all over the country.

Then came several revivals to meet the tremendous public demand.

As a FOX Picture you can look forward to one of the biggest money makers of the season.

Next
Week
No.
11

Fox Film Corporation.

to be con
the Broadway run of the
"LADY WINNIE"

3 Capacity
weeks
at the
WARNER
THEATRE

Run terminated by the opening of
John Barrymore in "The Sea Beast"

JAN. 15th

Ronald Colman-May McAvoy
(by arrangement with Samuel Goldwyn)

Directed by ERNST LUBITSCH

tinued!

ERNST LUBITSCH production

RMERIE'S FAN^{II}

opening at
B.S. MOSS'
CAMEO

for an indefinite period
beginning Jan. 17th

Irene Rich - Bert Lytell

From the Play by~
OSCAR WILDE

WARNER BROS.
Classics of the Screen



6th

ANNUAL
AMPA
REVEL

THE NAKED TRUTH

DINNER & DANCE

THE
MOTION
PICTURE
INDUSTRY'S
BIG
NIGHT
OUT

NOTE: *This is not a subway rush
-a seat for everybody at 100 tables
seating 100 celebrities -attendance
limited to 1000. Two Jazz Bands
will provide continuous music for
hoof and eye entertainment . .*

TICKETS
\$10.
TABLES
\$100.
[SEATING TEN]

HOTEL
ASTOR
7 P.M.
SAT. FEB 6
1926

From S. CHARLES EINFELD · FIRST NATIONAL
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Robert C. Bruce, foremost artist of the screen
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SHOWMEN OF AMERICA



A series of scenic effects and scenic novelties
which can be built into a show in any length
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Thirty different subjects, varying in length
from 200 to 900 feet.



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The musician's great opportunity to combine the
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**FIRST NATIONAL'S
ANNOUNCEMENT,
January-to-June, is written
in Showman's language**

It lets the pictures speak!

**26 outstanding Box-office Hits
and 2 Stupendous Specials!**

**It appears first in MOTION
PICTURE NEWS, of course.**

**The big announcements are all
in the NEWS first.**

Motion Picture News

Volume XXXIII

ALBANY, N. Y., AND NEW YORK CITY, January 23, 1926

No. 4

Wall Street

A MAN said to me, the other day: "I can see what's going to happen to this industry. Wall Street has come in; and, now, Wall Street will run it. They'll play checkers with the various concerns, move them around to suit themselves, and their own objectives, etc."

And this talk is quite common these days within the business.

* * *

Well, let us see.

To begin with, Wall Street is one of the least understood institutions on the face of the earth. Wall Street has always been more maligned than maligning. So has the industry of motion pictures. The two should have charity for each other.

Wall Street, let us explain for those who may not know, is made up of two classes of firms. There are brokerage houses who buy and sell securities on order of their clients and for a commission. Then there are investment bankers who underwrite financial structures and merchandize the securities to the public.

It is only with the latter class of firms that this industry is concerned. When we speak of "Wall Street" in connection with this industry we refer to, and only to, these underwriters and merchandizers of securities.

And to get a true perspective of them we must view these merchandizers of stocks and bonds just as we regard the wholesalers of cotton, wheat, sugar, manufactured articles—or films. That's just what they are, security wholesalers—and that's where their profit is.

When we say that once they are in the business they will want to stay in it and run it, we are pretty far from the truth and the facts. When Wall Street launches a financial structure there is a brief period of banker control. That is natural. But once the bonds and stocks are distributed—sold and placed in other hands, the bankers are anxious to pass on to

something else. That, we repeat, is their business. That is where their profits are. The business then goes into the hands of trained experts, executives who represent the owners, the industry and the public. It would be too much, much too much, to expect bankers to run a varied lot of businesses and run them well.

If the underwriting is not successful and the securities don't move from the bankers' shelves, they will naturally remain in control till the securities do sell; and they may attempt mergers, or reorganizations to this end. Again, if a banking firm is successful in one underwriting it may go on to other underwritings within that industry. The experience acquired equips them to be further successful. But in no event do they want to get in an industry and stay in it and be of it. That isn't their business. In fact, the last thing in the world they do want is to get caught by an enterprise and have to stay and learn all about it and go to work in it while their own and lucrative business—the one they are trained for—suffers in consequence.

So there won't be any Wall Street control in this business, nor any more Wall Street interference than Wall Street can possibly avoid. Thousands and thousands of concerns in this country have passed through their period of underwriting and gone back into their own executives' hands. Today they are scot-free from banker control. When they need additional capital they get it from their own stockholders.

And so it will be in this business—with the strong and successful concerns. It is only the weak and needy that get an overdose of Wall Street.

W. A. Johnston

OUR congratulations to Bob Welsh, Oscar Price, Peggy Hopkins Joyce, "The Skyrocket" and the Leviathan for the very successful premiere last week of the former picture on the latter ship. We don't hesitate to say that it was about the best of all the remarkable premieres in this business.

And we might also remark that few pictures have ever been handled throughout as cleverly. If anyone ever doubts that exploitation is half the battle, let them remember "The Skyrocket." We make the prediction that it will go down in history.



Oscar A. Price, president of Associated Exhibitors, Inc.; Peggy Hopkins Joyce, star of "The Skyrocket;" and Captain Hartley of the Leviathan, at the premiere of the picture on the giant boat Thursday evening, January 7. (Photo by Foto Topics, Inc.)

If one of the big companies releasing upwards of fifty pictures a year could exploit all of them as "The Skyrocket" has been handled, there wouldn't be much question about the success of most of them. But then, it does take concentration and concentration takes time. And not every picture has exploitation material.

By the way, the advertising didn't do the Leviathan any harm, either. It was a mighty good job all around, and mighty well done.

* * *

THAT was a remarkable speech which D. W. Griffith made to the A. M. P. A. the other day. He stated his intention of retiring in two years to a quiet place on Chesapeake Bay, where, surrounded by friends, books and peace, he would be far from the storm and stress of picture production.

A certain philosophical irony ran through his remarks. He pictured himself as being worth millions—but only in his imagination, and asked his listeners to pray that his dream would be realized.

Speaking of his work as a pioneer, he pointed out that he had made a determined effort to give the public ideas on the screen. In "Intolerance," for example. He thought, perhaps, he had tried to crowd too much into one production. At any rate, he said, it was only

AN EDITOR

The Week in Review

last September that he had finished paying what the picture had cost him personally.

Nevertheless, Mr. Griffith may, and should, take comfort in the fact that upon "Intolerance," which the public would not have in a large way at the box-office, rests much of the fame that always will be associated with his name.

Then he went on to speak of the tremendous power of the motion picture. He summed this up in a very striking manner by saying: "I believe no nation can now be great unless it has a great motion picture industry." The chancelleries of Europe are finding that out; have found it out, some of them, within very recent days.

The picture industry in America is great—there can be no question about that; great, especially in the sense used by Mr. Griffith—in bringing to all peoples the American commercial message—American customs and clothes and machinery and products with direct and vital bearing on world trade.

Certainly, Mr. Griffith himself has had a big part in bringing the American motion picture to its present commanding position—through the additions he has made to its technique; the great number of players he trained; the pictures he has created; and, particularly, the big shove forward given the whole business of picture-making and exhibition by "The Birth of A Nation."

* * *

FIRST NATIONAL comes forward with its announcement of pictures for the next six months January to June, this year, and comprising twenty-six features and two specials.

Of these, the highlights, looked at from the showman's angle, seem to us to be about like this: "Men of Steel" and "The Viennese Medley," quite different, of course, in theme and locale, but both promising to be unusually interesting and "big" from the audience viewpoint—one the epic of steel and the other a powerful theme, too, centering about the post-war havoc in Vienna.

Also, "Kiki," starring Norma Talmadge—this should prove perhaps her strongest role. At any rate, it is eagerly awaited, as all her pictures are. High up on the schedule should be placed Colleen Moore in "Irene" and "Miss Nobody," while Constance Talmadge essays another scintillating Hans Kraely role in "Silky Ann."

Corinne Griffith is represented by "Mlle. Modiste," from the famous comic opera by Herbert and Blossom, and "Ashes," the latter affording her a strong dramatic role.

Four first rate comedy features of unusual promise are likewise included: Leon Errol in "The Lunatic at Large," Harry Langdon in "Tramp, Tramp, Tramp!" and Johnny Hines in "Rainbow Riley" and "The Brown Derby."

ON BROADWAY

By William A. Johnston

Richard Barthelmess has two in the list, both of which would seem to be well worth waiting for, "Just Suppose" and "The Kid From Montana," the latter presenting him in an altogether new role.

Milton Sills, in addition to "Men of Steel," will be seen in "His Partner's Wife," another of the many Liberty stories to reach the screen.

Some strong box-office titles are listed among the all-star group. Earl Hudson is scheduled to do "Too Much Money" and "The Savage." Robert T. Kane is to make "The Reckless Lady" and "The Dancer of Paris." June Mathis is producing "The Far Cry" and "The Second Chance." Sam Rork and Marion Fairfax contribute "The Desert Healer." Sawyer and Lubin are represented by "The Girl From Montmartre." Edwin Carewe has "Twentieth Century Unlimited" and "Pals First." M. C. Levee with "Mollasses," E. M. Asher with "Good Luck," and Louis B. Mayer and John M. Stahl with "Memory Lane" round out the list.

It is a showman's group of pictures, abounding in saleable titles, brilliantly studded with stars and featured players of tried and tested box-office and appeal, and it is, as well, a balanced group of pictures which should satisfy all without surfeiting patrons with any particular type of production.

Something deserves to be said, too, of the insert itself which announces the First National January to June group. It is a complete departure, in appearance and make-up, from previous First National announcements, and vividly reflects the showmanship inherent in the productions. C. F. Chandler and "Bob" Dexter should receive many words of praise on this insert—neither should the art department be ignored in handing out the compliments.

This year is going to be a race for good pictures—great pictures—and if this announcement is any criterion First National should be well up front in the race.

* * *

LOUISE DRESSER, it will be recalled, won first rank for the best individual performance by an actress during 1925 in the poll of leading photograph critics, recently conducted by MOTION PICTURE NEWS. This was for her work in "The Goose Woman."

Miss Dresser has written us a letter of appreciation, which is as charming as she is herself. We quote it:

"A great many fine and wonderful things have come my way during the twenty-five years I have spent in the theatre, but nothing has surprised or pleased me more than when I read in your Christmas issue that 'The Goose Woman' had been so highly thought of by so many splendid critics. I wish I might convey to each one of them through you how truly grateful I am, how thoroughly I appreciate the great tribute they have paid me.

"I have been in pictures such a little while—just three years, to be exact—they are still a great mystery to me, but I am trying to find my niche in them the same as I did in the theatre.

With my kindest thoughts to your organization, my heartfelt thanks to all concerned."

* * *

THERE have been indications, in recent years, of the stability of the motion picture industry but none has impressed us quite so much as Pathe's announcement that twenty-seven per cent of its employees have been with the company five years or more.

There are approximately 1600 employees; of these 434 are on the five-years-or-more list; 353 have from five to nine years to their credit; 64 from ten to fourteen years; and 17 have fifteen years or more continuous service with Pathe.

Long service with a single concern shows a very high morale in the organization. The Pathe situation is decidedly unusual and quite the reverse of the customary condition, as regards changes in personnel, in this industry.

It is indicative of stability of a very definite sort, and reflects credit on the whole film world.

* * *

SELLING pictures with pictures! A sound principle of motion picture advertising—and the means employed by Universal to carry to exhibitors their message of a forthcoming Dimitri Buchowetzki production, "The Midnight Sun." There is nothing new about using a number of stills in an advertisement but the way a first page and three spreads were used in this instance, certainly deserves a mention. In the lay-outs are over fifty scenes of this picture with attractive, snappy captions which are unusually descriptive. One other reason as to why we praise this form of advertising is due to the fact that in the past few months a number of exhibitors have written in to MOTION PICTURE NEWS on this very same subject. "Give us more stills of new pictures so we can tell what they're all about," they say—and we take this occasion to compliment the advertising department for giving them just what they want.

* * *

FOX gave us an opportunity to preview "The First Year," and in addition to what our review may say, we cheerfully go on record as to its wide audience appeal and to the multitude of laughs in this first rate, well made comedy. Every girl and woman in this country is looking forward to, or backward on, or down upon the first year of matrimony, and they'll want to see this well advertised picture and drag the men folks along. It will please them all. Matt Moore is at his best and Frank Borzage does a creditable piece of direction based upon Frances Marion's script.

MOTION PICTURE NEWS

JANUARY 23
1926

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Calif.

Speaking Editorially

FLORIDA is proving to be quite a mecca for film folk, as the theatre situation in the boom State is a very live topic. William Fox and James R. Grainger have departed for Miami, and it is reported a Fox theatre chain is in contemplation. Harold B. Franklin, of Famous Players, also went to Florida this week, and it would not be surprising to hear of some important developments soon.

* * *

BOOKING combines, proposed and actual, come to the fore again this week. There is a movement in St. Louis to get the independent houses together in a combination, though the plan is still in a formative stage. In Southwest Washington and Oregon a company has been formed which seeks the booking and buying union of all the smaller theatres in that region. New York City exhibitors are discussing a booking pool, according to reports.

* * *

ELSEWHERE in this issue are detailed descriptions of Laugh Month Campaigns put on by exhibitors, among them R. F. Woodhull, President of the Motion Picture Theatre Owners of America; and Roy Tillson, manager of the Fuller Theatre, Kalamazoo, Mich. They merit careful reading; and should prove added incentives to other exhibitors who have not yet joined in the campaign.

* * *

THE DENVER POST, in a recent issue, devoted a liberal amount of space to an attack on the proposed Federal Censorship Bill, introduced by Congressman Swope. There is a strong appeal to the public to protest to their representatives in Washington—a plan that should be followed, not only by the public, but by exhibitors everywhere.

* * *

HIGHLIGHTS in the production news of the week show carefully considered plans for pictures of value. Joseph M. Schenck announced that Norma Talmadge and Ronald Colman will appear in an elaborate production of "The Garden of Allah;" Norman Trevor, well-known stage figure, has been signed by F.P.-L.; Jimmy Cruze came back from Europe, where he did preliminary work for "Old Ironsides," one of Paramount's future historical specials, the other being "The Rough Riders." John Barrymore, whose "Sea Beast" for Warners came into view on Broadway this week, having completed "Don Juan," will start work shortly in Saba-



Dwight C. Leeper, vice-president of Richmond Pictures, distributing Rayart product abroad, photographed on the Coast with Max and Moritz, trained chimpanzees appearing in "The Phantom Police," a new Rayart serial.

tini's "Tavern Knight;" and there are others of equal importance planned or in the making.

It is, of course, imperative that quality on the screen keep pace with exhibition quality. The bigger and more pretentious the theatre the more necessary it is that the main attraction—the picture—be equally as good—or even better. In no other way can the motion picture's hold upon the public be fully maintained.

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PICTURES AND PEOPLE



Hope Hampton, screen star, displaying one of the gowns which she wears in "Colorful Fashions from Paris," done in color, which Educational is releasing.



Irene Butler, three and one-half years old, of New York City, winner of the first prize in the Child Movie Star contest conducted by Metro-Goldwyn-Mayer.



A piquant portrait of Edna Marian, Century comedienne, selected by the Wampus as one of its latest roster of most promising Baby Stars.

A RISING YOUNG MAN

FRED THOMSON, F. B. O. Western star, is rising so rapidly in the film firmament and has been meeting with such favor on the part of exhibitors and the public that his future productions are to be made on a greatly increased scale, according to advices from J. I. Schnitzer, vice-president of F. B. O. in charge of production, now in Los Angeles. No expense is to be spared in making each picture starring Fred Thomson along with his famous horse, Silver King, better and bigger.

Under the supervision of Milton Gardner, production manager for Thomson, a corps of writers is at work fashioning future stories of unusual merit and novel treatment. Thomson himself takes a deep personal interest in this end of production, and insists on suitable showman ship angles in each story.

Thomson has an unusual record as an athlete, having been all-around world's champion for three different years. Silver King, too, is remarkably popular. Where most of the movie horses are mustangs, Thomson's steed is a thoroughbred Irish hunter, insured for \$100,000 by his master.

"PAN" DUBS GOTHAMITES RUBES

ALEXANDER PANTAGES, head of Pantages circuit, is reported to have remarked the other day in Minneapolis: "The real showmen are west of Chicago. New York's exhibitors are 'rubes.' I've been a dumbell all my life for not going into the East instead of fighting the long jump in the West."

He announced at the same time that he was about to enter Manhattan. The Pantages circuit, while primarily vaudeville, features pictures prominently.

RIESENFELD HONORED

UPON the eve of his retirement as managing director of the Rivoli, Rialto and Criterion theatres, New York City, Hugo Riesenfeld was presented by the employees of the three houses with a bronze bust of himself, executed by Emil Fuchs, the sculptor, as an earnest of their esteem and affection for him. Many of the employees had been with him during all the ten years of his regime. He was deeply affected by the tribute, and the occasion was a memorable one.

A FOX LAUGH MONTH SCHEDULE

AN unusual bit of co-operation with the spirit of Laugh Month comes to light this week with the announcement that Fox Films has readjusted production and release schedules to permit of showing three of its most important productions, all with a comedy angle, during this month. The three are "The First Year," "A Trip to Chinatown" and "The Cowboy and the Countess."

SIX LITTLE ASTERISKS

FAIRLY generous use was made this week of the asterisk stamp by the National Board of Review. The recommended productions include "The Sea Beast," starring John Barrymore, "The Great Love," "The Yankee Senor," Tom Mix, "Mike," with Sally O'Neill, Pathe Review No. 3 and "Time Flies," a Lupino Lane comedy.



John C. Flinn, the energetic vice-president and general manager of Producers Distributing Corporation, all set for a clean sweep in 1926.



One of the newest and fairest of the Educational leading ladies is Helen Foster, who will do her bit during Laugh month in Tuxedo comedies.



This is one of the most charming camera studies we have seen recently of Pola Negri, and was taken during the filming of "A Woman of the World" (Paramount).



Artists, historians and archaeologists have tried for years to decide what the arms of the Venus de Milo were doing before they were broken off. Esther Ralston, who has the title role of "The American Venus" (Paramount) shows Larry Gray, the male lead, her idea of the classic lady's pose.

J LLOYD AS AN EVANGELIST

JUDGING from the advance reports on "For Heaven's Sake," his first comedy for Paramount, Harold Lloyd has struck out once more along an altogether new vein. In this picture he combines a very human, worth while theme—that happiness is to be found in helping others—with his usual sure-fire comedy situations. He becomes interested in a mission in the slums, and becomes a go-getter of the evangelist fraternity, going out and bringing in the converts by force, if necessary. Jobyna Ralston is again his leading lady, with Sam Taylor directing and the reliable Lloyd staff around him.

H LITTLE COLONEL'S ANNIVERSARY

HENRY B. WALTHALL, who has just finished in "Three Faces East," has just celebrated his twelfth screen anniversary. During that time his pictures have shown all over the globe, in great theatres and in lowly. As the Little Colonel in "The Birth of a Nation," he was generally credited with the most sympathetic piece of acting ever seen on the screen, but Renaud Hoffman, who will produce "The Unknown Soldier," claims that in this production he will have an even finer role in popular appeal.



George O'Brien leaves the Indians and miners on his set to come over to pay homage to Frank Borzage, acknowledged "Squash King of the Hollywood Athletic Club," aided by Earle Foxe, who is playing under Borzage's direction in "Wages for Wives" (Fox).

W TWO-THIRTY-THREE CLUB ACTIVE

WITH newly elected officers, a total membership of 1,265 of the most representative film men in Hollywood, and plans for a holding company to erect a 12-story \$1,500,000 building of unusual nature, the Two-Thirty-Three club enters on its sixteenth month in healthy shape.

The officers for the year of 1926 will be: President, Edwards Davis (re-elected); Vice Presidents, Frank Lloyd, John McCormick and Wallace Beery; Corresponding Secretary, Bryant Washburn; Recording Secretary, Raymond McKee (re-elected); Executive Clerk, Fred Douglas; Treasurer, Samuel Kress (re-elected); Board of Directors, George Sargent, Chairman; John Ince, Perry Vekroff, James W. Horne, Lewis W. Gill, George Fawcett, Edward V. Rowland, John E. Elliott, David H. Thompson, Louis Physioc, Joseph Goldsmith, Jr., and John LeRoy Johnston. The Membership Committee is Winifred North, Lewis W. Gill, Mitchell Lewis, Herbert Prior, William H. Turner, David H. Thompson. During the year the Hilarity Degree will be given by a committee headed by Harry O. Dull, Charles Stevens, George Marshall, Paul Hurst and Scotty Beal.

On Christmas Day the club presented President Edwards Davis with a Chrysler coupe and appropriated \$1,000 for the purpose of bringing Christmas cheer to various members and to inmates of public institutions.

Among prominent film men initiated recently into the club are: Douglas Fairbanks, Monte Blue, Edwin Carewe, Walter Long and Del Lord.

J A MILLION DOLLAR SMILE

JUST how much is a smile worth? To Mrs. Douglas MacLean, wife of the Paramount comedy star, his smile is now potentially worth \$250,000 under the terms of a novel Christmas gift which she received from him. Through a Los Angeles insurance broker, MacLean recently applied for a policy protecting himself to the extent of a quarter million against illness or accident which might terminate his screen career, with his wife as beneficiary.

A clause in the policy provides that any injury or illness which prevents the comedian from smiling the smile that audiences know so well is to be considered sufficient grounds for a settlement. A photograph of the MacLean smile in its present state of preservation is to be filed with the policy.

Violinists' fingers, dancers' legs, and such professional assets have been insured on numerous occasions, and Mr. Ziegfeld once took out policies to protect himself against his leading show girls marrying, but this is declared to be the first instance in which a definite value has been placed on anything so intangible as a smile.

M GEORGIA

MORE than a little human interest attaches to the announcement that Georgia Hale has been placed under long-term contract by Paramount. Little more than a year ago, Georgia was an unknown extra girl; bathing beauty now and then; hanging on precariously in the hazardous task of struggling for film fame.

Then came "The Salvation Hunters," the 'successful failure' that brought her fame and a position as Chaplin's leading woman, after utter ruin seemed in sight when the public refused to grow enthusiastic over the picture. Realizing that comedies could be no more than a stepping stone for this gifted miss, Chaplin released her from her contract when Paramount beckoned. Now a suitable vehicle is being prepared for her there—and we may hope that genuine achievement and its rewards may come to the girl so deftly and fittingly "subtitled" in "The Gold Rush" at various points as just "Georgia."

O TO AID TONSIL HOSPITAL

ON Wednesday evening, January 20th, at 9 o'clock, a special performance of "Just Suppose" will be given at the Plaza Hotel ballroom for the benefit of the Babies Ward of the Tonsil Hospital. A supper dance and cabaret will follow. Personal appearances will be made by Richard Barthelmess, the star, and his leading lady, Lois Moran.

Government Seeks to Re-open Famous Players Hearing

Correction of Errors in Record is Desired By Govt.

IN tacit acknowledgment that the refusal of the examiner in the Famous Players-Lasky case to permit the admission of relative evidence would constitute a prejudicial error on which the court of appeals would remand the case to the Federal Trade Commission for rehearing, counsel for the commission on January 7 made an earnest argument for the reopening of the case in order that such testimony might be admitted and also that information regarding the acquisition of theatre interests by Famous Players since September 1, 1924, the date arbitrarily set by the examiner as the limit of the testimony to be admitted, might be brought into the record.

Failure by an examiner to admit relevant testimony is a reversible error, it developed during the argument, as is also any attempt to limit the dates to which evidence can apply. Failure by the commission, therefore, to have all material facts in the record and to permit the introduction of evidence applying to any date up to the conclusion of the trial, might result in the courts throwing the case back to the commission.

Reopening of the case is opposed by Famous Players, the commission was told, because the respondents feel that, on the basis of the record even as it now stands, the commission must absolve them of the charges made. Furthermore, it was declared, the case so far has cost the respondents \$200,000, exclusive of counsel's fees, has spread over a number of years, and to reopen it would mean much additional expense and still more time before a conclusion of the proceedings.

Argument on the motion to reopen was made by A. F. Busick, assistant chief counsel of the commission. He declared that it was proposed to insert in the record information as to the theatres in which the respondents have acquired interests since September 1, 1924, and as an inducement to the respondents to consent to the reopening he offered them the privilege of introducing similar information regarding the theatre-owning activities of their competitors, which information, barred by the examiner, has been held consistently by the respondents to be relevant to the case and constituting one of the prejudicial errors of which undoubtedly they would take advantage should the case be carried to the courts.

Busick declared that Famous Players acquired very few houses during the taking of testimony but that, after the close of the hearings, they acquired a substantial number of theatres including, he said, the Gordon chain of 38 in New England which also had a 50 per cent interest in the New Hampshire company owning 40 houses, giving Famous Players more than 100 New England theatres, and also that it was reported they had or would acquire the Balaban and Katz interests in "something like 500 theatres."

"We were under investigation at least two years before the case began to be tried," Robert T. Swaine, counsel for Famous Players, pointed out to the commission in opposing the reopening. "The trial of the case began nearly three years ago. It seems to use that we are entitled to a decision of this case upon the record as it stands, before we are asked to make another trip all around the country to find the literally hundreds of witnesses for whose production we went to a great expense and who are now scattered to the four winds."

More than \$400,000,000 worth of theatres have been built since 1924, he declared, and asked "Can it be that the commission would take the position that all the rest of the industry should be growing at that great rate and that this respondent, admittedly the leader of the industry, should have to stand still in the construction of new and fine modern theaters?"

Swaine laid before the commission a stipulation showing all of the information regarding theatre ownership which the counsel seeks and asked that it be used, after checking up, in lieu of new testimony. This statistical abstract, he said, shows that Famous Players have acquired interests in 107 houses since September 1, 1924, while competitors have acquired 562, including 114 by Universal, 162 by Fox, 132 by First National, 128 by De Mille, 16 by Warner Vitagraph and 10 by Loew-Metro.

Much exaggeration has accompanied the case, Swaine commented, even to the argument of the counsel for the commission. Instead of 78 theatres being involved in the New England deal, there were actually 54, he said; instead of Balaban and Katz having 500 houses, they had nearer five, and, as a matter of concrete fact, "Famous Players has no interest in that concern and that concern has no stock in Famous Players, the truth being that Balaban and Katz have inaugurated a method of presentation which has proven very successful and, Famous Players desiring to try out the same method, had given Balaban and Katz a management contract under which they manage certain Famous Players theatres.

Discussing the evidence barred out by the examiner, Swaine declared that while the respondents' counsel made 175 objections which were overruled, the commission's counsel made 2,871 which were sustained,

Jannings Signed by Famous for Three Years

EMIL JANNINGS, famous German stage and screen star, has been signed by Famous Players-Lasky to a three-year contract, according to a cablegram received from Berlin on Thursday. Under its terms he will be permitted to return to Germany each winter to make one picture for Famous-Metro-Ufa, and to appear on the legitimate stage for two months.

It is reported that his first picture will be under the direction of D. W. Griffith.

and 217 witnesses called by the respondents were not permitted to testify.

Decision will be announced by the commission in a short time.

Attorney Bromley, of counsel for Famous Players, summed up the new developments as follows in a statement to the NEWS:

"The government made a motion returnable in January, embodying these two points:

"1. To reopen case and bring facts down to January, 1926, because they understood that we had acquired over 600 theatres.

"2. To reopen the case for the purpose of correcting the examiner's errors and excluding Famous Players-Lasky testimony.

"Their new chief counsel in argument admitted that the record was so full of errors that no court of appeals would sustain any order the commission might make against us, and that the examiner had committed so many errors that he wouldn't appear before the court to argue in support of any order.

"Famous made a motion to dismiss the complaint on the record as it stands, or in the alternative, if that were denied, for the commission to designate what errors it wanted corrected before taking of new testimony.

"On the first point of the government motion we presented a stipulation which showed the percentage of pictures we had made in 1924 and 1925, and the number of theatres we had really acquired since September, 1924, together with the number of theatres that our competitors had acquired, and we compared those totals to a new count of theatres made by the Hays office showing that there are now twenty thousand theatres."

While the precise contents of the stipulation have not been divulged, it is understood that it seeks to show that the theatre acquisition of Famous since September, 1924, has been only commensurate with the general growth of the industry, while that of other companies has been proportionately greater.

The various deals involved in the acquisition of all these houses are also enumerated, it is believed. For instance, under Fox would presumably be included the acquisition by that firm of a 40 per cent. interest in West Coast Theatres, Inc., at that time consisting of 104 houses.

PARAMOUNT PROMISES NOVELTY

"Ship That Sailed to Mars"

HECTOR TURNBULL, associate Paramount producer, announces a radical departure in motion picture production with a picture that will be known as "The Ship That Sailed to Mars," a fantastic comedy starring Raymond Griffith. Secret preparations for the filming of this production have been underway for sixteen months, according to Turnbull, and it will be at least three months more before actual work can begin.

Roy J. Pomeroy, master of magic, who achieved the opening and closing of the Red Sea in "The Ten Commandments" and many of the mystifying effects in "Peter Pan" will be active in the making of "The Ship That Sailed to Mars," which will be directed by Clarence G. Badger.

Turnbull is authority for the statement that the picture will contain nothing that the screen has seen before.

"It will be absolutely different from any picture ever produced," he said. "It will not be an experiment either. That part of it is chiefly a thing of the past. For more than a year Roy Pomeroy and his assistants have been working day and night evolving ideas and ways of making them practical. When he first told us some of the things he planned to achieve, we hardly could believe him. So he went ahead and proved his arguments."



Oppose Cleveland Zone System

Exhibitors Dissatisfied With Method of Apportioning First Runs—Ask Fewer Zones

THE present system of zoning operated by the Film Board of Trade in Cleveland, is the object of growing criticism on the part of several exhibitors in that territory. Complaint is made that the present plan, under which there are 39 zones, causes many theatres to play day and date which under natural conditions would not be in competition with one another. They advance the theory that a better balance of competition could be maintained under a system based on twenty zones for the city.

The uncertainty of release dates for first runs is one of the main objections lodged against the present system by the exhibitors. Changes in the first run release dates necessitates all subsequent runs pushing their dates back or forward as the case may be, for the reason that each exchange has an average of not more than four or five prints and there are many more theatres in line for the pictures under the system as presently operated, the exhibitors say.

J. J. Harwood, president of the Cleveland exhibitor organization, declared that the zoning plan was never adopted by his association, but that it was put into operation after its endorsement by the New York headquarters of distributing companies. Conditions have led to charges of favoritism on the part of distributors, exhibitors claiming that circuit owners are being favored before individual owners.

In describing the conditions arising from the plan now in operation, Mr. Harwood said: "After the first and second runs a picture becomes available to all the first run houses that have bought it for their respective zones, and where a distributor has sold say 20 of these first-runs from ten to fourteen of them are disappointed. The zones are so small that in a number of instances the first-run houses in connecting zones are really competitors, so you can imagine how the exhibitor that does not get the picture will feel.

"The situation becomes keener in the case of the so-called big specials, such as 'The Ten Commandments' and 'Don Q,' where the exhibitor has been compelled to pay a big guarantee and then an overage. It would aid the situation somewhat if a distributor had a sufficient number of prints to serve every house sold when the picture is declared available, or to withhold selling the subsequent runs until the houses he can furnish are through with the picture. Then if the other houses feel that the run has hurt them they can buy at a lower figure so that he can see a possible profit."

Bill Would Raise St. Louis Inspection Cost

A bill raising the inspection fee for theatres from \$2 flat to a sliding scale with a \$5 minimum has been presented to the St. Louis Board of Aldermen at the request of Director of Public Safety Brod.

Under the new scale houses with 1,000 or less seats would pay \$5 for each inspection. The larger houses would pay \$5 extra for each additional 1,000 seats. Brod said that the building inspectors are virtually doing the work for nothing at the present rate.

Benton Acquires Glens Falls Company

In taking over the Rialto and Park theatres in Glens Falls, William E. Benton of Saratoga Springs, has acquired the entire capital stock of the Glens Falls Operating company. Benton will continue a program of pictures for the first three days of the week at the Rialto, and pictures and vaudeville the last three days. The Park will continue as a straight picture house.

Child Movie Star Contest Winners Named

Prize winners have been announced in the Metro-Goldwyn-Mayer and New York American contest to select a child who could be developed into a screen star. First prize of \$1,000 and a \$200 a week contract goes to Irene Butler, three years old of 425 Riverside Drive, New York City.

Others who were prize winners included Elmer Lowrey of Roosevelt, L. I., who won a thousand dollars; Helen Brady of Brooklyn, Dorothy Jane Hodge of New York City, David Clark of Harlem who each received a check for five hundred dollars; Barbara Fox of New York City, Sol Switzer of Brooklyn, Phyllis Walker of New York City and Baby Rea Blonde of Brooklyn, each of whom were presented with a check for two hundred and fifty dollars.

Kittanning Theatre Is Damaged by Fire

The Columbia Theatre Building in Kittanning, Pa., was damaged by fire to the extent of \$75,000 on the morning of January 8th. The first floor of the building has been used as a theatre and the rest of the structure consisted of apartments and offices. The origin of the fire is unknown.

Fire Destroys Theatre in South Dakota

The Rex theatre of Midland, S. D., operated by Roberson and Welch, was destroyed in a \$10,000 fire covered by \$6,000 insurance recently. An employee, lighting the lights, tossed a match onto a floor that had become soaked with gasoline. Two dwellings were destroyed in the blaze.

Brooklyn Exhibitor Will Have Large Circuit

FROM present indications, A. H. Schwartz, prominent Brooklyn Exhibitor, is successfully carrying out his plans to establish a circuit of theatres throughout Brooklyn and Long Island, N. Y.

The first two theatres of the new chain are located at Avenue U and Coney Island Avenues and at Kings Highway and Flatbush Ave., both in the Flatbush section of Brooklyn. Construction on these is progressing rapidly and their openings are scheduled for Labor Day, 1926. Foundation work on two more houses in the towns of Flushing and Freeport on Long Island is almost complete and steel construction will follow sometime this month. In Huntington Port Washington and Corona—three more Long Island towns—excavating will start before February 1st and all of these houses will be ready for their openings by the first of next year. In addition to the above mentioned theatres, Mr. Schwartz will have at least six more playhouses under construction at different points on Long Island, which in conjunction with his present chain in Brooklyn and Queens, will bring the circuit up to about twenty-five theatres.

The following theatres in Brooklyn are now being operated by the Schwartz Circuit: The Albemarle, Farragut, Kingsway, Rialto, Century, and Linden. In Jamaica: The Merrick and Rialto.

Kent, Williams, Thomson and Others Here on "Majestic"

Ufa Deal Discussed: F. P. L. Signs Jannings

By L. C. Moen

IMAGINE a film company with S. R. Kent, J. D. Williams, Major H. C. S. Thomson, George T. Eaton and Leopold Friedman as executives; Harry Rapf, Herbert Wilcox and Harry Cohn as producers, James Cruze as director, Betty Compson, Mae Murray and Dorothy Sebastian as feminine stars, Georges Carpentier as male lead, E. Bruce Johnson and F. Wynne-Jones as directors of the foreign department, Howard Strickland as publicity representative, Sam Rachmann in charge of exhibition—note that we say "imagine" only—and you will have some idea of the all-star aggregation of film notables which arrived from Europe on Wednesday of this week aboard the R. M. S. 'Majestic.'

For four days the great liner was buffeted and beaten by Atlantic gales, and though she did not "limp into port," as the newspaper writers are wont to say, the NEWS representative, upon boarding it at quarantine from the coast guard cutter, found the film celebrities more than happy that the voyage was at an end. Although it was impossible, in the short space of time available, to do full justice to all of the news available in this gathering, some of the highlights follow:

Further details of the Famous Players-Metro-Goldwyn-Ufa deal announced by Kent, Friedman and Wynne-Jones.

Emil Jannings, Germany's famous American-born actor, has been signed by Famous Players and will be brought here.

General optimism over foreign conditions expressed by all.

Williams announces excellent progress in production plans of British National Pictures.

S. R. Kent, general manager of Famous Players, threw further light on the Ufa deal which took him to Germany recently, and which has been widely discussed in the trade and daily press.

"The deal is simply a big commercial alliance," he said. "We have formed in Germany what is in effect a new distributing company, which will release a program including Paramount, Metro Goldwyn Mayer

and Ufa pictures. These pictures will also be shown in the Ufa chain of theatres and the houses for which Ufa books. Since Ufa is in a more dominant position in Germany than any other company is in any other country, this will give splendid representation to our product.

"Paramount and Metro-Goldwyn, in turn, will each distribute five Ufa productions in the United States, provided always that they are suitable for release here. If less than that number of pictures meet that standard, then a fewer number will be released.

"Otherwise, the details are substantially as already printed in the various press accounts. What the Universal arrangement is I do not know. That is entirely between Ufa and Universal.

"It is not true that there has been any coercion or threats toward any company, German or American. It was a purely business conference, along business lines, and such matters did not even enter into the situation. No one has been 'frozen out' or 'beaten.' To that extent, some of the newspaper accounts have given a wrong impression.

"The deal is an important move for the industry, and is so flexible that any co-operation deemed desirable among the companies involved is provided for, in any department."

Leopold Friedman of Metro-Goldwyn-Mayer, who represented that firm at the negotiations in Berlin, also expressed himself as highly pleased at the outcome of the conference.

"It has been strenuous business," he said, "ironing out the thousand and one details

which necessarily had to be taken into consideration, but we feel that it has been well worth it. As a big step toward international relations, it should benefit the whole industry."

F. Wynne-Jones, the Ufa representative in New York, was likewise pleased with the turn events have taken. He said:

"Everything is finally settled, and everyone is happy. Under our arrangement with Famous Players and Metro-Goldwyn, we have available to the fullest extent the entire resources and brains of their production departments. The possibilities which that opens up are obvious.

"We are happy, too, to have obtained a channel of distribution in America for our best pictures. Although, under the arrangement, their obligation to release our pictures is subject to screen acceptance, that is as we wish it, because no one is more anxious than Ufa to avoid the distribution in America of Ufa pictures which will be 'flops.' We are confident, however, that with the facilities and assistance made available to us we can produce pictures which will be a real factor here.

"Famous and Metro-Goldwyn are well satisfied, too, with the splendid distribution which they will obtain in Germany. Carl Laemmle, also, is thoroughly satisfied with the outcome of the deal, since Universal will not only obtain increased representation in Germany for a period of three years, at least, but will gain play dates on Broadway as well."

Sam Rachmann, well known in Europe and America, and who also figured largely in the recent deal, reports eye-bert theatre prospects in Germany. He has been applying American exhibition methods to Ufa



S. R. Kent.



J. D. Williams.

houses, notably the Ufa Palast-am-Zoo, which has been extensively remodeled and is being run along American lines, with a large orchestra, modern equipment and many innovations in policy. As a result, he says, business at this house has been unparalleled.

J. D. Williams and George T. Eaton of British National Pictures, Ltd., and Herbert Wilcox, English producer, brought with them a print of "Nell Gwynn," which Wilcox has just finished and which Williams and Eaton hope to place here.

Williams reported steady progress in the plan of British National to stimulate interest in British production, and expressed optimism regarding the future.

"We have a studio site thirty minutes from London and outside of the fog belt," he said, "and with the facilities which we shall provide there we hope to accomplish worth while things. We have plans right now for several pictures which will set an altogether new standard in British production."

"I have full confidence in the future of the British picture. We are going to make pictures that will have box-office value in America—pictures with sales angles. I shall have some interesting things to announce during my stay here."

Major H. C. S. Thomson of Film Booking Offices, who has spent the past two months in London, Paris and Berlin, ex-

pressed satisfaction with the foreign situation. When asked what effect the Ufa affiliation might have on other American companies operating in Germany, he said:

"I do not believe that this deal will seriously affect other companies. The Ufa program of releases already included a considerable number of Famous Players and Metro-Goldwyn pictures, and other companies will presumably continue to go through their present channels of release. The only possible effect would be if Ufa should increase its production of moderate cost pictures to obtain more contingent permits for the importation of Paramount and Metro-Goldwyn product, thereby crowding the market. There is nothing to indicate, however, that that will be done."

E. Bruce Johnson, head of the foreign department of First National, likewise expressed satisfaction with the European situation as he found it on this trip.

Harry Rapf, associate production executive at the Metro-Goldwyn-Mayer studios, was returning from a brief vacation trip with Mrs. Rapf and their son, Maurice.

"This was my first trip abroad," he said, "and I return with a greatly increased respect and appreciation concerning our productions, our theatres and our studio facilities. I found nothing like them in Europe. Despite all talk of contingents and so on European theatres need our pictures and will continue to have them. It has been a

great experience."

While at Nice, Rapf visited the Rex Ingram studios, where Ingram is now located.

Howard Strickland, publicity representative of Rex Ingram, brought with him the first print of "Mare Nostrum," which Ingram just completed, as well as glowing reports of the merits of the picture.

Harry Cohn, of Columbia Pictures, when questioned concerning that company's foreign production plans, smiled and said:

"I have been on a vacation—a real one, with no thought of business worries. Joe Brandt arranged all of those details while he was abroad."

James Cruze, the director, returning with Betty Compson, his wife, from a tour of the Continent, during which he made a trip to Tripoli to gather local color for "Old Ironsides," expressed great enthusiasm for the technical methods worked out in the German studios. If it could be arranged, he would enjoy making a picture there, he said, which would utilize some of these mechanical devices and methods.

Miss Compson, Mae Murray and Dorothy Sebastian, returning stars, came in for considerable attention from the ship news photographers, as did Georges Carpentier, the French boxer. According to reports current on board, Carpentier is in this country to appear in a picture, but it was impossible to learn what company would make it.

Fox to Establish Chain in Florida

Said to Have Taken Interest in Wolfson-Meyer Circuit; B & K Midwest Still Expanding; Publix to Build in Knoxville

THE presence of William Fox in Miami was followed by a report from the Florida resort that he has secured an interest in the Wolfson-Meyer circuit, operator of several houses for colored patronage, the Lincoln theatre and the builders of a new first-run house scheduled to open in the Spring. The report also stated that Mr. Fox will be joined by James R. Grainger, general sales manager of the company, and together they will visit several Florida cities for the purpose of establishing a chain of theatres.

Balaban & Katz Midwest Theatres, Inc., are continuing to expand, the latest theatres to become affiliated with this organization being Miller & Spencer's Sterling Theatre at Lincoln, Illinois, and the Highland Park Theatre at Highland Park. Chicago theatres recently taken over by Balaban & Katz Midwest are the Metro, formerly the Terminal on Lawrence Avenue and the Capitol on Kedzie and Lawrence, both of which are owned by Halper & Feder.

George Rosing, managing director of the Erie Amusement company of Buffalo, announces his company will build at least three motion picture theatres in the Queen City of the Lakes, each of which will cost \$500,000. All will be community houses. The first will be built at Broadway and Detroit street and Architect Henry Spann has completed plans for this house which will have a seating capacity of 2500. It is planned to open this theatre about October 1, 1926. The present Fillmore theatre which is about 600 feet from the proposed new \$10,000,000 Union station will be closed for about two months after the new theatre is opened, for redecorating and remodeling. About \$35,000 will be spent on this work, according to Max Rosing, manager.

Immediate construction of a \$450,000 theatre in the University Mound district by Ackerman & Harris, San Francisco theatrical firm, was announced from the offices of the company. The theatre will have a seating capacity of 1500, and be of Class A construction. The same building will house a general market and eighty stores. Dimensions of the property are 250 by 150 feet. The transaction is being handled by the realty firm of Hyman Brothers. On account of the name of the district the new theatre will be called the University.

Announcement was made December 31 by Gore Brothers and Sol Lesser of West Coast Theatres, Inc., that construction work will start in Los Angeles about January 15, on what they claim to be the finest neighborhood house in America, "The La Brea," to be erected at a total cost of \$850,000 at the North East corner of Wilshire and Sycamore boulevards. The building permit calls for a \$400,000 theatre, office and store building and twelve luxuriously furnished bachelor apartments. The cost of the lot was \$300,000. The equipment for the interior will run about \$150,000.

Five peninsula playhouses have been acquired by West Coast Theatres, Inc., and will be added to the string now under their control. The houses incorporated in the new merger are the Garden in Burlingame, the Regent in San Mateo, the Sequoia in Redwood City, the New Stanford and the Varsity in Palo Alto. They formerly were under the control of Ellis Arkush. The West Coast Peninsular Theatres, has been capitalized at \$1,000,000 to handle the business. E. J. Arkush and Doretta Arkush of Burlingame, May K. Griffin of Redwood City and Jacob Samuels of San Francisco are named directors.

Publix Theatres is planning a new \$1,000,000 theatre for Knoxville. R. E. Hall & Co., Inc., of New York, architects and engineers, have prepared the plans of the new house for Tennessee Enterprises, Inc. Razing of the old buildings now occupying the site at the corner of Clinch Avenue and State street will be started at once and contracts for the construction of the new building will be let as speedily as possible. March 15 ought to see building operations well under way. The new theatre, with a seating capacity of approximately 2,300, will be the largest in Tennessee.

Still another theatre for the Butterfield chain. The newest will be the State, costing \$500,000, to be built in Kalamazoo, Mich. Work will begin in the spring so the house can be ready by fall. Incidentally, W. S. Butterfield, owner of a great chain of picture and picture-vaudeville houses in Michigan, has incorporated for \$5,000,000. The new firm is known as W. S. Butterfield Theatres, Incorporated. It will include the several Butterfield theatres as well as the parent controlling company, heretofore known as the Bijou Theatrical Enterprise Company.

\$2,500,000 is the estimated amount to be expended in theatre construction in Milwaukee under plans recently announced by several interests there. Of these the Stillman chain will erect a 1,600 seat house on the southeast corner of 37th and Center streets.

Others include a theatre and business building to be erected by M. L. Annenberg at Farwell avenue and Ivanhoe place; a 2,000 seat theatre by Semi & Pessin at North and Fond du Lac avenues, a Saxe Amusement Enterprises theatre at 48th street and Lisbon avenue.

Booking Combines Again in Spotlight

Ten New York City Circuits Planning a Buying Pool—St. Louis Independents Active—Combination Formed in Far West

BOOKING combines in important and widely separated sections of the country were reported this week as already formed or in process of formation.

In New York City, ten local circuits are discussing organizing a holding company to obtain first runs through concentrated buying power.

A booking combination to embrace every independent picture theatre in St. Louis is in a formative stage.

In southwest Washington and Oregon the Inland Theatres Company has been incorporated to band together in a booking and buying circuit all the smaller houses in the territory.

The New York plan, which has been discussed at various times in the past few years in one form or another, contemplates some seventy theatres, representing circuits in every section of the city.

All the theatres would be thrown into one pool, which would be represented by the holding company, and stock in the latter would be distributed according to the numbers of theatres, cost, seating capacity, etc. Each circuit would be represented by one director on the holding company board.

It is reported that a prominent Wall Street financial firm is willing to advance a big loan—stated in some quarters to be \$10,000,000—for expansion purposes. Three big circuits—Loew, Keith and Fox—now hold the buying prestige in the city, and the proposed booking pool would be

intended as opposition to this supremacy.

The St. Louis booking combination is in the formative stage and details of the arrangement have not been fully decided.

Joseph Mogler, president of the Motion Picture Exhibitors' League of St. Louis, and owner of the Mogler, Bremen and Excelsior theatres in North St. Louis, admitted that such a plan was under consideration.

"We have not fully decided what will be done in this direction," Mogler said in discussing the new booking organization. "We are endeavoring to obtain data on similar plans now in operation in other cities."

"We contemplate taking in every independent house in the city and may also invite some of the larger theatre chains to join us. We don't know yet just what we will do, but it is certain that a booking arrangement to serve many of the houses in the city will be put through."

Mogler stated that he had not heard from William Fox the exact date he will be in St. Louis to discuss the local first run situation with members of the exhibitors' league. In a recent telegram to Mogler Mr. Fox said he would be in St. Louis about January 15th, and at that time would meet a number of independent exhibitors who had advised against the construction of a large first run house for Fox pictures in St. Louis.

"We hope to be able to convince Mr. Fox that he will be protected on first runs for

his pictures," Mogler said. "We are opposed to any more theatres being constructed in St. Louis in the near future because we feel that the city is now overbuilt. Our move was not directed against Mr. Fox or his organization, but against new theatres here."

Organization of the Inland Theatres Company, comprising motion picture houses in Southeast Washington and Oregon, was announced last week in Seattle by Edwin B. Rivers, a stockholder and manager of the Arcade Theatre at Walla Walla. The purpose of the new organization will be to band together in a buying and booking circuit all the smaller houses in this territory, and future plans entail the purchase and construction of a chain of houses in cities not already covered in the present organization.

The Arcade, which was purchased recently from L. M. and G. E. Terhune, will be the principal house in the circuit. It will be closed shortly for a period of several weeks, during which time it will undergo a thorough remodeling, redecorating, recarpeting and re-equipping. It will be reopened under the name of the Strand Theatre, featuring a first run, 25 cent admission policy that has been used so successfully by Mr. Rivers during his connection with various theatre circuits in Seattle and also with the West Coast Theatres Company in Los Angeles last season.

Pathe Exchange Has Splendid Record

Twenty-Seven Per Cent of Its Employees Have Been in Service With the Concern for Five Years or More

LABOR turnover and proper morale among employees are among the big problems of any huge organization, so Pathe Exchange, Inc., may well be proud of the record it is establishing. No less than twenty-seven percent of its employees have been in the service of the concern for five years or more. The exact number is 434 of approximately 1,600 employees. Of these 353 have seen Pathe service from five to nine years, 64 from ten to fourteen years and 17 over fifteen years.

To celebrate the terms of long service and express appreciation to its employees for their loyalty, Pathe presented diplomas and gold emblems to those in service five years or more in a ceremony unique in motion picture annals. Seventy-five of the Home Office staff were summoned to the office of Vice-President and General Manager Elmer Pearson where each was presented with a gold emblem and a diploma. The presentations were made by Mr. Pearson, who signed each diploma with Paul Fuller, Jr., President of Pathe Exchange, Inc.

Following the Home Office ceremonies, the presentations were duplicated in every one of the thirty-four branches throughout the United States and in the Laboratories in Bound Brook and Jersey City.

Leon Franconi, Manager of the Film Editing Department, a seventeen-year man, is the oldest employee at the Home Office.

Others at this office with long-time service records are: Samuel Macknovitch, 15 years; Gaston L. Chanier, 13; Brendan P. Egan, 13; Mario Frejmann, 13; P. Allen Parsons, 12; Manuel Rivera Regalado, 12; John W. Kyke, 11; Sadie Gilde, 11; Arthur Rousseau, 11 and John Humm, 11.

At the Bound Brook Laboratory the leaders in point of service are: Antoinette Despland, 18 years; Thomas Fellows, 18; Katherine Furtner, 18; Josephine Bullock, 18; Reba Kershner, 18; Edward Mangeot, 18; Alex. Pluhar, 17; Walter Conklin, 17; Andrew Hoagland, 16, and Katherine Gullick, 16.

At Jersey City, Juliette Champion is just what her name states with a record of 18 years of service.

At Pathe News, Nettie Kuver and John A. Bartone top the list with records of 11 years of service, followed closely for honors by Editor Emanuel Cohen, who has headed the pioneer news film for ten years.

Five, ten and fifteen-year emblems and diplomas have been awarded to those named above in recognition of their respective lengths of service.

Recipients of the ten year awards in the Pathe Branch offices follow: Albert Adatte, Bound Brook, 11; John J. Jennings, Boston, 11; Walter S. Wessling, Los Angeles, 11; Julia Sievers, New Orleans, 11; William Turbett, Philadelphia, 11, and the

following all of whom have served ten years as Pathe employees, George E. Maillard, Philadelphia; Raymond Haskell, Los Angeles; James A. Curran, Boston; L. A. Samuelson, Seattle; Gertrude Wilbert, Cleveland; John Leary, Pittsburgh; Erwin Stahl, St. Louis; Thomas F. Holden, Cincinnati; Wade S. Windsor, Cleveland.

The following Bound Brook employees received the ten year rewards: Margaret Wooley, Tres Gulioh, Andrew J. Seip, Charles Jeannerot, Frances Gavin, Elizabeth Smith, Louis Hanta, Asa Applegate, Florence Freuler, Josephine Kohl, Mary Haley, Arthur W. Miller, John E. Judson, Frank Bullock, James Jones, John Lusk, Katherine Frangart, Ormand Riker, Albert Dassa, Harry Hayes, William Fellows and Emory Schoonmaker.

Jersey City winners of ten year honors were: John T. Richards, Edward Kraemer, Walter Werner, Henry Baker, Elizabeth T. Calahan, Michael Angaroni.

Home Office recipients of ten year emblems and diplomas other than those previously named were: L. S. Diamond, E. S. Heller, Charles J. Fischer, William C. Smith, Dorothy Lambeck, Joseph Sanfilippo, Charles A. Brady, Jr., Leo Adler, Frances B. Roset, Grace Traverso.

The record of Pathe is one which will attract country-wide attention to the motion picture industry.

Senate Finance Committee Agrees to Raise Admission Exemption to 75 Cents

REFUSING to adopt the minority recommendation to repeal the tax on admissions, the Senate finance committee on January 11 agreed to increase the exemption from 50 cents to 75 cents.

It is believed that if the change is approved by the Senate the House will reach an agreement on this tax without much difficulty.

Entire elimination of the admission tax had been suggested to the Senate finance committee by the minority membership as part of the tax program of the Democrats.

Only three recommendations were made, the first dealing with surtaxes, the second with the capital stock tax, the repeal of which is advocated, and the third being the admission tax. Other matters in the bill, of secondary importance, are included in the minority program, but are to be dealt with as they are reached.

The minority recommend a tax reduction of \$500,000,000, instead of \$325,000,000 as provided in the House bill, asserting that this can be accomplished without endangering the payment of the national debt in 32 years.

Scott Issues Survey of Trade

Pathe Executive Returning From Tour Sums Up Existing Conditions in Field

RETURNING from a tour of fifteen centers, Harry Scott, general sales manager of Pathe, this week issued a statement in which he sums up conditions existing in the field at the beginning of a new year—a twelve month which, he declares, is filled with promises of prosperity for the motion picture industry in general.

The tour, made in connection with Pathe's new product for the year, was made in the record time of twenty days for visits to 15 cities.

"In my trip to the Middle West and South during the past three weeks I found the Pathe District and Branch Managers and salesmen very optimistic and enthusiastic over our new season's product," Mr. Scott declares. "The newly appointed field men of Pathe's Exploitation Department are accomplishing most satisfactory results in demonstrating to exhibitors the value of advertising their short subjects, serials and two-reel comedies.

"I had the opportunity of interviewing a number of prominent exhibitors who reported that their business during 1925 had greatly exceeded expectations. Most of these exhibitors expressed the conviction that their business in 1926, judging by the present outlook, would exceed that of the past year.

"In the industrial sections I found a temporary lull due in part to the holiday season and to the fact that it was inventory time. Many big factories at this season of the year pursue a practice of laying off some of their force until their inventories have been completed.

"In the mining districts conditions seem to be only slightly affected by the anthracite strike. Farming sections are evidencing prosperity to a notable extent, and the theatres in these agricultural districts are reflecting the healthy trade conditions in most instances by substantial box-office receipts. The farmer is out-stripping the city dweller in the acquisition of up-to-date facilities and even luxuries. We find the farmer investing in radios, newer and better cars, modern home equipment, and the like. In a few of the towns where business is not so good the situation may be attributed to the fact that the local exhibitors are not furnishing their patrons with shows of sufficient merit to entice them away from their radios, bridge, clubs, etc."

Stanley Stock Admitted to New York Curb

The New York Curb Exchange has admitted to unlisted trading privileges 334,306 shares of the new capital stock of the Stanley Co. of America of Philadelphia, on a "when, as and if issued" basis in exchange for Class A and Class B stocks, against subscription rights and as a stock dividend.

350 Companies Launched in N. Y. During Year

A report issued during the past week by the Secretary of State's office covering the activities of the corporation bureau for the past year, shows that approximately 350 motion picture companies were incorporated in New York State during the year.



Harry Scott, general sales manager of Pathe Exchanges, Inc.

Denver Film Board Names New Officers

The Denver Film Board of Trade held its semi-annual election last Monday. The new president is J. H. Ashby, First National, and the other officers who were elected are: vice-president, W. E. Matthews, F. B. O.; secretary, A. P. Archer, Educational; executive secretary, treasurer and general counsel, Duke W. Dunbar.

Members of the board of arbitration who will represent the exchanges for the next six months are Charles R. Gilmour, Warner Brothers; S. B. Rahn, Pathe, and W. E. Matthews, Film Booking Offices. The new Fire Committee is composed of G. E. Rosenwald, Universal; Charles R. Gilmour, Warner Brothers, and W. E. Matthews, Film Booking Offices.

Something rather unusual about this election was the fact that every elected officer was contested, there being two or more candidates for each office.

Working on Draft of New Fire Rules for Chicago

Representatives of the Exhibitors Association of Chicago and the City Fire Department are working on a draft of the proposed new fire prevention ordinance which will do away with the provisions of the present out of date ordinance which was drawn up before the day of the modern motion picture theatre and works serious hardships on Chicago owners. The Exhibitors' Association committee which is headed by Business Manager Jack Miller, includes Messrs. Barney Balaban and Knight of Balaban & Katz; Louis P. Newhafer of Ascher Brothers; Peter J. Schaefer of Jones, Linick & Schaefer and Louis Marks of Marks Brothers.

Hunt's Theatres To Build Jersey House

Hunt's Theatres, Inc., has just received plans from W. H. Lee, Philadelphia architect, for a new quarter of a million dollar motion picture theatre on Kings Highway, Haddonfield, N. J. This house is the first of a chain of four that will be erected in prominent New Jersey towns during the coming year. Hunt's Theatres, Inc., building program calls for an expenditure of \$1,000,000 for four new houses.

Lichtman Plans to Make Series of 12 Features

IT is reported that Al Lichtman will produce a series of twelve features this year. No releasing arrangements have been made as yet, so far as is known. However, it is expected that Lichtman will be actively engaged in the distribution phase of the enterprise as he has had a wide experience in that field.

According to reports the first feature of the series will star George Jessel, stage comedian now appearing in "The Jazz Singer" in New York. This work will probably be filmed in the east though plans for other pictures which Lichtman will make call for the bulk of the production taking place on the west coast.

Laugh Month Gets Much Publicity

Newspapers Throughout Country Devote Many Columns of Space to January Short Subjects Campaign

LAUGH MONTH has swept the country by storm with its publicity campaign reaching newspapers from coast to coast and from the Gulf to the Great Lakes. The clippings reaching the secretary at headquarters, which started as a trickle in December, have become a veritable flood. In addition to the almost daily mention in the New York City papers, have been editorials, cartoons, front page screamer heads and column mentions from all parts of the country.

In Texas where "Ma" Ferguson issued a proclamation naming January as "Laugh Month" the newspapers throughout the state carried both editorial and news comment on the event. The Associated Press and the United Press services carried this news all over the world.

Texas theatres had the proclamation painted on one and three sheet cards and used them for lobby displays.

David Lustig, manager of the Regun Theatre, New York City tied up with the campaign when he played "Hot Feet" a one reel comedy by staging a Charleston and Laugh Month contest. He too used the banner and pennants.

In Kalamazoo, Roy Tillson, who directs the destinies of the Fuller theatre went after the Laugh Month idea strong.

During the third week in January Tillson will again feature a two reel comedy in his advertising and publicity. While not as extensive as his first week's campaign it will nevertheless be thorough.

In Jersey City and Union City, New Jersey, David Schaefer, director of publicity and advertising for the Haring and Blumenthal theatre circuit is concentrating his efforts on the third week and expects to put

on a smashing campaign for the Central and Lincoln theatres which are two of the main houses of that circuit.

He is decorating the lobbies of both theatres with clown figures and papier mache heads and cutouts. The ushers and doormen will all be dressed in harlequin suits and the newspaper copy will be in keeping with the spirit of the occasion.

Schaefer is also going to put out a float advertising the comedy feature of the program at both theatres and this will have half dozen clown figures in addition to advertising the features and comedies to be shown during their laugh festival.

Roy Tillson staged one of the greatest Short Feature newspaper advertising, publicity and exploitation campaigns that was ever accorded a two-reeler in the State of Michigan, when the Educational-Lupino Lane Comedy "The Fighting Dude" played the Fuller Theatre which he manages at Kalamazoo, Michigan, January 3rd to 6th.

The Lupino Lane Comedy, which incidentally was pronounced by February "Screenland" and recently in the columns of the New York Telegraph as one of the best of all Laugh Month releases, was booked by Mr. Tillson to serve as the principal feature in a Laugh Month Exploitation campaign.

That he succeeded admirably may best be ascertained by a summary of what was used to exploit the comedy and what the campaign accomplished.

Short Feature and Laugh Month "Ad" space dominated the three column by seventeen inch newspaper layout used in the Kalamazoo Gazette as an opening announcement, and likewise the smaller "ads" that succeeded it.

Laugh Month secured a succession of humorous references from the pen of "Penn. E. Wise," one of the foremost columnists in the middle west. One of the articles in the Kalamazoo Gazette stated:—"In order to enter into the spirit of National Laugh Month, which is now under way, LeRoy Tillson, manager of the Fuller, has booked 'The Fighting Dude' for a showing at the theatre starting Sunday. The Fuller boss in order to carry out the desired effect has instructed Slim Doreman, on the gate, to use a dude make-up during the time this comedy is being shown. Slim was around this mornin' trying to borrow some balloon bottom pants, some polka-dot spats and a little black derby to get the desired effect."

Besides the special Laugh Month accessories including a banner, posters and pennants, Tillson used a trailer on "The Fighting Dude," a slide, 11 x 14 lobby cards, 50 one-sheets, and two three-sheets on this comedy. Several windows displays were arranged for and a shadow-box was used in the lobby in which a cut-out of Lane was placed.

Type-set one-sheets displayed on front of all street-cars passing the theatre, featured the Short Feature and Laugh Month program. Special Laugh Month date strips were used as well, with the Educational-Lupino Lane one-sheets. For a street bally a rough looking man toggled out as a prize fight trainer carried a banner ready "I am the trainer of The Fighting Dude—See me at the Fuller."

Tillson's Laugh Month campaign aroused the greatest enthusiasm in and around Kalamazoo, and he reported most gratifying results at the box-office.

Universal Schedules Many Releases

Seventeen Jewel Productions, Comprising Second Half of Second White List are Due Before August

UNIVERSAL plans to release seventeen Jewel productions, the second half of the second White List, between now and the first of August. The releases started with "The Little Giant" on January 3rd and will conclude with "The Phantom Bullet" on July 11th.

The new release schedule includes four pictures for January, two for February, three for March, two for April, three for May, two for June and one for July. There will be three releases starring Reginald Denny, one each for Laura La Plante, Mary Philbin, House Peters, four starring Hoot Gibson, two for Norman Kerry, one co-starring Virginia Valli and Pat O'Malley, one with Glenn Hunter and three all-star productions, one of which has May McAvoy and Pat O'Malley in the leading roles.

The first Universal release of the New Year is "The Little Giant," a screen adaptation of Hugh McNair Kahler's Saturday Evening Post story, starring Glenn Hunter and directed by Will Nigh. This picture was made in the East and is the only picture Universal has made in the East since before

the war. Edna Murphy is featured with Hunter.

"The Arizona Sweepstakes," a Hoot Gibson Jewel, adapted from an original story by Charles A. Logue, follows "The Little Giant" on the schedule, marked for distribution January 10th. Clifford Smith directed. The supporting cast includes Helen Lynch, Emmett King, George Ovey, Philo McCullough, Kate Price, and Kingsley Benedict.

"Stella Maris," a screen adaptation of William J. Locke's novel, with Marv Philbin in the starring role, is the third Universal release for 1926 on January 17th, and Charles Brabin directed. The supporting cast includes Jason Robards, Elliott Dexter, Gladys Brockwell and other favorites.

"What Happened to Jones," the first Reginald Denny picture for 1926 follows, being released January 31st. This is an adaptation of the George Broadhurst stage farce, and was directed by William Seiter. Marian Nixon has the principal supporting role.

"Under Western Skies," the February 7th Jewel release, is a super-western starring

Norman Kerry. It was written and directed by Edward Sedgwick, with Ann Cornwall in the chief supporting role.

Laura La Plante's first 1926 Jewel is "The Beautiful Cheat," adapted by A. P. Younger from the Saturday Evening Post story by Nina Wilcox Putnam. It was directed by Edward Sloman, with Harry Meyers in the chief supporting role. Included in the cast are Alexander Carr, Robert Alexander, Tom S. Guise, Kate Price and others of equal popularity on the screen.

On March 1st, will come "The Cohens And Kelleys," a humorous comedy drama made by Harry Pollard from Aaron Hoffman's stage play, "Two Blocks Away." This production features George Sidney and Charles Murray. Vera Gordon has an important role.

"The Man in the Saddle," a Hoot Gibson Production adapted from William McLeod Raine's story "A Daughter of the Don's," is the next Universal release for March, which will reach the screen March 14th. Herbert Blache directed it from an adaptation by Raymond Schrock. Virginia Brown

Faire, Cesare Gravina, George Grandee and others are in the cast.

"Combat," the next release, is a House Peters picture, made from an original screen story by J. G. Hawks and Edward Montagne. Lynn Reynolds directed it with a supporting cast including Wanda Hawley, Walter McGrail, C. E. Anderson, Charles Hill Mailes, Howard Truesdell and Steve Clemento.

Then comes "Watch Your Wife," a Jewel co-starring Virginia Valli and Pat O'Malley. It was directed by Svend Gade. The supporting cast includes Aggie Herring, Nora Hayden, Nat Carr, Albert Conti and Helen Lee Worthing, the former Follies beauty. The picture will reach the screen April 4th.

"Skinner's Dress Suit," the Reginald Denny comedy based on Henry Irving Dodge's story, is next on the schedule. Laura La Plante is co-starred with Denny in this picture. William A. Seiter directed it.

"Skinner's Dress Suit" will be released April 18th.

On May 2nd, Universal will release "The Still Alarm." It was made from the famous old stage melodrama written by Joseph Arthur and A. C. Wheeler. Edward Laemmle directed it from an adaptation by Charles Kenyon. William Russell and Helen Chadwick play the principal roles, with Edna Marian and Edward Hearn in the chief supporting parts.

Following "The Still Alarm," Universal will release another Hoot Gibson picture, "Chip of the Flying U," directed by Herbert Blache and adapted from the novel by B. M. Bowers. Virginia Brown Faire has the principal supporting role. Lynn Reynolds directed the film. Its release date is May 9th.

On May 23rd, "My Old Dutch" will be released. This is an all-star picture adapted from the famous old song and stage play

by Albert Chevallier and Arthur Shirley. May McAvoy, Pat O'Malley and Jean Hersholdt are featured in this production, which was directed by Larry Trimble.

The first June release, to reach the screen June 13th, will be "The Love Thief," a Norman Kerry picture. The second June release, set for June 27th, will be another Reginald Denny picture, "Rolling Home."

"Rolling Home" is from a story by John Hicks Booth, and is being directed by William Seiter. Booth's original, which was a stage play and later a musical comedy, was adapted for the screen by Rex Taylor.

The final 1925-1926 picture on the Universal Jewel schedule will be "The Phantom Bullet," a Hoot Gibson Production adapted from "Click of Triangle T," a novel by Oscar J. Friend. The Hoot Gibson production unit is putting every effort behind this picture and promises to make it an outstanding western drama.

Picture Industry Will Assist Army

Signal Corps Motion Picture Advisory Council Organized to Help Spread Propaganda for Uncle Sam

MOTION pictures are to play an important part in the peace-time activities of the Army.

Realizing that people in the interior sections of the country know little of the functions, composition and activities of the Army, for the support of which they pay taxes, and feeling that they would be pleased to see pictures showing what the Army is and what it does, the War Department has decided to go "direct to the people" in an effort to quell the constant "knocking" which is aimed at our national defense.

The first step toward the successful operation of such a plan was to gain the cooperation of the motion picture industry, and a meeting was recently held between officers of the Army and outstanding figures in the industry at which the plan was thoroughly discussed, and the full cooperation of the industry was promised.

Following that meeting there has been formed a Signal Corps Motion Picture Ad-

Lasky Made Major in Officers' Reserve

JESSE L. LASKY, first vice-president of Famous Players-Lasky corporation in charge of production, was sworn in yesterday as a Major of the Officers' Reserve of the United States Signal Corps. The ceremony took place in Mr. Lasky's office at 485 Fifth Avenue.

visory Council, on which it is proposed to have a representative from each of the important motion picture companies. So far, this council includes: Lt. Col. Will H. Hays, President, Motion Picture Producers and Distributors of America; Major Jesse L. Lasky, first vice president, Famous Players-Lasky Corporation; Major Saul E. Rogers, vice president and general counsel, Fox Film Corporation; Major J. Robert Rubin, vice president and general counsel, Metro-Goldwyn Distributing Corporation; Major Edmund Lynch, chairman of the board of directors, Pathe Exchange, Inc.; Major Robert H. Cochrane, vice president, Universal Picture Corporation; Richard A. Rowland, general manager, First National Pictures, Inc.; Albert Warner, vice president and treasurer, Warner Brothers Pictures, Inc.; Earl W. Hammons, president, Educational Film Exchanges; Cecil B. DeMille, vice president, Producers Distributing Corporation; Hal E. Roach, president, Hal E. Roach Studios; Fred W. Beetsen, secretary, Association of Motion Picture Producers, Inc.; E. B. Hatrick, managing editor, International Film Service; Lt. Col. F. L. Herron, manager, foreign department, Motion Picture Producers and Distributors of America; and Lt. Col. Jack S. Connolly, Washington Representative, Motion Picture Producers and Distributors of America.

Those members of the council with official designation are members of the Signal Reserve Corps; the other members will be commissioned in the Reserve and have expressed their willingness to accept such commissions.

The establishment of the advisory council

will insure the fullest cooperation between the motion picture industry of the country and the Army, and instructions are being issued to all commanding officers to work in cooperation with the industry as much as possible. Already, it is stated, very gratifying results have been obtained in the flow of still pictures to the press and it is hoped that similar results will be obtained on the screen.

With the commissioning in the Signal Reserve Corps of the outstanding representatives of each of the large motion picture producing companies and news weeklies, and the formation of the advisory council, it is believed that the results achieved will be great and the effects of its policies will be of nation-wide importance.

For its part, the Signal Corps will constantly endeavor to locate events or situations in the corps areas, departments or localities which can be made the subjects of interesting pictures; will maintain contact with the representatives of the picture organizations, notifying them of these events; and, in addition, will make arrangements in advance to insure that local commanders will be agreeable to the taking of the pictures and that they will render such cooperation as is practicable; and will act as liaison officer with any producing company filming Army events or scenes to insure accuracy of detail and to render every assistance possible to the local commanders and to the filming personnel.

Army activities in this connection will be under the administration of Major General C. McK. Saltzman, Chief Signal Officer.

Laugh Month Contest for Exhibitors

EVERY exhibitor has an opportunity for performing real service to his fellow exhibitors as well as a chance to win one of the cash prizes in entering the Laugh Month exploitation contest in which the Laugh Month Committee is offering \$850.00 in prizes for the best local campaigns tying up with the national drive.

One of the principal advantages of the Laugh Month campaign from the exhibitor standpoint is the examples it will furnish of one hundred per cent advertising campaigns providing extra profits from the short features as well as the longer features. If you are conducting a local Laugh Month campaign and if you aren't you ought to be—every other exhibitor in the country is vitally interested in what you did and what the results were at the box-office.

There are four opportunities to win one of the cash prizes which run from \$100 to \$5 for each of the four weeks of the month.

Harry Millarde to Direct "Lovey Mary"

Irving Thalberg has signed Harry Millarde to a Metro-Goldwyn-Mayer contract and he has already been assigned to direct "Lovey Mary," an adaptation by Agnes Christina Johnson from the novel by Alice Hagan Rice. Millarde directed "Over the Hill," "If Winter Comes," and other successes.

\$1.50 Tax Exemption Bill Introduced

EXEMPTION from tax of all admissions up to \$1.50 is proposed in an amendment to the revenue law which has been introduced in the Senate by Senator Harrell of Oklahoma.

The Senate finance committee this week reached that section of the measure but passed it over in order that matters on which there would be no division could be disposed of before the more difficult tax provisions were taken up. Democratic members are suggesting that the exemption be increased to \$1, and there may be some support for this recommendation among one or two of the republican members.

Circus interests were in Washington last week for the purpose of endeavoring to have the exemption raised, claiming that the present 50 cent exemption does not take care of their business.

Safier Resigns Cleveland Board Presidency

Maurice Safier has resigned as president of the Film Board of Trade of Cleveland. His resignation followed his appointment as central division manager for United Artists, a position which will take him away from Cleveland a great part of the time, thus making it impossible to preside at the regular Film Board meeting.

Ward Scott, Fox exchange manager and vice president, automatically moved up into the presidency and Gradwell Sears, First National exchange manager, was elected vice president, in Scott's place.

Publix Will Open Plaza In London

The new Plaza Theatre in London will open February 8 under the direction of Albert A. Kaufman, director of theatres for the Famous Players-Lasky theatre interests in Europe, according to announcement made by Harold B. Franklin, of Publix Theatres Corporation.

Frank Tours, formerly associated with the Music Box Theatre and world-famous as the composer of "Mother O' Mine," will be musical director; Francis A. Mangan, formerly of the Capitol Theatre, Chicago, will be general producer and Albert Hay Malotte will be chief organist.

New Britain Palace Has Heavy Fire Loss

The Palace theatre, oldest playhouse in New Britain, Conn., was damaged by fire to the extent of \$75,000 on the morning of January 8th. While the fire was confined largely to the upper part of the building, the loss by smoke and water is reported heavy throughout and will necessitate extensive repairs before the house can be re-opened. The Palace is one of a chain of Southern New England picture houses controlled by Israel J. Hoffman of Ansonia, Conn., and his associates. The origin of the fire is unknown.

Minnesota Town Rejects Sunday Pictures

By nine votes, Bronson, Minn., turned down Sunday pictures. The vote was 34 to 25 against the open Sabbath.

Penn. Owners Contribute \$2500

Turn Over That Amount to National Body and Pledge Another \$2,500

AT a meeting of the Theatre owners of Western Pennsylvania held at the Hotel William Penn in Pittsburgh on January 6th, the treasurer was directed to immediately pay into the treasury of the Motion Picture Theatre Owners of America the sum of \$2,500 and pledged a further payment of \$2,500 on its quota on a per capita basis.

The Western Pennsylvania Unit went on record by a resolution to notify the Motion Picture Producers and Distributors of America, of which Will H. Hays is President, through the National Organization, that they unqualifiedly endorse the work of the National Contract and Arbitration Committee in its campaign for an equitable contract, and that they will cease to participate in the arbitration of disputes arising out of

the present contract. Harry Davis was appointed to cooperate with the National Contract and Arbitration Committee as direct representative for the Western Pennsylvania unit.

Business manager Joe Seider covered the Music Tax situation in detail and showed the aggressive campaign being made by the National Organization in this relation, and presented evidence of cooperation by the various State Units which have brought various favorable responses from legislators. The Pennsylvania Unit voted to inaugurate an intensive campaign with their Congressmen and Senators towards this end.

That the Motion Picture Theatre Owners of America will call a conference of First National franchise holders, large and small, was disclosed by Joseph M. Seider.

1925 A Record Corporate Year

Nearly Six Million Capital Listed by 1,685 New Motion Picture Enterprises

A NEW record for corporate activity on the part of motion picture enterprises was established during 1925, according to a survey published by *The Film Daily*. 1,685 companies, listing a total capital of \$581,557,141.00, were granted charters during the year, according to that authority. Of these only 1,175 companies listed active capital, and 510 capital stock instead.

Following the resume of activity for the last three years, published by *The Film Daily*:

Year	Total No. Chartered	Capital	Chartered Without Capital
1925	1,685	\$581,557,141	510
1924	1,217	178,636,906	328
1923	766	208,313,500	177

Totals 3,668 \$968,507,547 1,015
May was the most active month in 1925, when 232 units were chartered. This is the

largest number filed in any one month, the nearest approach being March with 224. January is next with 162. More than \$130,000,000 was listed by December charters. This establishes a new monetary record, although June is a fairly close runner-up with \$103,640,900.00. Below will be found a list of 1925 incorporations by months:

Month	Total No. Chartered	Capital	Chartered Without Capital
January	162	\$66,107,000	54
February	87	21,239,000	23
March	224	36,946,440	63
April	115	42,583,500	36
May	232	29,010,721	74
June	135	103,640,900	30
July	146	27,591,000	42
August	146	31,995,600	51
September	98	62,656,800	32
October	102	8,877,500	38
November	109	19,448,180	30
December	129	131,460,500	37
Totals	1,685	\$581,557,141	510

P.D.C. Holds Sales Conference

District Managers Received Individually for Sales Talks in "Progressive Convention"

PPRIVATE, all-day conferences in which district managers were received individually by sales manager W. J. Morgan, is the new type of sales convention held by Producers Distributing Corporation during the past ten days. The convention was divided into two periods of five days each. The first four days in each period were given over to private conferences between Mr. Morgan and an individual manager. On the fourth day an open meeting, attended by the four managers present in each period, was held.

Commenting on the "progressive" sales conference innovation, Mr. Morgan said: "I found this form of sales meeting, the next best thing to a personal visit to every section of the country. In private, unin-

terrupted, intimate talks with our division managers, facts were brought out that would be overlooked or crowded out in the usual procedure of a general sales conference. By receiving one manager each day, and devoting the whole of that day to a discussion of his problems, the meetings took the form of a personal visit.

Attending the first five day period of the Producers Distributing convention were L. J. Hacking, P. H. Clark, G. F. Lenehan and Robert Cotton, representing sales divisions 1, 2, 3 and 4 covering the eastern and second five day period was attended by C. central sections of the United States. The E. Maberry, C. D. Hill and R. A. Morrow, representing districts 5, 6 and 7; covering the mid-western division, and Tom Brady representing Canada.

T. O. C. C. Plans Dinner Dance

Elaborate Preparations Being Made
for Sixth Annual Event at Astor

THE Theatre Owners Chamber of Commerce announced this week that it would hold its Annual Dinner and Dance on Lincoln's Birthday, February 12th. This function will be the sixth of its kind held by the organization and the Hotel Astor has been selected by the committee in charge to house the elaborate affair.

There is a particular significance attached to the Dinner and Dance this year as the large membership of the Theatre Owners Chamber of Commerce is desirous of obtaining a new club house, and therefore every effort is being put forth to make the function an unprecedented financial success.

In former years only the Gold Room of the Hotel Astor was utilized by the exhibitors, but so extensive are the plans for the Sixth Annual Dinner and Dance that the entire chain of Ball and Banquet rooms have been acquired.

When the plans for the function were taking form, Vincent Lopez and his Casa Lopez Orchestra were placed under contract to furnish the dance music, and, by special

arrangement with Lopez the latter has made provisions to augment his orchestra.

Many celebrated personages will be present both at the dinner and the dance and it is expected that the great array of motion picture stars will find themselves matched in numbers by the equally noted members of the legitimate stage.

Those in charge of the entertainment have promised some unusually interesting features by visiting artists who have been selected for their popularity and skill. With Vincent Lopez will be his famous dance team, Addison Fowler and Florenz Tamara, who have won sufficient recognition to be accurately called the foremost dancers in America today.

The Ball Committee is headed by Lee A. Ochs who has contributed in no little measure to the great success of all Theatre Owners Chamber of Commerce activities with which he has been identified. Those serving with him this year are S. I. Berman, Hy Gainsboro, J. Louis Geller, J. Arthur Hirsch, Joe Hornstein, Charles Moses, J. L. Ryan and M. D. Schwartz.

Victor Clark Takes New Post

Resigns From Lasky Studios to Take
New Place With Metro-Goldwyn-Mayer

ANNOUNCEMENT was made this week by Louis B. Mayer, vice-president in charge of production for Metro-Goldwyn-Mayer, that Victor Clark, for a number of years general manager of the Lasky Studios, has resigned to become associated with M-G-M, to take effect in the near future.

He is to occupy the newly created position at the M-G-M plant of Manager of Studio Operations. This is in accordance with the program of increased production activities for the coming season now being prepared

by Mayer in association with Irving G. Thalberg.

"Nineteen twenty-six will witness the greatest program of producing in history of Metro-Goldwyn-Mayer," said Mr. Mayer, "and our enlarged activities demand an increased personnel and the new position of Manager of Studio Operations will be occupied by Mr. Clark whom we believe to be one of the leading executives in the film production world.

"Victor Clark has been associated with Famous Players-Lasky for the past five years. Following a year at the Long Island studios of that company he went to Hollywood for Lasky and later took over the general management of their Hollywood studios. His achievements have won him an enviable position in the motion picture trade," concluded Mr. Mayer.

Inspiration To Feature Lois Moran

INSPIRATION Pictures is to feature Lois Moran, sixteen year old girl, in "The Kid From Montana," a Sidney Olcott production, in which Richard Barthelmess is starred. Miss Moran gained national recognition following her initial performance in "Stella Dallas" a Samuel Goldwyn production, in which she played the role of Laurel.



The first picture in which Miss Moran appeared with Barthelmess was "Just Suppose," which will open at the Strand Theatre in New York on January 24th. This young Miss is an American girl who was educated in France, where she danced in the Ballet of the Paris Opera House.

Montreal Rejects Eight Per Cent of Posters

The annual report of the poster censor of Montreal, Martin Singher, for the year 1926, just issued, shows that approximately eight per cent of all the theatre posters, cards and still photographs intended for use in Canada's largest city were considered unfit for public view and were condemned.

The official statement shows that 111,047 different pieces of lobby, window and billboard advertising were submitted for examination during the 12 months and 101,477 were approved by the censor and 9,570 were rejected. The civic revenue from the examination of the posters, etc., amounted to \$3,241.87.

Atlanta Head Urges Sunday Amusement

WD. HOFFMAN newly elected president of the Atlanta Chamber of Commerce has fired the first shot in a campaign for Sunday amusements in Atlanta. He appeared before the last regular meeting of the Rotary Club and declared one of Atlanta's most vital needs now is a provision for more amusements and recreation for the rapidly increasing number of workers in the industries of the city.

In part, Hoffman told the Rotarians: "I do not know whether you people realize it or not, but to many workers in Atlanta industries Sunday in this city is a mighty long and tedious day. With tremendous increases being made in the number of workers as well as big annual increases in payrolls the necessity of early action on the part of business interests of the city to provide more pleasure for the workers is apparent to all. I don't know what some of you ministers here think about this question, but I know that the great mass of working people are entitled to their sports and pleasures."

Year Opens Well for New Corporations

The new year opened up well from the standpoint of motion picture companies incorporating and entering the business in New York state. The past week brought the following companies into the business, according to charters granted by the secretary of state:

Level Short Films, Inc., \$20,000 capitalization, with M. K. Duell, N. Helerstein, N. Dronsniak, New York city; Vyse Amusement Corporation, \$5,000, Ruth Rosenthal, Samuel S. Pariser, Bronx; Gilbert Price, Brooklyn; Tismer Theatre Corporation, \$100,000, L. P. Iuppa, Joseph Iuppa, Joseph Paulen, Rochester.

Laconia Amusement Corporation, \$10,000, Milton Hart, S. W. Sollfrey, New York city; Mitchell Fruitstone, Brooklyn; Albion Attractions, Inc., \$10,000, Edward Spiegel, Moe and Albert Kernan, New York city.

Cincinnati Board Elects New Officers

The following were elected to office of the Cincinnati Film Board of Trade on January 4th to act for the year. President Roy H. Haines, manager, First National, re-elected. Vice-Pres., Fred Strief, manager for Universal, treasurer; James V. Allan, manager for Warner Bros. assistant treasurer, and executive secretary, Evelyn McNamee. The offices under the supervision of Miss McNamee will continue to be in the Palace Theatre building.

Baker Finishes Titling of "Just Suppose"

The titling of "Just Suppose," Inspiration's latest Barthelmess picture, has been completed by C. Graham Baker, who also prepared the scenario from the stage play. Baker's next assignments are "The Kid From Montana," and Jeffrey Farnol's "The Amateur Gentleman," in which Barthelmess will appear under the direction of Sidney Olcott.

Radio Causes Pictures to Slump in Japan

The motion picture producers and exhibitors in Japan have been for the past three or four months suffering a very distinct drop in their revenue, according to advices reaching the Department of Commerce. Responsible persons connected with the American film industry say that the revenues they are receiving now, as compared with last spring before broadcasting was introduced, are on some leading films only about 10 per cent of what they ought to be, or would be under normal conditions.

This decrease in the theatre attendance on the part of the theatre going public may be partly ascribed to economic depression, but it is undoubtedly due to a very considerable extent, they say, to the growth and popularity of radio in Japan, as the country people especially are economically better off now than at any time in the past few years.

Investigating Ventilating of Wash. D. C. Theatres

As a result of 42 deaths from pneumonia since January 1st, orders have been issued by the health officer of the District of Columbia for an exhaustive investigation of the ventilating systems of all motion picture and other theatres in Washington, with a view to checking any potential spread of the disease through impure air.

It is explained that pneumonia is contagious, and is more likely to be spread in places where the air is not pure. Inspection of the ventilating systems in the theatres is expected to show whether the air is pure, and it is not believed that laboratory tests will be necessary if the ventilating apparatus is in proper working condition.

John Evans Disposes of Two Houses

John S. Evans, former president of the M.P.T.O. of Southern New Jersey and Delaware, who has been seriously ill for several months, recently sold his Drury and Tioga Theatres to James Smithan, a Mauch Chunk attorney for a price said to be close to \$225,000. S. Raison is acting as manager of the Tioga, while Pete Marks, who was employed by Mr. Evans, has been retained as manager of the Drury.

Bill Would Close D. C. Houses on Sunday

THE closing on Sunday of all places of amusement in the District of Columbia is provided for in a bill introduced in the House of Representatives by Congressman Lankford of Georgia "to secure Sunday as a day of rest."

The measure specifically prohibits the operation of any motion picture theatre or other place of entertainment or public assembly at which an admission fee is directly or indirectly received. Violation of this provision would be punishable by a fine of not less than \$5 nor more than \$50 for the first offense, and by fines of between \$25 and \$500 and imprisonment for not more than six months for subsequent offenses.

The bill is the same as was introduced by Representative Lankford at the last session of Congress.

Woodhull Boosts Laugh Month

Is Carrying Out All Suggested Ideas at His Own Theatre in New Jersey

R. F. WOODHULL, President of the Motion Picture Theatre Owners of America, who has made speeches on "January Laugh Month"—broadcasted "January Laugh Month" over ten radio stations—and written "January Laugh Month" for a number of trade papers, newspapers and magazines, when interviewed on the subject of "January Laugh Month" this week stated: "I have nothing further to say."

National President Woodhull admitted that he had said all it was possible to say, and that now he is executing in his own Baker Theatre, at Dover, N. J., 100% of the suggestions he has made to the theatre owners of the country in connection with this movement. A review of President Woodhull's January program at the Baker Theatre, shows that the most serious pictures billed for this month are news reels. From the time one sights the Baker a block away, one is impressed by the hilarity of its announcements. The marquee, the box office, the foyer, even the aisles are bannered and ballyhooed with banners presaging whole-

some fun on the screen of this theatre.

President Woodhull has not only given extra time to the comedy short subject, but he has taken particular pains to insure that every one of his January bookings has a real laugh. January for President Woodhull has meant the shelving of all "sob sister" programs. Mr. Woodhull's final declaration on "Laugh Month" was made in the January 1st issue of the official Bulletin of the Motion Picture Theatre Owners of America. At that time he wrote, under his column entitled the "President's Pulpit:"

"In as much as I learned at a very early age the value of laughter, it is a most easy task for me to enter into the 'January Laugh Month' with enthusiasm.

"Leaders in organization work and physicians have at least one thing in common. They spend at least ninety per cent of their time listening to the troubles of other folks. It requires all kinds of will power to maintain a sense of humor, without which I do not believe any human being, whether rich or poor, can exist."

Twelve Immortals for A.M.P.A.

Leaders of Motion Picture Industry to Preside at Naked Truth Dinner

THE twelve immortals of the movies will be on hand for the annual Naked Truth Dinner to be held at the Astor, February 6, 1926. The men whose combined wealth could buy the entire city of New York, whose fame encompasses the face of the globe, to whom the motion picture owes its present secure and prominent position in the eyes of the world. These men will personally be present at what bears every indication of being the greatest social event in the current and past film year.

These gods of the silver sheet are Adolph Zukor, Jesse L. Lasky, D. W. Griffith, William Fox, Will Hays, Richard A. Rowland, Carl Laemmle, Sidney R. Kent, Joseph M. Schenck, Marcus Loew, S. A. (Roxy) Rothapfel and Sam Katz. It can be said without fear of contradiction that this is the first time that these twelve immortals have been seen under the same roof. It is practically a certainty that each of them will be present, with the possible exception of Carl Laemmle, who may be in Europe at the time and therefore unable to attend.

It is the present purpose of the A.M.P.A. to assign one of the dozen undying ones to a single table at which shall also be seated outstanding stars, directors and other picture notables. These tables are to be scattered over different parts of the grand ballroom so that the function will take on the aspect of a big family affair.

The selection of the twelve immortals was one of the first acts done under the new A.M.P.A. administration of which Glendon Allvine is president. At the second meeting it was decided to have a vote among the membership to determine the outstanding figures in the industry who had done the most to promote the welfare and growth of the moving picture; and who were in a position to preside at a weekly meeting of the

organization within a month of each other. Three of the immortals have graced meetings of the association so far. They are Adolph Zukor, S. A. (Roxy) Rothapfel, and last week, D. W. Griffith.

Tickets to the dinner are rapidly being sold and many desirable spots in the room have already been reserved. Address all requests to Charles Einfeld, 365 Madison Avenue, New York City.

St. Louis House Leased for Long Term

A deal was closed January 8th by Fred L. Cornwell, owner of the Delmonte Theatre, Delmar boulevard near Clara avenue, St. Louis, whereby the theatre was leased for a long period to Ray Miller of Mexico, Mo., and Jack Weil of St. Louis, Mo.

Miller has disposed of the Grand Theatre, Mexico, Mo., to Smith & Josephson of Kansas City, Mo., and will take personal charge of the Delmonte Theatre. He also sub-leased his theatre in Moberly, Mo., several weeks ago.

Weil is the head of Jack Weil Pictures, an independent distribution organization.

San Mateo House Looted by Cracksmen

Cracksmen looted the safe of the San Mateo Calif. Theatre Friday night, Jan. 1st., making away with more than \$1000 in cash, the receipts from Thursday and Friday night shows. The theft was discovered late in the morning when N. J. Gray, manager of the house, visited his office to count his cash and prepare to place it in the bank. The safe door was open and nearby was a "jimmy."

Paramount Appoints Hoffman

Assumes Duties at Once as Executive Manager of West Coast Studios

MILTON E. HOFFMAN, production manager at the Cecil B. De Mille plant in Culver City, has been appointed as executive manager of the Famous Players-Lasky Studio in Hollywood. He will assume his new duties at once and will carry out plans for the installation of the production forces in the newly-purchased quarters, the twenty-six acre United Studios.

In announcing this change in the studio's executive personnel, associate producers Schulberg and Turnbull said:

"We are gratified that we have obtained a man of the calibre of Milton E. Hoffman to fill the responsible position of executive manager. His keen insight into our organization's particular system and problems, gained through years spent as general manager of our West Coast studio and as general manager of our London plant, makes him particularly well fitted for his new post. His experience also in a managerial capacity at other studios has well equipped him for the fulfillment of his first big tasks in

connection with the removal of the equipment at the Lasky studio to its new home at the United Studios, and to bring about a smooth running organization to carry out the expanded production plans we are now launching.

"Paramount will take gradual possession of its new home, installing one production at a time as contracts made by United with rental companies are fulfilled. We will take full charge by May 1. Our first unit to move probably will be the company which will make 'Fresh Paint,' a modern comedy starring Raymond Griffith. It is planned to begin filming this picture on January 18.

"The equipment at the Lasky studio, which has been gathered together through the last 12 years and much of which could not be duplicated, will be moved to United when the predominance of production is there. This equipment includes the most elaborate technical scenic effects department in motion pictures."

Friedman in New "U" Position

Is Appointed Contact Executive and Will Make Headquarters at Home Office

Joseph Friedman, long connected with the Universal sales forces, has been appointed as new contact executive, a position created by Arthur Kane, who has since resigned from the Universal staff to enter the production field. Friedman will have his headquarters at the home office of Universal in New York and his duties will be the maintenance of liaison between the studios at Universal City and the "U" sales force.

Universal has found this correlation of studio and sales force a powerful balance wheel to keep the production and sales in step. It has made for better mutual understanding and has resulted in better pictures and more specialized selling. It has particularly enabled Universal to follow the change in the public's picture taste rapidly.

The former Detroit manager already has assumed his new position. He was royally

welcomed by the Universal home office staff. He spent several months in an executive capacity at the home office several years ago and made many warm friends.

Friedman's place in Detroit is taken by Ray Moon, formerly the star salesman of that exchange. Detroit is one of Universal's most efficient exchanges. Friedman's record with that exchange had much to do with his selection for the new post.

Exploding Films Cause Fire Loss of \$60,000

An explosion in the moving picture films carried in stock by John A. Chantler & Company, 226 Bay Street, Toronto, close to the Toronto Stock Exchange, at 9:30 p.m. on the night of January 5, caused damage to the extent of \$60,000 through the fire which followed.

A large quantity of reels evidently intended for use in home projectors and which had been imported from Europe was burning merrily after the explosion. The windows of the four-story building were blown out in the crash but no one was injured. The explosion was heard for several blocks.

Jowitt Again in Negri Supporting Cast

Pola Negri will again have Anthony Jowitt, young British actor in the supporting cast of her new Paramount starring production. He also appeared with her in her last starring vehicle, "A Woman of the World." Another player selected for the cast is Erwin Connelly, well known character actor.

The New Negri story, as yet untitled, is an original by Ernest Vajda, Hungarian playwright, and will be directed by Dimitri Puchowetzki.

M. P. T. O. A. Committee Will Meet

THE Administrative Committee of the Motion Picture Theatre Owners of America will meet at National Headquarters at 745 Seventh Avenue on January 26th-27. The first session will be called sharply at 2 p. m.

The meetings are of special importance. All officers and directors of the National Headquarters who may be able to attend are earnestly requested by Business Manager Joseph M. Seider, to make every effort to be present.

Reports of considerable progress made since the last meeting will be rendered at this two day session.

Buster Keaton Starts Work on "Battling Butler"

Buster Keaton has started production of the screen version of "Battling Butler," the stage comedy produced in New York and London, in which he will star for Metro-Goldwyn-Mayer. The gag men signed for the picture by Joseph M. Schenck, producer of the work, include Al Boasburg, Paul Gerard Smith, Charles Smith and Lex Neal.

Sally O'Neil will appear as Keaton's leading lady and Francis McDonald and Walter James will appear in principle roles. Keaton will direct the picture as well as play the name role.

Fairbanks Completes Work on "The Black Pirate"

Camera work on "The Black Pirate," Douglas Fairbanks' newest starring vehicle for United Artists, has been completed, it was announced this week. The film is now being edited and titled. The picture will be presented as an all-color feature, the master print is to be sent to the Technicolor laboratory in Boston where it will be used for making all release prints. It is understood that plans have been made to present the picture for a special New York engagement, similar to that which was given "Don Q" last year.

Beauty Contest Winners Get "U" Contracts

Dorothy Gulliver and Blanche Fisher, winners of beauty contests conducted by Universal, have been signed to new contracts by that company following completion of their first six months' work. Miss Gulliver won a contest at Salt Lake City and Miss Fisher one at Omaha. They have been playing leads in comedies and westerns and supporting roles in features. The new contracts cover a period of six months.

Tod Browning to Produce M-G-M Series

Tod Browning has signed a contract with Metro-Goldwyn-Mayer to do a series of pictures to be known as Tod Browning productions. Browning has achieved success with such pictures as "The Unholy Three" and "The Mystic." He was also responsible for the direction of "The Black Bird," a Lon Chaney starring vehicle, due for release in February.

Florida Verdict For Sunday Pictures

SOMETIME ago an attempt was made to open the picture theatres on Sunday, in St. Petersburg, Fla. J. J. Gillooly, owner of the Capitol theatre agreeing to "break the ice" by opening his house on Sunday evening and charging the regular admission charges. He was promptly arrested. His case came up for trial last week and he was acquitted by County Judge, John U. Bird, who ruled that the Supreme Court of the State of Florida had described the legal Sunday as from dawn to sunset.

It is reported that the City Commissioners will at once take steps to pass an ordinance prohibiting the showing of Motion Pictures in the city on the Sabbath and will define the day as from midnight on Saturday until midnight on Sunday.

Denver Exchange Wins Warner Trophy

THE Denver Exchange carried away first honors in the Warner Brothers advertising accessory contest participated in by thirty-four branch sales exchanges. The contest has just closed and the winning exchange received permanent possession of a silver loving cup, while the booker and poster clerk, Fred Knill and Walter O'Connell, won cast prizes of \$125 each.

Cash awards were made also to four other offices, the prize in each case being divided equally between two men. These prizes were as follows, the booker and the poster clerk being named in this order in each instance:

Second—Salt Lake City, Julian C. Smith, \$50; G. Clark Jones, \$50—Third—Portland, Ore., L. S. Clark, \$25; H. P. McNary, \$25—Fourth—New Orleans, J. D. Jernigan, \$25; L. Dessomes, \$25—Fifth—Oklahoma City, R. M. Ginder, \$25; E. R. Felix, \$25.

Jetta Goudal to be Featured by De Mille

Jetta Goudal, at present playing a featured part in "Paris at Midnight," having been loaned by Cecil B. De Mille to Metropolitan Pictures who are producing this picture for Producers Distributing Corporation release, will be featured in a special series of productions by De Mille when finished with her work on the Metropolitan picture.

Though the specific stories in which Miss Goudal will be featured by De Mille have not been announced it is stated that Mrs. E. K. Adams, literary adviser to DeMille, has secured several vehicles that will be in keeping with the French player's character.

Billy Joy New Assistant to F. Richard Jones

Billy Joy, Leatrice Joy's brother and an assistant director of Pathe comedies at the Hal Roach Studios for the past few months, has been made assistant to F. Richard Jones, Director-General of the organization, Lewis Foster, formerly assistant to Jones, is now engaged in scenario work under Jones. Carl Harbaugh has returned to the Roach scenario staff following several months' work with Mary Pickford and other feature companies.

Rossmann Photographer for Arctic Expedition

Earl Rossmann, producer of Pathe's "Kivalina of the Ice Lands," has been appointed official photographer of the Detroit Arctic Expedition which will seek to reach the North Pole by airplane. Rossmann will make a pictorial history of the entire expedition.

Mark Hamilton Joins Hoot Gibson Cast

Director Lynn Reynolds has added Mark Hamilton to the cast supporting Hoot Gibson in "Chip of the Flying U" for Universal. It is an adaptation from the novel by B. M. Bower. The supporting cast includes Virginia Brown Faire, Philo McCullough, Harry Todd and others.



Scenes from the Banner production "A Desperate Moment," which is released by the Henry Ginsberg Distributing Corporation.

Five Warner Companies Busy

Four Stories are Being Edited With Others Being Prepared for Production

WITH the start of the new year Warner Brothers have five companies at work, with four productions in the process of editing and four stories being prepared for early production.

"The Sap," Raymond Hitchcock's stage success, has started with Kenneth Harlan in the leading role. Mary McAlister has the leading feminine part, while the others include "Heinie" Conklin, Dave Butler, Eulalie Jensen and John Cossar. Erle Kenton is directing.

"Why Girls Go Back Home" is under way with James Flood handling the megaphone for an all star cast. It is headed by Patsy Ruth Miller and Clive Brook. The others are George O'Hara, Myrna Lov and Jane Winton. The story is by Catherine Brody, adapted by Walter Morosco, with the scenario by Sonia Hovey.

"The Grifters," a crook story, is well under way with Dolores Costello and John Harron in the leading roles. The others in the cast are Matthew Betz, Dot Farley, Lee Moran, Gertrude Claire and Joseph Dowling. Roy Del Ruth is directing.

"Leave It To Me" is William Beaudine's first production since returning to the Warners. The cast is headed by Dorothy Devore, John Patrick and Montague Love supported by George Pearce and Jim Gordon.

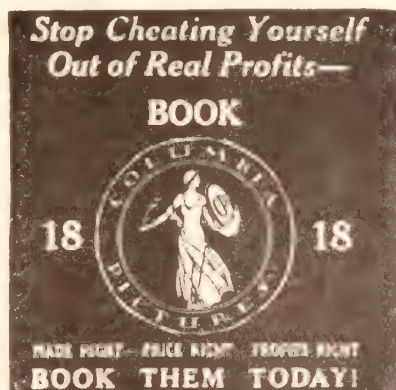
"The Night Cry," Rin-Tin-Tin's newest feature, is nearing completion. June Marlowe and John Harron have the leading human roles with Gayne Whitman, "Heinie" Conklin, Don Alvarado and Mary Louise Miller supporting. Herman Raymaker is directing.

"Other Women's Husband," which again has for its leads Marie Prevost and Monte Blue, is almost ready for release. Huntly Gordon and Phyllis Haver have featured parts. This was directed by Erle Kenton.

"Oh, What A Nurse!" Syd Chaplin's second big comedy, is another almost ready for distribution. Patsy Ruth Miller has the leading feminine role. Matthew Betz, Ed Kennedy and David Torrence are also featured.

Irene Rich's next picture, according to an announcement from the Warner Bros. main offices this week, will be "Silken Shackles," a smart, sophisticated comedy by Walter Morosco. Most of its action is laid in Budapest.

The next picture to be directed by J. Stuart Blackton is "Hell Bent-For-Heaven," from the play by Thatcher Hughes. Marjorie Constance is now writing the scenario.





Scenes from "Ibanez Torrent," a Cosmopolitan release through Metro-Goldwyn-Mayer.

Boasts Strong Stock Company

Paramount Now has Forty-Five Players and Fourteen Directors Under Contract

PARAMOUNT boasts an exceptionally large and capable stock company which will work during the new year under the direct supervision of the three associate producers, Hector Turnbull, B. P. Schulberg and William Le Baron. There are no less than forty-five contract players and fourteen directors of note on the company's rolls.

The noted players who have been under contract to the organization for some time include Gloria Swanson, Pola Negri, Thomas Meighan, Bebe Daniels, Raymond Griffith, Adolphe Menjou, Ernest Torrence, Betty Bronson, Jack Holt, Florence Vidor, Richard Dix, Wallace Beery, Noah Beery, William Collier, Ricardo Cortez, Aliee Joyce, Greta Nissen, Lois Wilson, Esther Ralston, Mary Brian, Harrison Ford and Raymond Hatton. Theodore Roberts, who is slowly recovering from a long illness, is also on the list.

D. W. Griffith, now under the Paramount banner brought with him Carol Dempster and Neil Hamilton, who are now contract players, as is W. C. Fields. B. P. Schulberg also brought Clara Bow, Gilbert Roland, Alyce Mills and Donald Keith. William Wellman came with Schulberg as a Paramount director.

Among other players recently signed was Arlette Marchal, Parisian actress, who appeared with Gloria Swanson in "Madame Sans Gene." Gilda Gray is another who has just completed her first starring vehicle, "Aloma of the South Seas." Percy Marmont and Warner Baxter are contract players recently signed. Others on the list are Ford Sterling, George Bancroft, Lawrence Gray, William Powell, Richard Arlen, Joseph Striker, George Rigas, Anthony Jowitt, Louise Brooks, Margaret Morris and

Charles Bird.

On the list of contract directors are such names as D. W. Griffith, James Cruze, Allan Dwan, Herbert Brenon, Victor Fleming, Frank Tuttle, Irvin Willat, Malcolm St. Clair, Edward Sutherland, Clarence Badger, William De Mille, William Wellman, Gregory La Cava and Dimitri Buchowetzki.

Irene Rich is Recovering After Collapse

Irene Rich, Warner star of "Lady Windermere's Fan," has recovered sufficiently following a breakdown to leave for California in care of a trained nurse. Miss Rich collapsed at the Ambassador Hotel in New York, where she started her personal appearance tour over the Warner circuit. Monte Blue, who arrived in New York for a brief vacation, will substitute for Miss Rich where she had been booked to appear.

Miss Rich came to New York in October and left for Europe, where she left her mother and children. On her return she started on the first personal appearance tour she has ever made. A cold contracted while filming "Lady Windermere's Fan" in Canada weakened her and the nervous breakdown followed.

M-G-M Signs Nagel to New Contract

Louis B. Mayer, vice-president in charge of production for Metro-Goldwyn-Mayer has signed Conrad Nagel to a new contract. He has been for a long time under the M-G-M banner. At present he is playing the male lead with Renee Adoree in Phil Rosen's as yet untitled picture.

Two Added To "Prince of Pilsen" Cast

METROPOLITAN Pictures has added Otis Harlan and Rose Tapley to the cast of "The Prince of Pilsen," which will be a Producers Distributing Corporation release. Harlan will have the part of a comedy bandit and Miss Tapley, a favorite of the old Vitagraph Company in Brooklyn, has been cast as the chief lady in waiting to Princess Bertha of Thorwold, played by Myrtle Stedman.

Paul Powell, who is directing the production shot some of its most spectacular sequences during the week with more than five hundred extras in the scenes. The principal one of these was the jousting tournament and the attending festivities which immediately precede the wedding of Princess Bertha and the pseudo Prince of Pilsen.

Eugenia Gilbert Opposite George Walsh

Chadwick Pictures Corporation has engaged Eugenia Gilbert for the leading feminine role in support of George Walsh in "The Test of Donald Norton." Miss Gilbert recently completed the leading role opposite Johnnie Walker in Chadwick's "The Transcontinental Limited," which will be released next month.

"The Test of Donald Norton" is the fifth George Walsh production of the season. It will be directed by Reeves Eason and will have in the supporting cast Tyrone Power, Evelyn Scobie, Virginia True Boardman, Robert J. Graves, Mickey Moore and Joan Meredith.



Highlights from the Universal production "His People."

Norman Trevor Signed by Paramount

NORMAN TREVOR has been signed to a long term contract to appear exclusively in Paramount Pictures. He will leave the cast of "Young Blood," in which he is now appearing on the New York stage, to assume his first picture work under the new contract.

The player's first role will be that of a major in the French Foreign Legion in the Paramount screen version of the P. C. Wren, "Beau Geste," which Herbert Brenon will produce.

Several Added to Cast of "Monte Carlo"

Several additions have been made to the cast of "Monte Carlo," which Director Christy Cabanne is shooting at the Metro-Goldwyn-Mayer studios. Among those recently assigned important roles are Karl Dane, Trixie Friganza, Zasu Pitts, Antonio D'Algy, Henri La Garde and Cesare Gravina. Those previously announced in the cast are Lew Cody, Gertrude Olmstead, Roy D'Arcy and Harry Meyers.

Renee Adoree's Sister to Make Film Debut

Mira Adoree, sister of Renee Adoree, will make her picture debut in Phil Rosen's new Metro-Goldwyn-Mayer production which is still untitled and in which Renee will have the leading feminine role. Mira was an acrobatic dancer in Mexico City for several seasons after leaving France and only joined her sister a few months ago in Hollywood.



Buck Jones in highlights from "The Cowboy and the Countess," a Fox Film Corporation release.

'Skyrocket' Seen on Leviathan

Premiere of Peggy Hopkins Joyce Special For Associated is Notable Affair

PEGGY HOPKINS JOYCE'S Associated Exhibitors special, "The Skyrocket" had its premiere showing in the Grand Ball Room of the Steamship Leviathan the evening of January 7th and it was one of the most brilliant affairs of the kind in the annals of filmdom. Miss Joyce was hostess for the occasion to close to a thousand people prominent in the picture industry, society and newsjaperdom.

Miss Joyce made the trip from Hollywood especially for the event, which was inaugurated with a reception in the Palm Garden of the giant liner. Receiving with Miss Joyce were Captain Hartly, Staff Commander Moore and Purser Summit of the Leviathan.

Following the reception the guests repaired to the Grand Ball Room where Miss Joyce was given an ovation until the picture got under way. Music for the showing was compiled and the orchestra directed by Joseph Hollander.

During the showing of the picture and after it had been projected a radio program was being broadcast from the Palm Garden through station WMCA, the high powered broadcasting unit of the Hotel McAlpin. Harry Hershfield was master of ceremonies for the broadcasting and Miss Joyce, Oscar Price, president of Associated, Captain Hartly and others addressed the radio audience.

After the picture was projected supper was served in the immense dining room of the big ship. Following supper dancing to the music of two orchestras was in order.

Dancing was held both in the Ball Room and the Palm Garden.

During the course of the post-showing festivities a reel of film presenting the affair itself was projected. The making of this reel was in the capable hands of Leonard Mitchell, chief of the United States Lines' Motion Picture Department, to whom credit is also due for the wonderful projection of the picture. It was the general consensus of the hard-boiled film men that the projection was perfect—no small matter when the handicaps were considered. The film showing arriving guests, etc., was projected just exactly one and three quarters hours after the last scene had been shot.

The projection installation was made by the U. S. Lines Motion Picture Department, of which Charles Fierer is Chief. The projectionist of the Leviathan is Thomas McAuley.

Marcia Manon Returns in Rosen Production

Marcia Manon, who five years ago abandoned her screen career because of ill health, has been added to the cast of Phil Rosen's new Metro-Goldwyn-Mayer production, as yet untitled. Miss Manon regained her strength after retiring to her ranch near Santa Barbara.

Conrad Nagel has the leading role in the picture, with Renee Adoree playing opposite him. Others in the supporting cast include Gwen Lee, Antonio D'Algy, Julia Swayne Gordon and Edward Siegel.



Leatrice Joy in "Made For Love," a Pro-Dis. Corp. release.



Matt Moore and Kathryn Perry in the Fox film version of the John Golden stage success, "The First Year."

F. B. O. Planning Biggest Drive

March to be F. B. O. Month With Thirty-Four Exchanges of Company Cooperating

F B. O. is planning its biggest sales drive for the month of March, which will be known as F.B.O. Month, according to announcement by Colvin W. Brown, vice-president in charge of production. During that month the thirty-four exchanges of the company will bring the F.B.O. product to the attention of the exhibitors and public, with special stress laid on the four feature releases and six short subjects listed for distribution during the month.

The full details of the plan for the drive will be presented to branch managers and their staffs by Lee Marcus, general sales manager of the company, who is now on a tour of the exchanges. On this trip Marcus will confer with important exhibitors in addition to holding meetings at the exchanges. He will cover Denver, Salt Lake City, Los Angeles, San Francisco, Portland, Seattle and Chicago.

An advertising, publicity and exploitation campaign is being laid out, with special accessories ordered for the branches of the company and for five thousand exhibitors throughout the country. The sales and advertising departments have been perfecting plans for the drive in the expectation that it will be the forerunner of the biggest year in the history of the company.

The productions listed for distribution during March on which special emphasis will be laid are:

A Tom Tyler production, as yet untitled, scheduled for release on March 7th. A romantic drama starring Evelyn Brent on March 8th, with "The Night Patrol," starring Richard Talmadge, on March 14th. "The Non-Stop Flight," a dramatization by Ensign Johnson of the navy's recent his-

toric hop to Hawaii, listed as an F.B.O. Gold Bond, will be distributed on March 28th.

The short subjects will include "The Go-Get-Her" and "And How!" episodes four and five of "Fighting Hearts" F.B.O.'s new series based on stories by Sam Hellman, in which Alberta Vaughn is starred. Two Bray cartoons will be released during March as well as "A Beauty Parlor," a Standard Fat Men comedy and "A Fraternity Mix-Up," a Blue Ribbon comedy starring Alice Ardell, both from the Joe Rock Studios.

Rock Planning Situation Comedy Series

Joe Rock is preparing to release a number of situation comedies through F.B.O. during 1926. With this end in view he has options on the services of two noted humorists whom he will probably send to the coast in the near future.

Rock at the present time is turning out two series of comedies under the banner of "Standard" and "Blue Ribbon." This schedule will be augmented shortly by the introduction of a new series of fun films bearing Rock's name.

Universal Signs Players for Feature

Universal has added Charles Puffy, Nat Carr and Charles Crane to the cast of "The Mystery Club," the feature which Herbert Blache is to direct. Matt Moore and Edith Roberts have the leading roles. Others in the cast are Warner Oland and Mildred Harris, who returns to the screen for the first time since her marriage.

Madge Bellamy Chosen for "Sandy" Lead

MADGE BELLAMY has been selected by Fox to play the title role in Elenore Meherin's serial story, "Sandy." The story is now being run in serial form by newspapers throughout the country. Elaborate preparations are under way at the Fox studios for the immediate production of the story which will be directed by Harry Beaumont.

Appearing in support of Miss Bellamy will be Leslie Fenton, Bardson Bard, Harrison Ford, David Torrence and Edythe Chapman.

Charles Emmett Mack Is "Unknown Soldier"

Renaud Hoffman, who will produce "The Unknown Soldier" for Producers Distributing Corporation release, has selected Charles Emmett Mack for the title role. The story is credited to Dorothy Farnum. Production is scheduled to start at the Metropolitan studios in Hollywood next week. Certain sequences will be shot in New York, where the entire company will be brought six weeks hence.

Gwen Lee Signs New M-G-M Contract

Gwen Lee, a comparative newcomer to the screen has been signed to a new Metro-Goldwyn-Mayer contract which will take effect early in February. She has been seen to advantage in such pictures as "Pretty Ladies," "Lady of the Night" and "His Secretary."



Scenes from the Universal production "The Still Alarm."

Cranfield and Clarke Get Two New Series

Cranfield and Clarke, producers and distributors with headquarters in New York have taken on two new series of pictures. One of these is the Molly May series of two-reelers to be released immediately. The title of the initial one is "Her First Night in Philadelphia," featuring Violet Mersereau.

Another series featuring world famous paintings will be released shortly. These are two-reel dramas each taking for its subject one of the famous paintings, about which a story is built. The four so far completed are titled "The Doctor," "The Mother," "The Angelus" and "Sin."

A third series due for immediate release is a dozen single reelers with the title of Screen Classics. The International twelve single reel novelties are also being continued.

Emory Johnson Will Use Seaplane P.N. 9

Emory Johnson will have the use of the seaplane P.N. 9, in which Commander Rogers made his flight from San Francisco to Hawaii, for his production of "The Non-Stop Flight," which dramatizes that historic hop. The story is being written by Johnson and his mother, Mrs. Emilie Johnson.

In addition to the famous plane which was forced down three hundred miles east of Honolulu, the naval department has also agreed to loan Johnson many other planes, destroyers and men. Special officers of the Pacific Fleet will be assigned to the Johnson unit. The production will be released by F. B. O.

Ralph Ince Will Support Olive Borden

RALPH INCE, who is well known both as director and actor has been chosen by Fox to play the leading role in support of Olive Borden in "Yellow Fingers," which has just gone into production under the direction of Emmett Flynn. The picture is based on a story by Gene Wright, and the scenario is by Eve Unsell.

Edward Piel will play Kwong Li, the chief villain. Claire Adams and Otto Matiesen have the second leads. Nigel de Brulier and Armand Kaliz will portray the other principal supporting roles.

Miss Borden makes her first appearance in a featured role as Tom Mix's leading woman in "The Yankee Senor."

"Taxi Mystery" Completed for Ginsberg

Photography was completed last week on "The Taxi Mystery," fifth of the Royal pictures for release through Henry Ginsberg Distributing Corporation. The picture is now being cut and titled on the coast. Edith Roberts and Robert Agnew are featured, with Virginia Pearson, Bertram Grassby and Phillips Smalley in important roles.

Mary Alice Scully and Pierre Gendron have completed the script for "Brooding Eyes," fifth of the Banner productions in which Lionel Barrymore will star. It is an adaptation from the novel, "The Man With the Brooding Eyes," by John Goodwin. The picture will go into production probably some time next week under the direction of Edward Le Saint.

Mayer Signs Two to New Contracts

Louis B. Mayer has signed John Arnold and Madame Fred de Gressac to new Metro-Goldwyn-Mayer contracts. Arnold is well known for the many effects he has achieved by the clever use of his camera. He was responsible for the photography on many of the Mae Murray pictures and others.

Madame de Gressac has contracted to write an original, early California story and possibly to do other stories and adaptations, before returning to Paris in May. She did the adaptation of "La Boheme," starring Lillian Gish and John Gilbert, which is being directed by King Vidor.

Fitzgerald To Start New One For Arrow

Dallas Fitzgerald will start work soon on a new production for Arrow. He has purchased screen rights to "Silver Lanterns," the story by Ethel Doncher. Among those so far engaged for the cast are Pauline Garon, Ethel Clayton, Dorothy Dwan, Johnny Walker, Lee Moran and Harold Miller. Fitzgerald only recently completed "My Lady of Whims," a Golden Arrow first run feature.

James Fitzgerald Signs Hugh Wilson

Hugh Wilson was signed by James A. Fitzgerald, this week, for a leading role in a feature production that Fitzgerald will film in Virginia. Wilson has just completed a part in "Keep It Up" for F. Herick and "Rainbow Riley," starring Johnnie Hines.



John Barrymore in the big Warner Brothers production, "The Sea Beast," which had its premiere on Broadway this week

Gotham Names First Story for Fairbanks

Gotham Productions, which recently signed William Fairbanks, announces that star's first production under the new arrangement to be "Catch-As-Catch-Can," a novelette by William Henry Cook, well known as a writer of sport stories and formerly boxing editor of "The Police Gazette."

This new series of Gotham productions is to be known as William Fairbanks Thrillodramas. While thrills will be the outstanding feature, logical stories will be found as the framework for each production. The series will be released through Lumas Film Corporation.

Ernst Lubitsch Reported Recovering

Ernst Lubitsch, who was stricken last week with an acute attack of kidney trouble, is on the road to recovery, according to word received at Warner Brothers Home Office during the week. The turn for the better developed just as the surgeons decided an operation would be necessary.

The Warner reports say that while the director is still confined to his home at Beverly Hills, he is past all danger unless complications set in, and will shortly be out to prepare for the big spectacle he is to make for the company.

May McAvoy Will Play in "The Savage"

May McAvoy has arrived in New York and is busily engaged in preparing her wardrobe for "The Savage" in which she will have the leading feminine role opposite Ben Lyon. The picture is scheduled to go into production this week under the direction of Fred Newmeyer. Interiors will be filmed in the New York studios of First National and later the unit will go to Florida to make the exteriors.

Philo McCullough Added to "Savage" Cast

Philo McCullough has been added to the cast of "The Savage," which Fred Newmeyer will direct in the east for First National. Ben Lyon and Mae McAvoy have the featured roles.

Barrymore Completes Work in "Don Juan"

JOHN BARRYMORE has completed his work in "Don Juan" for Warner Brothers and has departed on a vacation which will keep him away from the studio perhaps until early February, when he will start work in "The Tavern Knight." Both of these productions are to be on the Warner 1925-26 schedule of releases.

Not only Barrymore, but nearly everyone else who had an important part in the making of "Don Juan" left Hollywood when that production was concluded. Alan Crosland, who directed went to Santa Barbara, and George Hollingshead, who assisted him is on his way to New York. Following the completion of "The Tavern Knight," Barrymore will go to England, where he is scheduled to appear on the stage in Richard III.

"Fine Manners" Next For Gloria Swanson

"FINE MANNERS" will be Gloria Swanson's next production for Paramount. It is an original story by James Ashmore Creelman and will have Eugene O'Brien in the leading male role. Creelman is adapting the story for the screen in collaboration with Townsend Martin, who is to be the supervising editor. Frank Tuttle, who is at present directing Miss Swanson in "The Untamed Lady," will also direct the forthcoming production.

Beaudine to Direct New MacLean Vehicle

Paramount has assigned William Beaudine to direct Douglas MacLean in the comedian's forthcoming picture, "That's My Baby." Beaudine has been signed for the MacLean comedy by arrangement with Warner Brothers, to whom he is under a long term contract. The starting date of "That's My Baby" has been postponed a week in order to permit Beaudine to finish "Leave It to Me," which he is directing for Warners.

Borzage Will Direct "One Increasing Purpose"

Frank Borzage has been chosen by Fox to direct "One Increasing Purpose" and will head a company to England where the picture will be made. The novel is by A. S. M. Hutchinson, author of "If Winter Comes" and has attracted wide attention. Borzage will go to England in April to confer with Hutchinson and make plans for the production, which will be for release next season.

Fox Selecting "Dangers of Great City" Cast

Fox is completing the cast for "Dangers of a Great City," a crook melodrama which has just gone into production on the Fox lot in Hollywood with Pauline Starke in the leading role under the direction of Chester Bennett. Rockliffe Fellowes has the leading male role opposite Miss Starke, while others prominently cast are Johnnie Walker, Grace Darmond and Mickey Bennett. The story is an original by Howard Hawks.

Fox Signs Janet Gaynor to Long Contract

Fox has signed Janet Gaynor, nineteen year old girl to a long term contract which provides for her appearance in featured roles for a number of years to come. She will make her first appearance in Irving Cummings, spectacular production of "The Johnstown Flood," based on the disaster of 1889.

First National Purchases Kitchen Play

First National has purchased screen rights to "A Man's Way," an unpublished play by Karl M. Kitchen. Kitchen is well known as a newspaper man in the Metropolitan field.

Renee Adoree Signs New M-G-M Contract

Renee Adoree, who recently completed the leading feminine role in "The Black Bird," Lon Chaney's next release, has been signed to a new contract by Metro-Goldwyn-Mayer. Miss Adoree has appeared in many Metro-Goldwyn-Mayer pictures, among them being "The Eternal Struggle," "Women Who Give," "The Bandolero," "Excuse Me," "Man and Maid," "Exchange of Wives" and "The Big Parade." The new Chaney feature, "The Black Bird" is a January 11th release.

Louise Dresser Signs For "Blind Goddess"

Louise Dresser has been signed by Paramount for the part of Mrs. Clayton in "The Blind Goddess," which Victor Fleming is to direct. Jack Holt, who will play the part of Hugh Dillon, and Esther Ralston, who will play opposite him, are the two other players so far selected for the cast. Hope Loring and Louis D. Lighton adapted the Arthur Train story for the screen.

Sax Buys "Quarantined Rivals" Rights

Sam Sax has purchased screen rights to "Quarantined Rivals," by George Randolph Chester for the new 1926-27 Gotham Productions program. It is a farce comedy and one of the earlier of Chester's stories. The story originally appeared in magazine form and later was combined in a book of stories by the same author. It was purchased by Sax from the Chester Estate, through the Edward Small Play Company.

Estelle Clark Signed to M-G-M Contract

Among the many contracts being handed out by Metro-Goldwyn-Mayer is one to Estelle Clark to play important roles in forthcoming productions. Miss Clark has distinguished herself in several small parts and bits, especially in "His Secretary," and other Hobart Henley and Robert Z. Leonard productions.

"Skyrocket" Will Open at N. Y. Colony

ASSOCIATED Exhibitors big Peggy Hopkins Joyce special, "The Skyrocket," is booked to open an indefinite run at the B. S. Moss Colony Theatre, New York, January 24th. The picture was first shown to the trade in the Grand Ball Room of the steamship Leviathan, January 7th.

Since Miss Joyce completed "The Skyrocket" her producers have placed her under contract for three additional pictures, thereby showing their complete satisfaction with the current vehicle which tells a story of Hollywood life. It originally appeared in serial form in the Cosmopolitan Magazine and was written by Adela Rogers St. John.

The picture boasts a cast, which in addition to Miss Joyce includes Owen Moore, Earle Williams, Gladys Hulette, Gladys Brockwell, Lilian Tashman, Bull Montana, Bernard Randall and others. It was the first independent production of Marshall Neilan.

Warners Sign Louis for Five Years

Warner Brothers have signed Willard Louis to a new contract which calls for that player's continuous presence with the Warner organization for five years longer at least. Louis has appeared in more Warner pictures than any other player and he has been seen in a wide diversity of roles.

The rotund player scored his first hit as the Prince Regent in "Beau Brummel." It was because of his work in this production that John Barrymore insisted he have an important role in "Don Juan," which has just been finished and is to be released on next year's schedule.

Some of the recent pictures in which Louis has figured prominently are "Kiss Me Again," "The Limited Mail" and "Hogan's Alley."

P. D. C. Jazzbo Club Will Hold Ball

The first annual ball of The Jazzbo Club, the social organization of Producers Distributing Corporation, will be held on Friday, March 26th, at the Hotel Astor.

Plans are being made by the executive committee to make this affair one of the most noteworthy events in the social activities of motion picture circles. An elaborate supper will be served at midnight.

"Whispering Smith" Cast Completed

Director George Melford has completed the cast for "Whispering Smith," which he is making for Producers Distributing Corporation release. The latest additions are James Mason, Nelson McDowell, Richard Neill, Will Walling and Warren Rodgers. H. B. Warner, Lillian Rich, John Bowers and Lilyan Tashman are the featured players.

Option Exercised on Chaney Contract

METRO - GOLDWYN - MAYER have exercised the option extending Lon Chaney's contract and it is now assured that star will be with the company for some time to come. Plans are being perfected whereby Chaney will appear in a series of notable productions, which it is said will give him even greater opportunities than he has had in such pictures as "The Unholy Three," "The Tower of Lies" and his latest, "The Black Bird."

Lon Chaney came into great prominence in filmdom because of his remarkable work in "The Miracle Man." Since that time he has appeared in a long list of successful screen productions and with his affiliation with Metro-Goldwyn-Mayer became firmly established as one of the leading stars of the silent drama.

Sally Rand Joins Cast Of "Red Dice"

William K. Howard who is directing "Red Dice" for Producers Distributing Corporation release has added Sally Rand to the cast, which already includes Marguerite De La Motte, Gustave von Seyferitz, Ray Hallor, George Cooper, Alan Brooks, Walter Long and Clarence Burton. Rod La Rocque has the starring role.

Prominent Players Added to "Kiki" Cast

A number of players have been added to the cast of "Kiki," in which Joseph M. Schenck is starring Norma Talmadge for First National release. The cast now includes Ronald Colman, Gertrude Astor, Marc McDermott, George K. Arthur and Frankie Darrow. Clarence Brown is directing.

Sierra Pictures Starts New Series

Production on the first of a series of comedy dramas under the working title of "The Assignment," starring T. Roy Barnes and Ethel Shannon has just started under the direction of Horace B. Carpenter. This series is being produced by Sierra Pictures Incorporated for A. G. Steen, Inc., of New York City. The cast includes Stuart Holmes, Lionel Belmore, Ernest Wood, Melbourne Moranti and Bertram Johns. The Seelig Studio has been leased for this production.

Kosloff Assists De Mille With "Volga Boatman"

The talented Theodore Kosloff, dancer, actor and musician, is now a director, assisting Cecil B. De Mille in the production of "The Volga Boatman" for Producers Distributing Corporation release. With the picture having a Russian setting and Kosloff born in Russia his advice with the production has been of great value. Kosloff is also playing an important part in the picture, being featured with William Boyd, Elinor Fair, Victor Varconi and Julia Fay.

"Old Army Game" To Start February 15th

"The Old Army Game," W. C. Fields first starring vehicle for Paramount will go into production about February 15th under the direction of Edward Sutherland, with Clara Bow in the leading feminine role opposite Fields. Most of the scenes are to be made in Florida.

Luther Reed has finished the screen play based on J. P. McEvoy's stage production "The Comic Supplement." Thomas J. Geraghty will supervise the production.



Scenes from the Samuel Goldwyn-Henry King production, "Partners Again with Potash and Perlmutter," released through United Artists.

Clear the board! . . .
Now for action! . . .
Here's what the
BIG WINNERS *play!*



Let the Pictures Speak for First National



FIRST NATIONAL PICTURES

January - June, 1926

*By performance - the dominating influence
for exhibitor prosperity.*

*By superlative quality, they set new
production standards for the industry.*

*Backing audience appeal with intensive
showmanship, they command the most
profitable channels of public patronage
ever opened to your theatre.*

Joseph M. Schenck
presents

Norma



Every box-office check-up has

Talmadge

in

"KIKI"

At last--her greatest!

EVEN though "Her greatest!" has been said of every Talmadge production from "Smilin' Through" to "Graustark," it is "Kiki" that reveals the glorious Norma's utmost! "Kiki," the phenomenal Belasco stage success that played 600 performances on Broadway!

NORMA TALMADGE as "Kiki," the irrepressible Parisienne gamine, the straight-hearted child of crooked alleys, the spit-fire waif of shadowy stage-doors! Never before has Norma had a role so fascinating.

What a box-office combination! Famous star; famous stage-hit!

Ronald Colman heads the supporting cast; Hans Kraly has adapted the tale with Continental verve; and Clarence Brown has directed it magnificently.



proved First National First in stars.

With
"GRAUSTARK"
and "The LADY,"
Norma Talmadge
scored 100% in
the best pictures
of 1925 listed by
the Motion Picture
News.

*"KIKI" is her splendid contribution
for 1926*

Remember "SALLY" Now

John McCormick presents

COLLEEN



The greatest stage successes and best

comes bigger news!

MOORE

in the most popular musical
~ comedy of the decade
"IRENE"

Colleen's the box-office wizard and "Irene's" the box-office bewitcher!

"Sally," "So Big" and "We Moderns" setting a high standard for 1925, proved Colleen Moore's drawing power. Now, added to that, comes the play by James Montgomery which drew to capacity on Broadway for two years, went on the road with six companies, and is still playing!

Sumptuously produced, with Colleen Moore's piquancy, her genius for laughter and tears perfectly mirrored; directed by Alfred E. Green; June Mathis, editorial director — "Irene" is the picture you'll play and bring back for a return engagement even bigger than the first.



Colleen
MISS NOBODY
adapted from
THE BO
the newspaper serial
by TIFFANY WELLS
to be followed by
TWINKLE
TOES
by THOMAS BURKE



sellers stud First National's program

Announcing:
The arrival of a
twin~sister to
"Her Sister *from* Paris"

NO name yet, because
no one has been able
to find a name piquant
enough to suit her.

She's so saucily continen-
tal—très chic—as capri-
cious and captivating as
"Her Sister From Paris."

And what furore that
mad-cap mademoiselle
started!

Bizarre, surprising, is this
newest craze of Europe—
the play Hans Kraly is
adapting for Constance
Talmadge!

**CONSTANCE
TALMADGE**

Presented by JOSEPH M. SCHENCK

One hit doesn't make a First National star.



It has all that a
hit should have
already -- and
the right title
will mean that
much more.



It's consistent box-office performance!

First National
Pictures Inc.
presents

MILTON SILLS

The
Giant
among
Specials
for
1926

MILTON
SILLS

next starring
vehicle will be
"HIS
PARTNER
WIFE"

Star-strength, story-strength and showman-

in "MEN of STEEL" *with* Doris Kenyon

Every coming announcement of "MEN of STEEL" will be of signal importance to the Motion Picture Industry ~ ~ ~

Directed by
GEORGE ARCHAMBAUD
Under supervision of
EARL HUDSON

FIRST NATIONAL'S long-heralded epic strikes with the might of steel. It is a creation of furnaces and cauldrons; every resource of the gigantic industry was placed at the producers' disposal. But more than that has been pictured.

"Men of Steel" seizes upon the ruddy demons moving through the glare — the creatures of human impulses at white-heat. Their drama *never* could have been written; only the screen has the power to tell so immense a story.

ship are combined in First National specials.

CORINNE
GRIFFITH
PRODUCTIONS INC.
presents

Corinne Griffith

~ ~ INCOMPARABLY BEAUTIFUL ~ ~
MAGNIFICENTLY GOWNED ~ ECLIPS-
ING ALL HER PREVIOUS SUCCESSES

IN THE WORLD FAMOUS PLAY OF PARISIAN
LOVE *By* HENRY BLOSSOM *and* VICTOR HERBERT

"MLLE. MODISTE"

*A*N Extravaganza! That describes the production. The wine of continental life sparkles through the romance of Fifi, who created gay chapeaux for other women's heads and brought gayer chap-pies to her own feet. While Miss Griffith has already contributed "Classified" and "Infatuation" to First National's Winner Group, scoring two remarkable hits, she has never before been presented in such an ambitious production as "Mlle. Modiste." There are settings indescribably rich; costumes for the joy of women; scenes for the envy of men—all created by Director Robert Z. Leonard; yet not for a moment can Corinne Griffith's personality be forgotten.

"Mlle. Modiste"
is her triumph!



FIRST NATIONAL'S big winners of 1925 will
be eclipsed only by FIRST NATIONAL in 1926



Richard



Exhibitors who believe what the box-office

Barthelmess

in "JUST SUPPOSE"

Adapted from the play
by A. E. THOMAS
Directed by
KENNETH WEBB



JUST SUPPOSE Dick Barthelmess gave you an even surer draw than "Shore Leave.". He has; it's "Just Suppose."

JUST SUPPOSE you could present him in the very role in which millions have always wanted to see him: a prince of good fellows, slashing his way through the polo fields—dashing his way to romance—the boy who would rather be a peasant in the kingdom of love than emperor of a nation.

THAT'S ALL IN "JUST SUPPOSE"—enacted on the guarded playgrounds of American society where the Prince of Wales was entertained.

PUT A BIG RED CIRCLE on this playdate for a big black entry on your books! And that's a certainty—not just suppose!



tells them, accord First National leadership



C.C. BURR

Johnny Rainbow

and where the
find "The

2

THE FIRST IS A WOW! Based on Thompson Buchanan's play, "Rainbow Riley" presents Johnny as a newspaper cub who wore golf pants to report a mountain feud—but those wild mountaineers dug a nice deep grave and he nearly made that "hole in one." Advertised in "Saturday Evening Post," "Liberty," "Life" and national fan magazines, "Rainbow Riley" is certainly a wow.

First National offers the greatest line-up of stars

presents

Hines Riley" in

Rainbow ends you'll
Brown Derby
—full of gold

sure-fire comedies, packed with "The Live Wire's" punch and redoubled in drawing power by the hugest campaign of publicity, exploitation and national advertising ever launched for a comedy star.

AND THE SECOND IS DITTO. Picture Johnny as an amateur pugilist pitched into the professional ring with an old brown derby as a mascot—and sweet words of love to inspire him: "Lips that kiss canvas will never kiss mine." From the play by F. S. Merlin and Brian Marlow, "The Brown Derby" sets laughter running riot! It's nationally advertised too.

comedians ever presented under one banner!

Harry



Add Langdon to First National's knock-

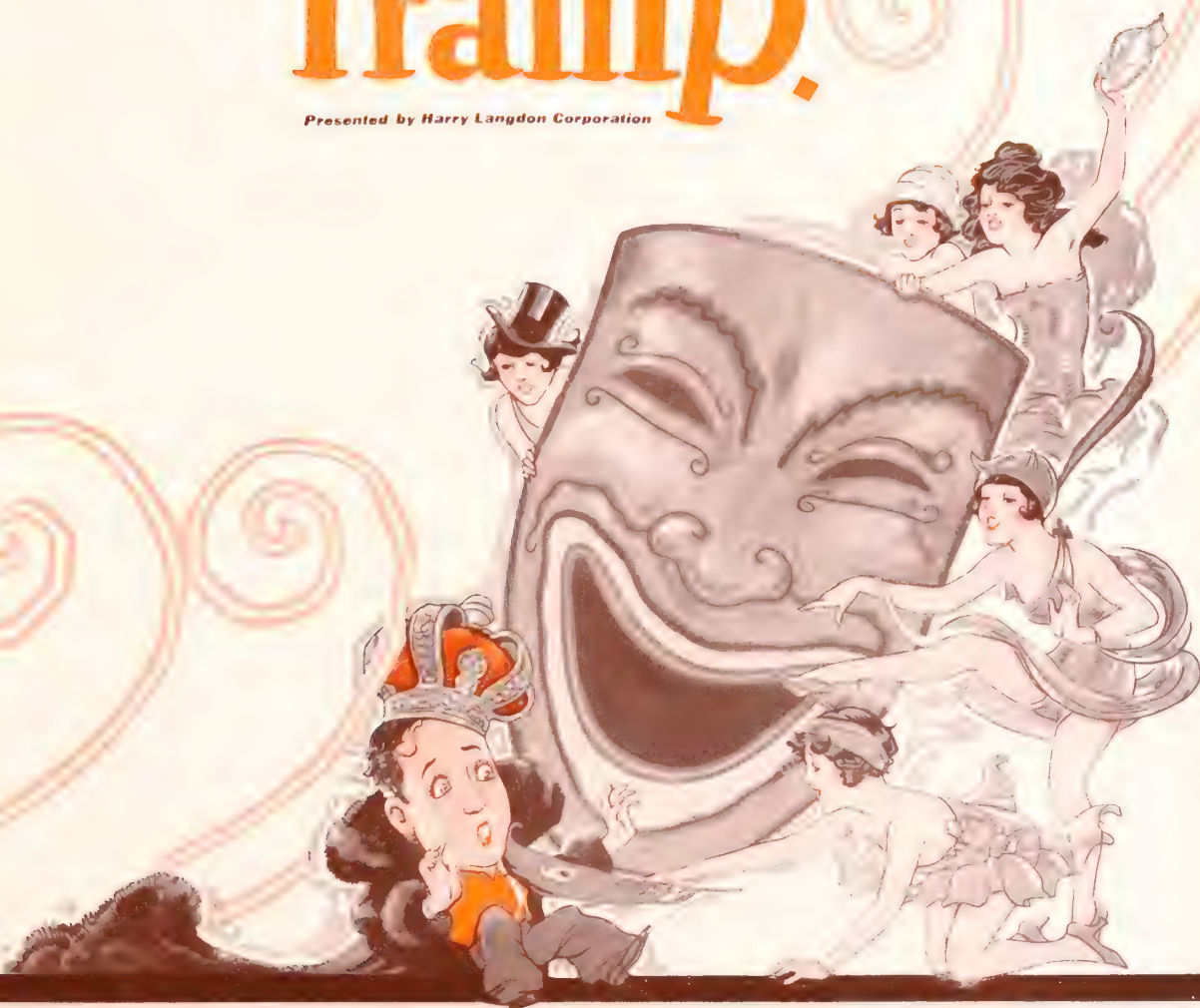
Langdon

- starts a Coast-to-Coast marathon in his first feature comedy for First National
- - but the laughs he starts will be heard 'round the world

*His first for
First National is*

Tramp, Tramp, Tramp.

Presented by Harry Langdon Corporation



outs! The season's comedy sensation!

HE WHO GETS SLOPPED

CRAZY LEGS-CRAZY SMILE
CRAZY-QUILT OF GIGGLES, GAGS AND
GRIMACES...SIX MONTHS AGO HE
WAS FAMOUS...MERELY FAMOUS.
BUT TODAY, AFTER "SALLY" AND
CLOTHES MAKE THE PIRATE
HAVE MADE HIM A PANIC, EX-
HIBITORS SING THIS NEW BOX-
OFFICE LULLABY:—

HE'S ERROL

ROCK-A-BYE RECORDS AT TWO-DOLLAR TOP
WHEN ERROL SHOWS THE THEATRE WILL ROCK
WHEN HIS LEG BENDS THE RECORDS WILL FALL
UP WILL GO HOUSE-FULL SIGNS, PROFITS AND ALL.

LEON ERROL LUNATIC AT LARGE

Directed by FRED NEWMAYER...Produced under the supervision of EARL HUDSON

Winner after winner! No wonder exhibitors



bank on First National's Winner Group!

Read by millions, backed by nation-wide ex



WHAT would any girl do if she were hungry for life and suddenly received one million dollars—no questions asked? Joanna started out to spend.



NEW YORK'S gayest clubs whirled around Joanna—house parties, escapades across the continent. Could she return to poverty when her money was spent?



OR would one of the men who flattered her and her million marry her?



OR could she expect to regain the boy who once offered love?

Edwin Carewe presents

Joanna

PRE-RELEASED in December, "Joanna" is already sweeping the country with terrific success. Nearly 200 newspapers have serialized H. L. Gates' story; and with every scene of heartbreak and happiness vividly pictured, "Joanna" has a ready-made audience for all theatres.

*The Girl of today
—with lips too red
—with eyes too bright
—but with a happily
old-fashioned heart.*

Dorothy Mackail
and Jack Mulhal



Exploitation. First National showmanship again.

By the author of
"The Sheik"

Sam E. Rork
presents

"The Desert Healer"

Marion Fairfax Production



A New Love Story of the Desert by that Remarkable Human Who Wrote The SHEIK



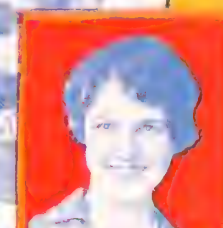
The DESERT HEALER
BY E. M. HULL



Lewis Stone



Tully Marshall



Ann Rork



Barbara Bedford



Nita Naldi

PUBLISHED first in "Cosmopolitan Magazine;" as a book, a seller that equalled the records of "The Sheik;" then syndicated through the most important newspapers in the U. S. A.—eight million people have already read "The Desert Healer."

They're only part of the audience that awaits Sam E. Rork's presentation.

Rork is a showman! He saw opportunity in "Ponjola" and "Clothes Make the Pirate"—two stories that many producers con-

sidered "too original." Their success ran like wildfire from coast to coast.

Now, in conjunction with Marion Fairfax, he has chosen "The Desert Healer"—the story with 8,000,000 readers. Lewis Stone, Nita Naldi, Barbara Bedford, Tully Marshall and Ann Rork, heading the stellar cast, are players who bring to the screen all the drama, oriental romance and conflict enacted against the untrammelled backgrounds of the East. Directed by Maurice Tourneur.

EIGHT MILLION READERS ALREADY!



"THE FAR CRY"

*rings through a
climax of flame*

IT'S a scene for every audience to gasp at —when fire sweeps among the feasters at a Venetian pageant and tongues leap across the canal at the escaping gondolas.

VIVID as that climax is the story is vivid, too: a powerful portrayal of wanderers abroad, defiant, pleasure-mad people deriding the Far Cry from home.



ARTHUR RICHMAN'S
play~~the rage of two
continents~~enacted by
**BLANCHE
SWEET**
JACK MULHALL
MYRTLE STEDMAN
HOBART BOSWORTH
Directed by~~BALBONI
JUNE MATHIS Editorial Director

Produce your box-office records to check

Announcing:-

ANOTHER MONEY SPINNER

TAKE a woman from luxury and she'll find her own way back. Israel Zangwill's play develops that theme with brilliant sequences of extravagance and gripping contrasts of human nature dressed in rags. "Too Much Money" comes at the height of Zangwill's vogue, after "We Moderns" established his screen reputation.

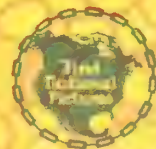
John Francis Dillon, director of "Flaming Youth" and "We Moderns," has given this his finest directorial efforts and brought together Lewis Stone and Anna Q. Nilsson, the most popular screen combination, to ensure for "Too Much Money" as instantaneous a reception as his previous productions have won.

First National Pictures, Inc.
Presents

TOO MUCH MONEY

with **LEWIS STONE and ANNA Q. NILSSON**

Directed by **JOHN FRANCIS DILLON**
Produced under the supervision of
EARL HUDSON



up the records of First National's producers.



Marry? Yes! Settle down?
NO!
 ~NOT WITH SEVEN WIVES!

WHOEVER said the first hundred years are the hardest was figuring on only one wife. Anybody who thinks six more wives than the law allows makes it any snappier, should pause and remember they just broke up the harem business in Turkey. If there was anything in it they wouldn't have quit organizing harems. You can't fool a Turk.

Here's comedy de-luxe — funny enough to split the sides of a marble box-office. The story of a movie-sheik who married for fame and kept on marrying because his press agent made him. Color and glamor, gorgeous beauties, and that title — "Bluebeard's Seven Wives!" Few titles can equal its pulling power!

**FULL OF
 SCREEN
 FAVORITES**

and
 the screaming truth
 of how a lot of
 stars get that way



ROBERT KANE Presents—
**BLUEBEARD'S
 7 WIVES**

with
 Blanche Sweet, Lois Wilson, Ben Lyon,
 Dorothy Sebastian, Sam Hardy & Diana Kane

Directed by—ALFRED A. JANTZ
 Story by—BLANCHE MERRILL & PAUL SCHOFIELD

First National has the pictures~~

LOUIS B. MAYER
presents
The John M. Stahl
PRODUCTION
MEMORY
LANE



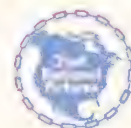
"... Where the dawn of tomorrow kisses
the dusk of yesterday, *Memory Lane* begins."

RETRACING his steps back over memory lane, the boy who had gone out of her life, but not out of her heart, returned to pierce the bubble of her love-dream—because it meant her happiness.

Such is the living drama of "*Memory Lane*" made by that great reporter of life, John M. Stahl—carried to dramatic heights by Eleanor Boardman and Conrad Nagel.

When you think of John M. Stahl, you think of "*The Dangerous Age*" and "*Why Men Leave Home*;" and you *know* how the crowds will follow "*Memory Lane*."

*An original play by
John M. Stahl and Benjamin Glazer.*



and those pictures are the season's hits!

Put 3 stars against

The 2nd Chance

with

Anna Q. Nilsson



It's the most widely read novel
by Mrs. Wilson Woodrow, one
of America's star authors



Anna Q. Nilsson and Huntley Gordon,
who enact the drama unforgettably,
command an audience that rivals
any stars.

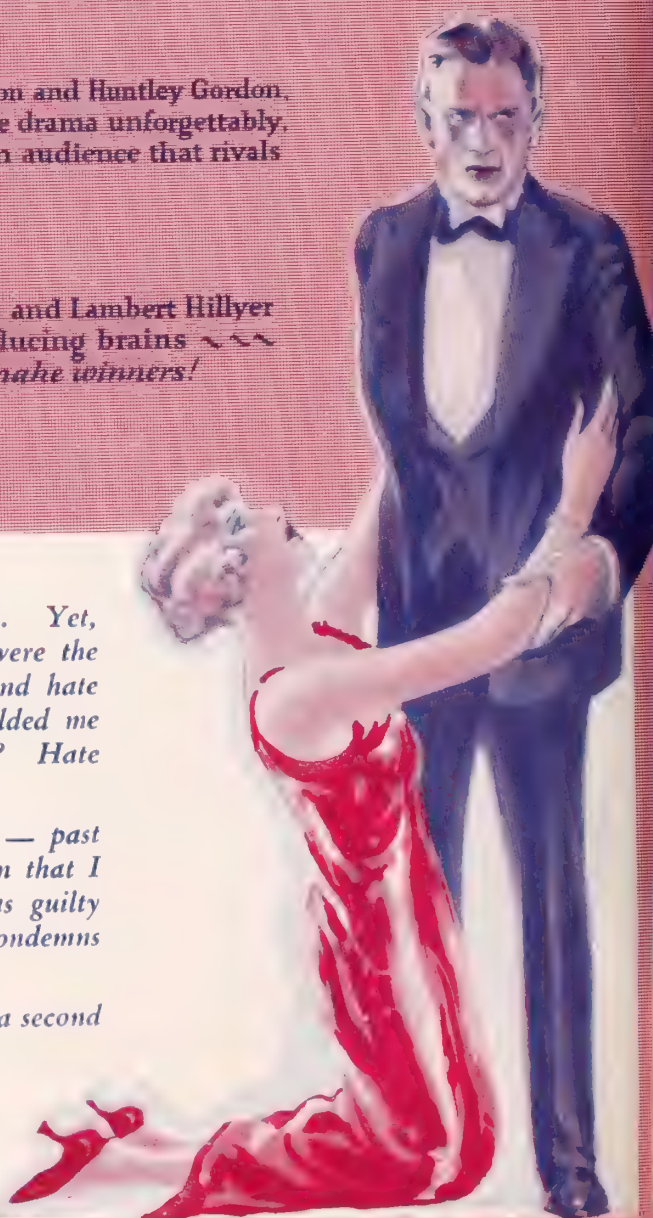


June Mathis and Lambert Hillyer
are the producing brains ~~~
and they make winners!

*"Who am I? You have forgotten. Yet,
you sent me to prison once. You were the
judge. I came out hating you — and hate
made a woman of me. What molded me
in the fashion men call beautiful? Hate
of you!"*

*"But you have seen deeper into me — past
beauty — past hate — you have seen that I
love you! But you remember I was guilty
once, and in your mind one sin condemns
a woman forever.*

*"It is love that is asking you now for a second
chance!"*



1926 will be your biggest year because

The newest idea in surprise stories!

First National Pictures Inc. presents

THE SAVAGE

by Ernest Pascal
with

May McAvoy
and Ben Lyon

SOUTH SEAS? Yes. The story starts on a desert island where explorers go to discover a new race of white savages, and think they've found one. They bring him back to New York, exhibit him in a cage; and through his bars he loves the girl who put him there.

Who is he? A savage? No!

That's revealed in an astounding denouement when the picture veers from tropical romance to a thrilling drama of newspaper life — an "inside" unwritten story that makes new, swift, surprising entertainment.



1926 finds First National at its peak!

Direct from Drury Lane!

RECALL all the spectacular melodramas that have created a furore during the past decade, and the most notable of them have come from Drury Lane. Rarely does a Drury Lane production reach the screen these days, however, except perhaps as a revival, although producers want them, exhibitors want them and the public clamors for their headlong dash of action, thrill and romance.

SELDOM is more than one of these mammoth presentations staged at the famous Drury Lane Theatre, London, each year; and in securing this year's reigning sensation for distribution as a First National Picture, Faultless Pictures Corporation has scored an unquestioned "scoop."

THE title is "Good Luck!" Hear the thunder of racing hoofs and the throb of hearts in it. "Good Luck" brings the year's best luck to you!



FAULTLESS PICTURES
CORPORATION
presents
"Good Luck"
By Seymour Hicks and Ian Hay
Direct from the famous
Drury Lane Theatre
London
Starring
Conway Tearle



A large, colorful illustration of a man and a woman in a casino setting. The man, Ben Lyon, is wearing a tuxedo and looking at the woman. The woman, Belle Bennett, is wearing a red dress and holding a fan of cards. They are both looking at a table with chips and cards. The background is a blurred casino floor with other people.

"I'll see you!"

LIFE and men—Sylvia Fleming played against them and SAW them, and around the baize tables of Monte Carlo she was called The Reckless Lady.

Reckless? She was a mother whose first gamble was love. Then for fifteen years she gambled for the money that kept her children; and when the man who had admired her loved her daughter instead, the Reckless Lady made her last great gamble against Fate that enmeshed the girl. And at Fate she cried: "I'll see you!"

Where but in Monte Carlo could such a tale be set? Who but Belle Bennett could enact that role?

*From Sir Phillip Gibbs' Novel
directed by Howard Higgin.
Scenario by Sada Cowan.*

119317
**BELLE BENNETT
BEN LYON
LOIS MORAN
JAMES KIRKWOOD
LOWELL SHERMAN
CHARLES MURRAY**

Robert Kane presents
**The RECKLESS
LADY**

Her winnings are yours!



First
National's
SECRET
SPECIAL!

CONWAY
TEARLE
and
ANNA Q.
NILSSON

and a cast including
MAY ALLISON
IAN KEITH
JEAN HERSHOLT
LUCY BEAUMONT



RICHARD A. ROWLAND *Presents*
The spectacular adaptation of EDITH O'SHAUGHNESSY's *novel*

The Viennese Medley

written for the screen
and produced by **JUNE MATHIS**

MONTHS and months of secret production activity—and such a picture as exhibitors have always hoped for is achieved!

Madness of war—not on the firing line, but in the cities where life is squandered to forget death! Love—blazing, flickering, dwindling in a starved people. Famine and faith; dread, hope, hysteria!

The human emotions of Vienna—the city of pleasure turning to a city of grief—sweep like the Danube between panoramas of palaces and slums!

—Incomparable!



Production Manager Ray Rockett
Chief Cinematographer John Boyle
Art Director E. J. Schuller
Film Director George McGuire

At the crest of MICHAEL ARLEN'S popularity—ROBERT KANE has produced the richest story Arlen ever wrote

'The Dancer of Paris'

MEN were as minutes in her life and she was very young



If it were possible to select from the wealth of pictures in First National's January-to-June aggregation one production as the most distinctive, "The Dancer of Paris" would claim long consideration.

By the author of "The Green Hat" and "These Charming People," this story occupies a place of its own. And the picture catches Arlen's spirit in following the steps of the little American dancer of Paris—the toast of the boulevards—until her steps become a frenzied beat of heels, dancing in despair.

Curdell



Conway Tearle



Dorothy Mackaill

"The DANCER of PARIS" will conjure crowds

When you go beyond
the twelve mile limit
there's no limit to
the drama and thrills.

MUFFLED engines and an armed crew—a shot from coast-guard cutters across the bow—the race for shore—engines wide open now and roaring—little jets of crackling flame; and the fight is on. Bottles for the booty.

It's a war of wit and millions against the most thrilling background the screen can offer.

From the tropical Bahamas, the sea, the underworld and social upper-world come the amazing characters of "Molasses," directed by Alfred A. Santell. It's the first picture of its kind.



M.C. LEVEE
presents

MOLASSES

with an all-
star cast

*The drums are silent~and
the rushing tide of glory is
a broken stream of life
ebbing through the glare
of London's lamps ♦ ♦ ♦*

from
SIR PHILLIP GIBBS'
remarkable novel,
"Heirs Apparent," which
Eduin Carew
has pictured with terrific power.

**20th Century
Unlimited**
**MARY ASTOR
LLOYD HUGHES**

ALEC FRANCIS,
DOLORES DEL RIO
and an excellent
supporting cast.

"No, you wouldn't!" said Harshe, glancing at him with a queer look of envy. "You were young enough to miss that welter of war. There used to be lists of casualties. 'Dead, wounded, missing.' Those were the lucky ones. I wish I'd been in the first lot—laid out by a clean little machine gun bullet! . . . There's never been a list of other kinds of casualties—the real victims of war—girls who married the first man that came along because he wore a uniform and looked like a hero, the girls who thought war a glorious lark, made for liberty; the boys who got shell shock, the lads who made a dash for life and got hurt—between the wheels—the men who came back after victory and couldn't get a job, and were numbered among the useless with Comrades of the Great War . . ."

Julian listened with a sense of incredulity. The fellow was painting a vivid picture and England was



Every First National Picture

Let them call me commercial if they will - box-office value is what counts. And in 'Pals First' with a finely dramatic plot charged with the humorous elements that the hobo's masquerade presents, I believe I have a story that comes as close to 100% entertainment as any story can. *Edmund Farnum*

THE MAN WHO WENT OUT:—Dick Castleman, gentleman. And the girl who waited for him still waited wearily even though she heard this news: "Dick Castleman lost at sea."

THE MAN WHO LOST HIMSELF:—Convict 784, escaped. Pursued, scuttling through the night, the jail-siren moaning and swelling the pursuit, he changed his identity.

AND THE MAN WHO CAME BACK was a laughing hobo, mistaken for Dick Castleman, returned from the dead. An old Southern estate was given to him. This happy imposter chuckled himself into a fortune—but the eyes of love saw right through him into incredible shadows of the past.

Edmund Farnum
presents
"PALS FIRST"

The picture for business
and pleasure!



SEIFEL
STAD

brings you a cast of stars

Frank Lloyd
The Presents
**SPLENDID
ROAD**

by Vingie B. Roe

A woman who lived like a man. A girl who was only a girl. And a dance hall girl ~ a red-lipped frenzy. They play strange parts at the cross-roads of the Splendid Road



Hailed as the epic of the clipper ~ ships that battled the bergs around Cape Horn when the world followed the golden trail to Sacramento



ANNA Q NILSSON
LIONEL BARRYMORE
ROBERT FRAZER

EDWARD EARLE GLADYS BROCKWELL
PAULINE CARON MARCELINE DAY
RUSSELL SIMPSON GEORGE BANCROFT



Frank Lloyd's two productions reflect First

*Chosen among the year's greatest productions -
Proved a special over and over again by the box-office test -*

"WINDS OF CHANCE"

REX BEACH'S ALASKAN MASTERPIECE

*Thrillingly
Filmed!*



*With such a cast as only
FRANK LLOYD can assemble:*

ANNA Q. NILSSON ~ BEN LYON
VIOLA DANA ~ VICTOR M'LAGLEN

Dorothy Sebastian ~ Hobart Bosworth
Claude Gillingwater ~ Philo McCullough
John T. Murray

D. Bairino.

National's standards in winners and specials.



*The Biggest
Show
on Earth*

The **LOST WORLD**
is amazing Six Continents

No other picture has scored so startlingly.

No other picture has played so many long runs.

No other has won such a unanimous box-office verdict:
"Business Tremendous!"

And it's still going strong!



by SIR ARTHUR CONAN DOYLE
presented by arrangement with
WATTERSON R. ROTHACKER
with

BESSIE LOVE, LEWIS STONE
WALLACE BEERY, LLOYD HUGHES

Research and Technical Director, WILLIS H. O'BRIEN
under supervision of EARL HUDSON.

Two record breakers! First National's specials

Al and Ray
ROCKETT
Present

ABRAHAM LINCOLN

~ the *living* picture

"Abraham Lincoln" never
will die.

Today the picture lives in the
memory of as vast an audi-
ence as has ever witnessed a
production. More than 8000
theatres have played it for
extended runs, and this year
"Abraham Lincoln" will set
a record for return engage-
ments that will place it first
among the classics of the
screen.

Repeat "Abraham Lin-
coln" and repeat the His-
tory of 8000 Theatres:
"Business Exceptional!"

Awarded
the Photoplay
Magazine Medal
as the finest
production of
it's year

Scenario by FRANCES MARION
Directed by PHILIP ROSEN

prove themselves specials by performance!

—and no one can parallel
First National's line-up —
26 BIG PICTURES and
2 STUPENDOUS SPECIALS
between January and June, 1926 —

*—in addition to the Specials and Winners of the
Winner Group that have already come one
after another, smashing records day after day*

The pictures speak for First National.

Examine the list with a showman's eye. Even if you can forget the magnitude of the stars who have made them; even overlooking the unquestioned box-office ability of the producers and directors; even putting aside First National's record of performance, which backs every First National Picture with the full force of a guarantee; but getting right down to "WHAT'S IN THE PRODUCTION?"—

The answer is: "JUST WHAT THE PUBLIC COMES CROWDING TO SEE."

With instinctive and practised showmanship First National offers the exhibitor HIS KIND OF PICTURES! *They play to capacity.*

Book

**WINNER
GROUP**



First National Announces Spring List



Richard A. Rowland

TESTED BOX OFFICE VALUES

By Richard A. Rowland

General Manager of First National Pictures, Inc.

WE are in the show business and you know what that means—fast thinking and snappy action.

We try to think six months or a year ahead of the public and guess what people will want before they know themselves.

What's going to catch on and what isn't—That's the question that takes a lot of guessing.

The unexpected happens. It always will happen in the show business; but that does not mean that there are no definite values on which you can bank. In the long run the lucky breaks will be pretty equally distributed.

The business of a producing organization, as I see it, is to insure the exhibitor by offering him values of proven worth at the box office. Values in stars, values in stories, values in directors, values in a type of production of tested audience appeal—these are tangible assets which an exhibitor has a right to expect fifty-two weeks in the year. They are his assurance of a profit on his investment. Over and above these assured values, there will be an occasional extraordinary production, such as "The Lost World" of last year, "The Sea Hawk" of the year before, "The Viennese Medley" and "Men of Steel" of the coming season.

But exhibitors don't live on occasional super-specials. They are the cream and cake. The bank account grows fat or lean according to the drawing power of the pictures that reach the theatre week after week. The company that consistently, month in and month out, year in and year out, offers sound values is giving stability to the industry as a whole and enriching the individual exhibitor.

First National has grown and prospered through a development of this policy—the building up of picture values. The best evidence that we have succeeded is the testimony of the exhibitor himself offered in box office reports such as those published in the News a few weeks ago. First National came first in the number of pictures selected as money-makers.

This result is not accidental. It is not
(Continued on third page this section)

SPRING PROGRAM

Norma Talmadge in "Kiki,"
Colleen Moore in "Irene" and
"Miss Nobody."

Constance Talmadge in "Silky
Ann."

Milton Sills in "Men of Steel"
and "His Partner's Wife."

Corinne Griffith in "Mlle. Modiste"
and "Ashes."

Richard Barthelmess in "Just
Suppose" and "The Kid from
Montana."

Johnny Hines in "Rainbow
Riley" and "The Brown Derby."

Harry Langdon in "Tramp,
Tramp, Tramp."

Leon Errol in "The Lunatic at
Large."

"The Desert Healer," Sam Rork-
Marion Fairfax Production.

"Too Much Money," Earl Hud-
son Production.

"The Far Cry," First National.
"Memory Lane," John M. Stahl
Production.

"The Second Chance," First Na-
tional.

"The Savage," First National.
"Good Luck," E. M. Asher Pro-
duction.

"The Reckless Lady," Robert
Kane Production.

"The Viennese Medley," June
Mathis Production.

"The Dancer from Paris," Rob-
ert Kane Production.

"Molasses," M. C. Levee Produc-
tion.

"Twentieth Century Unlimited,"
Edwin Carewe Production.

"Pals First," Edwin Carewe
Production.

"The Girl from Montmartre,"
Sawyer-Lubin Production.



Robert Lieber

THE PRESENT—THE FUTURE

By Robert Lieber

President of First National Pictures, Inc.

I LIKE to remember that the present makes the future.

If we are doing the right thing here and now, the future will take care of itself.

This little bit of common sense philosophy applies to companies as well as to individuals.

Every hour of every day we are making the future for ourselves and for those influenced by our activities. This thought came to me very forcibly when I was in Europe this autumn, travelling and resting and storing up strength for the future.

In theatres of Germany, England, France and Italy I saw First National pictures that we made a number of years ago. Most of them have been well-nigh forgotten in this country, but right now they are very much alive abroad.

While we were doing our best to fulfill the present needs of exhibitors in the United States, we were at the same time building for the future influence of American motion pictures the world over.

From its inception, First National has had one ideal, one purpose—a service to exhibitors of the finest pictures obtainable. These pictures must be supplied at a cost insuring the exhibitor, the producer and the distributor a fair profit on the investment.

In 1918, the founders of First National saw this as a present need and sought to meet it in a way that it never had been met before—through an organization of, by and for the exhibitor.

The basic principle behind First National has never altered. From week to week we have aimed to meet the present need of the exhibitor and in doing so have taken care of a future far beyond the most optimistic dreams of the handful of exhibitors drawn together by a common purpose.

Each year the surface problems of the industry may seem to change; but after all there are only two great needs for the present and the future—good pictures and square dealing. First National is supplying both.



Sam Spring, Secretary-Treasurer and Chairman of the Sales Cabinet, First National Pictures.

Stars of First National Features



The star galaxy of First National's program for spring. Upper row: Milton Sills, who will be seen in "Men of Steel" and "His Partner's Wife;" Constance Talmadge, in "Silky Ann;" Richard Barthelmess, in "Just Suppose" and "The Kid from Montana." Corinne Griffith, in "Mlle. Modiste" and "Ashes;" Norma Talmadge in "Kiki," and Colleen Moore, whose vehicles will be "Irene" and "Miss Nobody." Bottom row: Johnny Hines to be starred in "Rainbow Riley" and "The Brown Derby;" Harry Langdon, who will make his First National debut in "Tramp, Tramp, Tramp;" and Leon Errol, who will appear in "The Lunatic at Large."

Twenty-Six and Two Specials From First Natl.

FIRST NATIONAL PICTURES announces twenty-six regular releases from January to June, 1926, and two super-specials.

It is doubtful if at any time since its organization in 1918 has First National faced a new year with such a compelling line-up of productions—the output of studios on the East and West coasts and of independent producers.

Glancing over the list of titles, it is interesting to note that most of the pictures are based on famous plays and best selling novels that already have enlisted the interest of millions of playgoers and readers. Advance advertising already has been given the pictures through the mediums of the stage, books, magazines and newspapers.

All the First National stars are represented in the output of the next six months. Norma Talmadge, Colleen Moore, Corinne Griffith, Constance Talmadge, Richard Barthelmess, Milton Sills, Harry Langdon, Leon Errol and Johnny Hines will be seen in productions.

Following the policy that always has been adhered to by First National the output of independent producers of the first rank will occupy an important place in the new season's program. Producers contributing pictures that promise to be of conspicuous importance are Joseph M. Schenck, Robert T. Kane, Edwin Carewe, Frank Lloyd, M. C. Levee, Sam Rork, E. M. Asher, C. C. Burr, Marion Fairfax, J. Boyce Smith of Inspiration and John M. Stahl.

John E. McCormick will present Colleen Moore and, also on the West Coast, June Mathis will retain an important post as a production executive. At the Eastern Studios, General Manager Richard A. Rowland has carried out his belief in the unit system of production by placing Earl Hudson at the head of one unit and Al Rockett at the head of another with Ray Rockett acting as business manager at the studios.

Much is expected of the two big specials now nearing completion, "The Viennese Medley" made in Hollywood under the supervision of June Mathis and "Men of Steel," an Earl Hudson production starring Milton Sills. First National reports that "The Lost World" and "Abraham Lincoln" are continuing to establish records in large and small theatres throughout the country.

TESTED BOX OFFICE VALUES

By **Richard A. Rowland**

(Continued from page 1 this section)

due to lucky breaks. I believe it to be the outcome of a consistent policy. And what we accomplished last year we are certain to surpass this season for the reason that the tested box office values of First National pictures are stronger than ever. New names have been added to an unbeatable list of stars. We have a wonderful line-up of sure-fire stories and the producers and directors contributing to the First National program stand at the top of their profession.

For the season of 1926 First National has a combination of box office values that insure success.

BARTHELMESS PICTURES

THE first of the Richard Barthelmess productions for the new season is "Just Suppose," adapted from the play by A. E. Thomas, produced by Inspiration Pictures and directed by Kenneth Webb. Supporting Mr. Barthelmess are Lois Moran, Geoffrey Kerr, Bijou Fernandez and a number of other well known players.

The story concerns the heir to the throne of a small principality of Southern Europe who shows a lack of dignity that worries his royal parents. Prince Rupert falls in love with a pretty American girl and she with him, whereupon there starts a delightful romance under unfavorable circumstances, for, of course, the royal prince will not be permitted to wed his American sweetheart.

Prince Rupert is rudely shaken from his dream castle when he is ordered to return to his country and prepare for his duties as a ruler. An unexpected happening makes possible the union of the young lovers when a happy culmination of their love seemed impossible.

Following "Just Suppose" Mr. Barthelmess will be seen in "The Kid from Montana" in which he portrays the character of an untutored cowboy who falls in love with an Eastern society girl. In this picture Mr. Barthelmess has a role unlike any he has portrayed during his long career.

"THE DESERT HEALER"

THE first Marion Fairfax production being produced in collaboration with Sam Rork, promises big things at the box office.

The title of the picture is "The Desert Healer," a screen version of the best selling novel by E. M. Hull, author of "The Shiek." In book form the story had a tremendous sale. Also it proved to be one of the most popular serials run in the Cosmopolitan Magazine in a long time. Following the magazine publication came serialization in the Hearst chain of newspapers. All told, it is estimated that the story has had no less than eight million readers.

In the screen version the locale is a picturesque part of India where the dramatic sequences of the tale are unfolded. Mrs. Hull has designed a plot admirably adapted to motion pictures and the producers are giving it a colorful production. Among those prominent in the cast are Lewis Stone, Barbara Bedford, Tully Marshall and Anne Rork. Miss Rork is the daughter of Sam Rork and this marks her debut as a picture actress.

"TRAMP, TRAMP, TRAMP"

THE first Harry Langdon feature production has been entitled "Tramp, Tramp, Tramp." It was made under the direction of Harry Edwards with Joan Crawford, Edwards Davis, Carlton Griffith and Tom Murray in the cast supporting the famous comedy star.

Jim Burton, a multi-millionaire shoe manufacturer has two hobbies, his daughter and his business. As a publicity stunt to advertise the shoes he manufactures, Burton arranges a foot race across the continent, a great barbecue being prepared to celebrate the start of the race.

Harry Langdon, as Mr. Nobody, chances to attend this barbecue and see the shoe manufacturer's daughter Betty, with whom he immediately falls in love. He enters the race with results of a tragi-comic nature. Betty and her father cross the continent and are among the thousands waiting at the finish line when the pathetic Mr. Nobody steps across, the winner. Naturally he finds favor with the admiring Betty.

Weeks were spent in the preparation of this story, the most successful gag men on the coast being employed on the development of the comedy incidents.



First National Production executives on the East and West coast. From left to right: Ray Rockett, business manager Eastern studio; John E. McCormick, general manager of production on the West coast; Earl Hudson, head of the Eastern studio unit; Al Rockett, head of Eastern studio unit; June Mathis, editor-producer, West coast studios.



Executives of First National's Sales Cabinet. Ned Depinet, manager of Southern Territory; Ned Marin, manager of Western Territory; A. W. Smith, Jr., manager of Eastern Territory.

Milton Sills to be Starred In "Men of Steel"

MILTON SILLS will be seen in one of First National's big specials, "Men of Steel," a dramatic story of the steel industry, many of the scenes for which were made at the steel mills in Birmingham. First National secured the fullest co-operation of Judge Gary in the making of this picture, an Earl Hudson production under the direction of George Archainbaud.

Jan Bokak, immigrant laborer in the Mesaba iron mines confesses to the murder of Mary Berwick's brother on the night he has become engaged to Mary. He thinks Mary's brother, Alex, is the murderer and wants to save him. He escapes and makes his way to the steel mills owned by Cinder Pitt. There he becomes a leader among the mill workers and is a real power among the men. Labor agitators try to bring him into a plot to wreck the mill but he spurns them when he finds it will cause the death of some of the workers. He rushes through the mill as the plotters overturn a large water tower on to the section which contains the blast furnaces.

Pitt's daughter, Clare, is in the mill at the time but is saved by Jan who is now known as John Brook. Jan invades the quarters of the labor agitators and is wounded so badly he is expected to die. Pitt has him taken to his home where he is nursed back to health. Then when he finds Jan and Clare in each other's arms he announces they are engaged. They are shocked at the announcement but go through with it.

Meanwhile, back at the range Mary Berwick's mother reveals that she is the runaway wife of Pitt and that Mary is Pitt's daughter and sister of Clare. When Mrs. Berwick dies, Mary and her brother, Alex, and a friend, Pete Masarik, come to the mill city. Mary goes to Pitt's home to tell him who she is but meets Jan there with Clare. She accuses Jan of murdering her brother. Jan in dramatic fashion proves his innocence when he takes them to the mill and forces a confession of guilt from Masarik. The day of the wedding comes and Mary is among the crowd of workers who gather in front of the Pitt home to cheer their hero and the mill owner's daughter as they leave for the church.

The crowd is wild with delight for it means one of them will rule the mills. Clare and her father leave the house first. A few

minutes later Jan comes out but Mary faints when she sees him and he carries her back into the house. There his old love surges anew and he decides to turn down Clare and marry Mary.

He goes to the church, calls off the wedding and is married to Mary by a Justice of the Peace. The crowd, now a mob, attacks Jan and Mary as they depart from the office. They are about to hang Jan when Pitt rescues him only to learn that Jan has really married his daughter after all, the long lost daughter he never more expected to see. A particularly strong cast has been assembled in support of Mr. Sills, including Doris Kenyon, Victor McLaglen, Mae Allison, Frank Currier, George Fawcett and John Philip Kolb.

"HIS PARTNER'S WIFE"

IN ADDITION to "Men of Steel," Milton Sills will be starred in an adaptation of a story by Henry Holt originally entitled "On the Plinth." The new title is "His Partner's Wife."

One million dollars, owned jointly by the four men in a locked room, has disappeared from their office safe. One of the four must be the thief. It is agreed that if the guilty one gives the combination of his private safe, immunity will be granted to the extent of allowing him to go free if he safely walks the five-inch plinth from the window of the locked room to the window of the

next. One man, sensing that the real thief is the woman he loves, the wife of one of the others, decides to confess to save her. He makes the terrifying trip, returns the money which the woman has placed in his private safe, and then persuades her not to elope as she had intended but to return to her husband. He has suffered but feels that he has done well. His friend brokenly thanks him after his returned wife confesses.

"GOOD LUCK"

ADRURY LANE melodrama of the ever popular type has been selected by E. M. Asher as his contribution to the First National list for the new season. It is entitled "Good Luck."

As a play "Good Luck" ran for many months in London and on account of its dramatic qualities was much in demand by motion picture producers. Mr. Asher paid a high figure for the screen rights and is planning to produce the story on a big scale, making the most of the thrilling incidents it contains.

The characters run true to melodramatic form, the plot developments hinging upon the clash between the villain and the hero in their pursuit of the heroine. "Good Luck," however, is a strictly up-to-date melodrama in which all the improvements of modern science are used. The airplane, radio and other modern devices are utilized in the preparation of a genuine thriller.

"THE SAVAGE"

ADAPTED from an original story by Ernest Pascal, "The Savage" will be an Earl Hudson production. The story concerns Dan Terry, a reporter sent to the Mariposa Islands, south of the Equator with instructions to reach the islands in advance of an expedition headed by Professor Atwater. His job is to score a scoop on a rival newspaper. Terry goes by airplane and is wrecked when he reaches the islands. Scarcely has he climbed from the wreckage, when he is knocked unconscious by a falling tree, toppled over in a terrific storm. He is found by Professor Atwater and his daughter, who conclude that he is one of the white savages and take him back to New York where he is exhibited as a curiosity. Terry escapes, and, of course, in the end marries the girl with whom he has fallen in love. Ben Lyon and May McAvoy are cast in the featured roles.



E. Bruce Johnson, manager Foreign Department, First National Pictures.



Advance stills from "Men of Steel," the First National Special starring Milton Sills and directed by George Auchainbaud under the supervision of Earl Hudson.

"The Viennese Medley" Will be A Special

"THE Viennese Medley," one of the two big specials of First National's program, was made on the coast under the supervision of June Mathis, who also wrote the continuity from a story by Edith O'Shaughnessy. The direction was in the hands of Curt Rehfeld assisted by Charles Woolstenhulm.

The cast reads like a who's who of Film-land with important roles being played by Conway Tearle, Anna Q. Nilsson, Mae Allison, Ian Keith, Lucy Beaumont, Nigel de Brulier, John Sainpolis and Edward Earle. A tremendously moving and spectacular production is promised in "The Viennese Medley." It has as its background the aristocracy of Vienna, before, during and after the war. The two central figures are Fanny Von Berg, played by Anna Q. Nilsson and Count Von Hartig played by Conway Tearle. Fanny's family is thrown into consternation when she innocently becomes involved in a scandal forcing the postponement of her marriage to the Count. After a period spent on a farm allowing the scandal to subside, Fanny returns to Vienna where the populace is suffering from the inroad of war profiteers. She does everything in her power to relieve the distress of those in want.

It is doubtful if any picture dealing with war and post-war developments in Europe has painted in such realistic colors the suffering of those caught in the maelstrom. There is a vivid personal story in the development of the lives and characters of the people met in "The Viennese Medley" and

behind it all is a graphic presentation of what the war has meant to Europe. Months have been spent in the perfection of every detail that would contribute to a correct picturing of the incidents utilized in the unfolding of the story.

"TWENTIETH CENTURY UNLIMITED"

SIR PHILIP GIBBS is the author of "Heirs Apparent" which is being produced by Edwin Carewe under the title of "Twentieth Century Unlimited." The period is four years after the war in England, a time of recklessness and cynicism and discontent with mid-Victorian morality.

Because they returned home intoxicated after a rather unconventional party, both Audrey Nye and Julian Perry are expelled from the schools they are attending at Oxford. When Julian's car in which they have started for London, breaks down they decide to walk to the city. In the course of their hike, which takes a couple of days, they are obliged to stop at inns where they are seen by friends of both their families and when they reach home they find that damaging reports have preceeded them.

Julian is the son of the editor of a popular jingoistic journal and the girl is the daughter of the vicar of an Episcopal parish. It soon transpires that Julian falls violently in love with the young wife of an army officer.

The gay and somewhat dissolute life of the younger set in London is depicted in realistic detail as the story weaves itself around the tangled lives of these pleasure-mad and hectic descendants of a conserva-

tive generation. In the end they are led to see the folly of their extravagances.

"THE RECKLESS LADY"

ANOTHER Philip Gibbs story included in the First National program is "The Reckless Lady" produced by Robert T. Kane, with Belle Bennett in the title role. This story was originally entitled "The Eternal Hazard."

Colonel Fleming of the British army in India, leaves his wife and child when he discovers that his neglect of her because of professional duties has driven her to take a lover. She has gone to Italy with her two children and supported them by secret gambling. Fifteen years later, the Colonel, now dismissed from the army, wants to see the children and makes an arrangement whereby his former wife moves to London where the father is living. The daughter, Sylvia, marries a wealthy young furniture manufacturer of Grand Rapids and is enabled to support the family.

Moving to Grand Rapids, she finds her European temperament out of accord with mid-west conventions. To relieve the monotony a little, she flirts with a young Frenchman employed in her husband's factory. He takes the affair seriously and ends by shooting himself, causing no end of scandal in the gossipy community. The story closes with an optimistic note when the young wife discovers that she is going to have a child and appears ready to make the best of quiet domesticity with her faithful husband. "The Reckless Lady" is a beautifully appealing story with the mother love theme paramount.



The above scenes are from "The Viennese Medley," a First National Special production made under the supervision of June Mathis.

A Group of First National Featured Players



Top row: Robert Frazer, Conway Tearle, Jack Mulhall, May McAvoy, Blanche Sweet. Second row: Belle Bennett, Ben Lyon, Dorothy Mackaill, Lloyd Hughes, Mary Astor. Third row: Lewis Stone, Anna Q. Nilsson, Doris Kenyon, Mae Allison, Ronald Colman. Lower: Hugh Allan, Joyce Compton, Lois Moran, Charles Murray, Victor McLaglen.



Scenes from "Irene" a First National picture presented by John E. McCormick, and starring Colleen Moore. An adaptation of the musical comedy of the same name.

"Irene" A Colleen Moore Starring Vehicle

"IRENE," reported to be the finest picture Colleen Moore has ever had, with its spectacular effects and its humorous and dramatic values, is completed. It is an adaptation of the musical comedy by James Montgomery which is known the country over. The theme in this instance is "Clothes Make the Woman." The locale is New York and the time is the present.

Irene O'Dare, a beautiful girl of the slums, is transformed into a lady and becomes a member of New York's smart social set. Her chance comes when Donald Marshall, who is interested in boosting a continental modiste recently arrived in New York, decides to use Irene as an advertisement for the modiste's gowns. Irene is passed off as a lady, a role she is able to fill as the result of long experience in imitating women of fashion in the store where she had worked. Her sweetness of character wins many friends and eventually she makes permanent her social advantages by marrying Donald. There are many striking and beautiful sequences in the picture, notably the fashion show shown in color through a new photographic process.

"MISS NOBODY"

IN sharp contrast to "Irene" will be Miss Moore's second production for the new season. It is entitled "Miss Nobody" and has as its central character a girl, Barbara Brown, whose father has deserted his wife and child to roam the Southern seas. The mother's death leaves Barbara at sixteen, homeless and penniless and New Year's finds her taking refuge with the mistress of a luxurious residence provided by a millionaire patron. Barbara's fresh, young beauty attracts the covetous eye of the aged rove by the name of Hardiman and eventually

she is forced to flee, adopting the disguise of a tramp. She finds a protector in a fellow tramp who saves her from various perils. In time Hardiman suffers a change of heart and provides Barbara with an adequate home. It turns out that the tramp who has befriended the girl is a son of the millionaire.

There are ample opportunities for comedy, pathos and romance in "Miss Nobody" which provides a characterization unlike any of Miss Moore's previous portrayals.

JOHNNY HINES' PICTURES

JOHNNY HINES will start off the new year with "Rainbow Riley," based on Thompson Buchanan's well-known play "The Cub" in which Douglass Fairbanks starred on the stage a number of years ago. The story concerns a cub reporter, Steve Riley, who is despatched to the Kentucky mountains to cover a feud. He meets Alice Renlow, a beautiful mountain girl, daughter of the leader of one of the factions and Jessie White, also a mountain girl, who chances to be the daughter of the leader of the opposing faction. Despite her lack of charm, Jessie makes a play for the young reporter. This triangular romance helps to complicate matters considerably and there is a chase over the mountains in which Riley is pursued by both clans. He is finally trapped in a cabin surrounded by clansmen. Alice Renlow and her brother gain entrance through an under ground passage and help the prisoner to escape. In the meanwhile Riley has managed to send reports of the feud to his newspaper and when he returns is lauded for his brilliant work.

The story has snap and action all through, is filled with humorous incidents and the

character of the reporter is just the sort of thing for Johnny Hines.

Another vehicle for the C. C. Burr star is "The Brown Derby," based on the musical comedy by S. S. Merlin and Bryant Marlow. The locale is New York's east side and the theme has to do with a promising pugilist suffering from an inferiority complex, although he is successful in amateur bouts. This pugilist, Battling Bertie as he is called, is made the objective in a bet between a wealthy young sportsman and a fight promoter, who is certain any capable man can be made a success once he is imbued with confidence in himself. Bertie is made to wear a brown derby which is supposed to bring luck and success to the wearer. The plan works perfectly in giving the small time pugilist sufficient confidence and he sweeps all before him, including the girl he loves.

"PALS FIRST"

"PALS FIRST" is an adaptation of the play by Lee Wilson Dodge, which had a long run in New York and was popular on the road.

It is a comedy-drama, the story having to do with the unexpected return to his home of a young man who is supposed to be dead. Danny Rowland and Dominie, two vagrants, are welcomed by the colored caretaker of an old mansion near Nashville because he believes that Danny is the young master, Dick Castleton, who has been away for two years. Between Danny, who has escaped from jail, and Dominie, who has also served time, there is a strong bond of friendship and the latter is anxious to get away from the estate, fearing that Danny will be exposed.



Johnny Hines in scenes from "Rainbow Riley," a Charles C. Burr production to be released by First National.



Leon Errol in scenes from "The Lunatic at Large," a First National picture adapted from the story of that title by J. Storer Clouston.

Leon Errol In "The Lunatic At Large"

LEON ERROL will follow his success in "Clothes Make the Pirate" with a comedy interpretation as the leading figure in "The Lunatic at Large," adapted from the novel by J. Storer Clouston. Dorothy Mackaill and Kenneth McKenna are in the cast directed by Fred Newmeyer.

Sam Smith, exponent of the easy life, and a man with no home or object except simply living, is tricked into a private sanatorium for the wealthy feeble-minded, where he is believed to be a rich patient who was expected there. He meets Bill Carroll, who has been railroaded to the asylum by a twin brother who is insane, but who wants to wed Beatrix Staynes, who is already betrothed to Bill.

They are so much alike that Beatrix cannot tell the difference and is going on with the wedding, not knowing she is marrying an insane man.

Bill enlists the aid of Sam who escapes and makes his way to Beatrix's home where a party is being staged to celebrate the wedding which is to take place in a dirigible right after the party. Guards arrive to get Sam who escapes again. Sam reaches the aviation field in time to grab a dangling ladder from the dirigible. He climbs aboard and succeeds in stopping the wedding. The dirigible is wrecked and lands

in the yard of the asylum where Bill is waiting for Beatrix. In the crash, Henry is hit on the head and regains his mind.

Bill and Beatrix are married and all ends happily.

"THE SECOND CHANCE"

"THE Second Chance" is from a story by Mrs. Wilson Woodrow, directed by Lambert Hillyer at the West Coast studios. It is a society drama with a racing atmosphere in which sixteen-year-old Caroline Logan is sentenced to a reform school by a young judge, Clay Jeffries. Years later, after being released from the reformatory, Caroline goes to Europe and transforms herself into a charming young woman who marries a British officer and is left a widow when he dies. She is introduced to the smart set of New York where eventually she meets and falls in love with the judge who sentenced her. Both of them become involved in a race track scandal, and there are many complications before their innocence is proven.

The story has a distinctly smart atmosphere and offers ample opportunities for character development. The cast includes Anna Q. Nilsson, Huntley Gordon, Charles Murray, Mike Donlin, Dale Fuller, Sam De Grasse and Corliss Palmer.

"MEMORY LANE"

THE Louis B. Mayer-John M. Stahl contribution to First National's program will be "Memory Lane," an original play by Mr. Stahl and Benjamin Glazer, with Eleanor Boardman and Conrad Nagel featured in the cast. Other players are William Haines, John Stepping, Eugenia Ford and Frankie Darrow.

The locale is in a New England village where Mary and Joie are sweethearts planning a future together but unfortunately the parents of Mary arrange a matrimonial alliance with Jimmy whose financial prospects appear bright. A year after the marriage, Mary is stirred by the news that Joie has returned to town. True to her marriage vows, Mary decides not to see him but she dreams of Joie as an ideal lover who during the past year has achieved success and wealth in New York.

It happens that Joie is invited to Mary's home by her husband and instead of the fascinating man she had pictured, she is appalled by the appearance of her former sweetheart. He wears a checkered suit, paste diamonds, showy tie, a derby set at a vicious angle and carries a cigar in the side of his mouth—altogether a repellant picture to the idealistic young woman who thereafter is content with her husband.



Pictorial episodes from "Just Suppose," in which Richard Barthelmess is starred. It is an Inspiration production adapted from the play by A. E. Thomas and released by First National.



Scenes from the Earl Hudson production "Too Much Money," a First National picture adapted from the story by Israel Zangwill.

Norma Talmadge to Star in "Kiki"

FOLLOWING her great achievement in "Graustark," Norma Talmadge will be seen in "Kiki" in the Spring of the new year. This is an adaptation of the famous Belasco stage success in which Leonore Ulric starred two years ago. It is being given an elaborate production by Joseph M. Schenck under the direction of Clarence Brown. Included in the cast are Ronald Colman, Gertrude Astor, Marc McDermott, George K. Arthur and Frankie Darrow. Hans Kraly made the adaptation.

"Kiki" is a street gamin of Paris, ungoverned but withall a fascinating little person with no respect for either reputations or conventions. Determined to become a dancer, she gains entrance to a manager's office by a ruse. Her naive replies to the manager's questions and her general devil-may-care attitude intrigue his interest and he allows her a try-out.

The irrepressible Kiki offends the star of the production thereby starting a feud around which much of the action of the play centers, as the street gamin reveals unexpected resources of feminine shrewdness, in time outwitting her rival. Kiki is an extraordinarily inspiring part for Norma Talmadge affording ample scope for this talented star to run the gamut of drama, comedy and pathos.

"THE FAR CRY"

PRODUCTION of "The Far Cry," based on the successful play by Arthur Richman, was completed at the West Coast Studios several weeks ago under the direction of Balboni. Numbered in the cast are Blanche Sweet, Jack Mulhall, Hobart Bosworth, Myrtle Stedman, John Sainpolis,

Dorothy Revier, Matilda Comont and William Austin.

"The Far Cry" is a society drama illustrating the social unrest of the present generation. Claire Marsh is the daughter of an American mother who has drifted away from the conventional moral code of her country from sheer slackness and inertia and is living in Paris. Claire, herself a social rebel, although still little more than a girl has already married and divorced a dissolute Frenchman.

At the time of the play, her ardent admirer is Dick Clayton, a young American studying art in Paris. There enters a wordly-wise Count who makes a play for Claire thereby arousing the jealousy of Dick. After a series of misunderstandings, the young people are content to patch up their differences and abandon the gay life of Paris and return to America.

"SILKY ANNE"

AN original story by Edward Clark temporarily titled "Silky Anne" has been selected as the next starring vehicle for Constance Talmadge for the First National program, according to an announcement just received from the office of that company.

The screen adaptation of "Silky Anne" is being made by Raymond L. Schrock and Edward Clark. Sidney Franklin will direct.

Miss Talmadge has been peculiarly fortunate in her last few pictures, notably "Her Night of Romance" and "Her Sister from Paris" and it is probable that she will continue for the time being to give portrayals in a similar comedy vein. The story in preparation now profits by the colorful atmosphere which provides such an appropriate setting for Miss Talmadge.

"MOLASSES"

PUBLISHED in the Saturday Evening Post under the title of "Buccandeers of the Bahamas," a story now called "Molasses" will be produced by M. C. Levee. Kenyon Gambier is the author.

Jim Duane's father is rich and crude, and when Jim falls in love with Roderica Vallender his father is a serious handicap, for Roderica's mother, though poor, is proportionately proud and considers the younger Duane inferior and ineligible. But the Vallenders do need money and their uncle Jason has left them four million dollars worth of real "paducah" rye in Nassau, Bahamas, for which four million may be had if bootleggers will honestly transport the rye to the "dry" United States.

How to find an honest bootlegger is now the problem of Mrs. Vallender. She gets Jim to enlist the services of his capable if crude parent. The scene shifts to Nassau, where Jim meets Rosamond Fair, a clever, pretty girl of no social pretensions. She saves his life and uses her influence to prevent his getting into the lawbreaking tangle. Jim's father perceives that the Vallenders are double-crossing his son, and merely waiting to get the money from the rye.

An English lord, of impoverished estate, also bootlegging, has turned up and won Roderica, who, however, pretends still to be betrothed to Jim. By a ruse which is effective if ungentlemanly, Duane, senior, shows up Roderica's "devotion" to Jim and heads his son toward Rosamond Fair who is obviously the right girl. Roderica is to wed the lord, but a reckless bootlegger abducts her and she comes in for all the notoriety and sensationalism she and her aristocratic mother have unscrupulously sought to avoid by using the Duanes.



A group of scenes from "The Reckless Lady," a Robert T. Kane production of the story of that title by Philip Gibbs and distributed by First National.



"Memory Lane" is a John M. Stahl production to be offered by First National. The above scenes are taken from the picture.

Corinne Griffith in "Mlle. Modiste"

CORINNE GRIFFITH'S first production for the new season will be "Mlle. Modiste," a version of the celebrated musical comedy by Henry Blossom and Victor Herbert in which Fritzi Scheff won renown on the stage some years ago. The play has been given a sumptuous production under direction of Robert Z. Leonard. The cast supporting Miss Griffith includes Norman Kerry, Rose Dione, Willard Louis and Dorothy Cummings.

Fifi, a salesgirl in Mme. Cecile's Parisian millinery shop, has ambitions to become a great singer, so she rejects an offer of marriage from Gaston, Mme. Cecile's worthless son, and, also, an offer from Capt. Etienne, nephew of the Count de St. Mar, because she knows the uncle would never consent. Hiram Bent, a wealthy American, loans her money to leave the shop and embark upon her musical career.

A year later, she is a sensational success in London, repays Bent and returns to Paris. Here she is scheduled to sing at a Charity Garden Party, given by the Count St. Mar, but he discovers who she really is and forbids her to see Etienne. Hiram Bent brings about a meeting between her and Etienne, however, in which they both admit their love for each other, but she still declares she will not marry him until the Count asks her to do so. She sings and the Count, not being able to see her, is charmed by her voice and invites her to dine with him. She comes; he recognizes her again and is won over, pleading with her now to marry his lovelorn nephew.

"ASHES"

FOLLOWING "Mlle. Modiste," Corinne Griffith will produce "Ashes" by Reginald Good. The theme concerns itself with mother love and a stage career. The mother in this instance is torn between her professional ambition and her duty to the young child forced to travel about the country on one night stands. She is induced by her husband, who is something of a rotter, to place the child with relatives while they continue the tour.

Five years later, on the eve of the actress' sensational debut in New York, word is received of the death of the child by drowning. Of course, she is distracted but continues the performance. Presently she discovers that her faithless husband has fallen a victim to the charms of her youngest sister. After proving to this sister that her husband is little more than a cad, she divorces him and in the end is free to marry a friend who has been faithful to her through all her tribulations. There are many emotional possibilities for Corinne Griffith in the role of the actress.

"TOO MUCH MONEY"

A NEW version of the love triangle is found in "Too Much Money" based on the story by Israel Zangwill in which Lewis Stone and Anna Q. Nilsson are featured, under the direction of John Francis Dillon, supervised by Earl Hudson.

Robert Broadley, immensely wealthy, is devotedly in love with his wife but instead of leading a contented life together there are repeated clashes due to too much money, according to Dana Stuart, a club man who

is a friend of the family. Stuart suggests that the solution is for Broadley to pretend that he has lost his fortune thereby forcing a simplified manner of living.

The couple move to an apartment in the Bronx, the husband pretending that he is seeking work. Meanwhile, Stuart seeks to win Annabel but without success. He plays his trump card when he converts all of Broadley's assets into negotiable securities and tells Annabel that he is going to Europe, exposes Broadley's trick and begs her to go with him.

"THE DANCER OF PARIS"

ROBERT KANE offers a Michael Arlen story in "The Dancer of Paris" directed by Alfred A. Santell with Dorothy Mackaill, Conway Tearle and Robert Cain in the cast.

The plot concerns Sir Roy Martel, English diplomatist who has met Consuelo, fabulously wealthy American girl in the United States. In their brief affair he has been in earnest and she in fun.

They meet in Paris quite some time after. Sir Roy is attached to the British Embassy. Consuelo is the rage of the bright places of Paris. Noel Anson, friend and co-worker of Sir Roy, meets Consuelo and falls madly in love but makes little headway with her.

Sir Roy breaks down from overwork. One night he calls at the apartment upstairs to ask for a little quiet. He faces Consuelo. Her presence has a magic effect. Sir Roy immediately passes the long awaited crisis. But it is not Sir Roy that Consuelo eventually accepts. Noel Anson wins out.



Scenes from "The Far Cry," a First National picture adapted from the play by Arthur Richman. Directed by Balboni.



EARL J. HUDSON

Supervising production of

'MEN OF STEEL'

(Milton Sills and Doris Kenyon)

'THE SAVAGE'

(Ben Lyon and May McAvoy)

'THE CRYSTAL CUP' (in preparation)

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Starring Milton Sills





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"RAINBOW RILEY"

"THE BROWN DERBY"

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Announces for 1926 a continuation of its series of quality photoplays starring RICHARD BARTHELMESS for distribution by First National Pictures, Inc. The 1925 group included SOUL-FIRE, SHORE LEAVE and THE BEAUTIFUL CITY, which did bigger business than any preceding group. The 1926 group will be better than ever.



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DOROTHY GISH is an Inspiration Star. Watch her ascend to a topmost place in stardom during the coming year.



During 1925 she was featured with Richard Barthelmess in THE BEAUTIFUL CITY, and with Rod La Rocque in NIGHT LIFE OF NEW YORK.

By courtesy of Inspiration Pictures, Inc., she was co-starred with Leon Errol in CLOTHES MAKE THE PIRATE, and played the title and stellar role in NELL GWYNNE, produced in England.

Keep your eye on her during 1926!



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THE MAN FROM BRODNEY'S

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THE MAN NEXT DOOR

MASTERS OF MEN

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FOR VITAGRAPH:

CAPTAIN BLOOD

THE CLEAN HEART

PAMPERED YOUTH

BELOVED BRUTE

BEHOLD THIS WOMAN

THE REDEEMING SIN

BETWEEN FRIENDS

SCENARIOS FOR INSPIRATION:

STARRING RICHARD BARTHELMESS

THE BEAUTIFUL CITY

JUST SUPPOSE

THE KID FROM MONTANA

THE AMATEUR GENTLEMAN





JUNE MATHIS

editorial director of

"The Second Chance," "Classified,"
with Corinne Griffith and Colleen
Moore productions including
"Desert Flower," "Sally," "We
Moderns" and "Irene"

and now

"THE VIENNESE MEDLEY"
Written for the Screen and Produced
by June Mathis.



BALBONI

now directing

"THE FAR CRY"

FIRST NATIONAL PICTURES





JOHN FISH GOODRICH

SCENARIST

MILTON SILLS PRODUCTIONS

Now Shooting
"MEN OF STEEL"

In Preparation
"PUPPETS"
"HIS PARTNER'S WIFE"



HARRY LANGDON

Comedian Has Meteoric Rise

When Mack Sennett announced that he had a new comedy find in the person of one Harry Langdon, a vaudevillian and ex-cartoonist, the "wise ones" of the industry waited to be shown. They had heard of comedy "finds" before.

And the surprising thing was that Langdon did "show" the wise ones in short order. His very first comedy, "Picking Peaches," clicked immediately in the theatres, and in succeeding releases the critics and the public discovered a new comedy luminary on the horizon. Such pictures as "Flickering Youth," "The Cat's Meow," "The First Hundred Years," "The Luck of the Foolish," "All Night Long," "Boobs in the Woods," "Feet of Mud," "The Sea Squawk," "His Marriage Wow," "Lucky Stars," "Remember When?" and "The White Wing's Bride" speedily established him as an expert in the coaxing of the chuckle and extraction of the hearty laugh.

All of this led to his new contract with First National, under which he will be given the opportunity to outdo all his previous efforts in the comedy field. His productions will now be brought up to full feature length, the first to be "Tramp, Tramp, Tramp," now in production. Few comedians have made the grade in this type of production, but those who know Langdon and his work have no doubts whatever of the fresh triumphs that await him in the feature comedy field.



COLLEEN MOORE

Vivacious and Appealing Star

Although Colleen Moore will perhaps always be thought of as "The Flaming Youth Girl," her work since that time has displayed a depth of range, a versatility and a brilliance such as few of the younger stars can boast of.

Born at Port Huron, Mich., and educated at the Convent of the Holy Name, Tampa, Fla., Miss Moore embarked upon a picture career at an early age. During a period of four and one-half years she played featured roles and leads in no less than thirty-two productions before she was rewarded by stardom, but she clung tenaciously to her faith and confidence in herself, firm in the belief that her efforts would one day bear fruit.

Such productions as "The Perfect Flapper," "Flaming Youth," "Painted People" and "Temperament" established her as the incomparable delineator of flapper characters.

It was "So Big," however, that really established the fact that she was entitled to consideration as one of the first-rank actresses of the screen.

"Sally" presented her in a glittering extravaganza of comedy, drama and beauty, which will be paralleled in her current production, "Irene," also based upon a musical comedy success. "We Moderns," which just preceded it, provided her with a super-flapper role, plus some real, dramatic moments. "Miss Nobody" will be next.



CORINNE GRIFFITH

Star of Brilliant Appeal

This blue eyed daughter of Texas occupies a screen niche which may be well called unique. Her appeal combines a delicate and wistful beauty with an aristocratic refinement and poise.

Her current production is "Mlle. Modiste," which should afford an unparalleled opportunity for the sort of fashion display and luxurious lavishness expected in the Corinne Griffith vehicles. "Mlle. Modiste" will be followed by "Ashes." Her previous picture, "Infatuation," is now playing its first run engagements and receiving the usual popular acclaim accorded her productions.

Miss Griffith started her career with Vitagraph on the West Coast, after a brief term as a professional dancer. She was with Vitagraph for several years, appearing in such well remembered pictures as "Thin Ice," "The Climbers," "The Garter Girl" and others. "The Common Law" for Selznick and "Six Days" for Goldwyn followed.

Her first picture for First National was Frank Lloyd's production of the famous novel, "Black Oxen," in which her portrayal of Madame Zatyany won instant appreciation and made her one of the most talked of figures on the screen. Other successes have followed in rapid succession, including "Lilies of the Field," the picturization of a popular stage play, "Single Wives," "Love's Wilderness," "Declasse," "The Marriage Whirl," and "Classified."



JOHNNY HINES

A Real "Live Wire"

Johnny Hines had a somewhat varied but always successful career on the stage and screen, which eventually brought him under contract to First National, where he is starring in a series of C. C. Burr productions. Hines' first under this contract was "The Live Wire," and his second, "Rainbow Riley," has just been completed. He is about to start "The Brown Derby."

Hines is a native of Colorado, where he was born in Golden. He is of a theatrical family, his older brothers and sisters having appeared on the legitimate stage and in vaudeville for a number of years.

Johnny is a graduate of the College of the City of New York, and it was not long after his graduation that he started a theatrical career. He was a talented dancer and after a short stay in vaudeville and the legitimate he went into musical comedy, where he scored his first big success.

Gradually Hines drifted into pictures exclusively and he has been winning an exceptionally wide following ever since. Among his earlier pictures were "Miss Petticoats," "Tillie Wakes Up," and "Alias Jimmy Valentine." Then came "A Scrap of Paper," "Neighbors," "Hearts of Gold," "The Little Intruder," and "Eastward Ho."

The Torchy Comedies followed for Educational, and then Johnny was seen in such pictures as "Sure Fire Flint," "Burn 'Em Up Barnes," "Luck," "Little Johnny Jones," "Conductor 1492" and "The Crackerjack."



ANNA Q. NILSSON

Established Screen Favorite

The youthful grace of dainty Anna Q. Nilsson is something which always attracts the beholder's attention at first sight and to the average citizen it would seem impossible that this star of filmland could possibly be classed as a veteran performer of stage and screen. Yet veteran she is, though not in point of years as compiled by the census-taker. For as a mere child she trod the Thespian boards in Sweden, where she was born and received a stage-training so thorough and efficient in its results that she brought to the silver sheet a perfect technique.

Coming to this country in the days when the picture industry was beginning to show signs of its future strength as an entertainment factor, Miss Nilsson, who had already established herself as a foot-light favorite with the American public, was quickly lured away from the "legitimate" to the silent drama. A perfect screen type, her rise to fame in the new branch of art was rapid and certain. The leading picture companies all wanted her badly and vied with each other in bids for her services.

Her excellent work during last year in Paramount's "The Top of the World"; First National's "One Way Street," "The Talker," "Winds of Chance," and "The Splendid Road," bears eloquent witness to the little actress's versatility. She will soon be seen in "Too Much Money," a forthcoming First National release.



LEON ERROL

Inimitable, Popular Comedian

Few comedians have been dearer to the heart of Broadway than Leon Errol—he of the famous jelly legs—and now, thanks to the silver screen, that popularity is rapidly become nation, and even world, wide. His style of comedy is unique without being forced, funny without being vulgar and his sense of humorous values is such as comes only from long experience.

He first made his bow to cinema audiences in "Yolanda," where he gave indication of what was to be expected of him in this field, but it was in "Sally," in support of Colleen Moore, that he had his first real opportunity to "do his stuff."

As a result of this, Sam Rork persuaded him to undertake the leading role in "Clothes Make the Pirate," where his antics created nothing short of a sensation. His style of comedy showed to splendid advantage in the story of the meek little tailor whom pirate clothes turned in to a roaring, fire-eating buccaneer, leading him, on his return, to assume his rightful place in his home.

So great was his success in this super-comedy special that First National promptly signed Errol as a star, as the result of which he will be seen in "The Lunatic at Large," included in the forthcoming group from this company. In this picture he has been given every advantage in the way of direction and story to bring back out his unique talents.

LEWIS STONE

Brilliant and Popular

It was a clear case of "the stage's loss and the screen's gain," when Lewis Stone forsook the "legitimate" field for the broader domain of motion pictures. Among the many brilliant successes he achieved before the footlights, his unforgettable performances in "The Misleading Lady," "King, Queen, Jack," "Bunny," "Nancy Lee" and "The Bird Of Paradise" loom up brightly.

Metro was the first company to secure the services of this talented actor, whose appearances in "The Prisoner of Zenda" and "Scaramouche" at once established him firmly in the good graces of the picture fans. Stone's pantomime is of the subtle type that is so peculiarly effective in swaying an audience without resorting to ranting methods. In emotional roles he rises to spectacular heights by dint of sheer personal magnetism, in domestic drama his freedom from artificial constraint and perfect ease of manner have an unfailing audience appeal. And, to crown all, he possesses that keen sense of humor which enables him to get the full value out of any comedy situation.

One of the most active performers on the screen to-day, Mr. Stone last year was featured in Metro-Goldwyn's "Cheaper to Marry"; First National's "Inez from Hollywood," "The Lost World," "Fine Clothes," "The Talker," "The Lady Who Lied," "What Fools Men." He will next be seen in the same company's "The Girl From Montmartre."



DORIS KENYON

A Star of Many Talents

Ever since she graduated from Columbia University, Doris Kenyon has divided much of her time between the legitimate stage and the screen. She was all popular on Broadway before she made her debut on the screen. The stage won her back at times, but picture fans throughout the world were so insistent that she at last decided to cast her lot entirely with pictures. First National signed her to a contract which will make her adhere to this decision for some time to come.

Miss Kenyon is an exceptionally talented girl, whose ability is not confined to acting. In fact her literary work has won her considerable recognition and her name was mentioned for honor in "Who's Who In America."

Miss Kenyon's first part was in the late Victor Herbert's "Princess Pat" in New York. Then she turned to the films playing opposite George Beban in "The Pawn of Fate." She spent three years in pictures after that, then returned to the stage.

Among the more recent pictures in which Miss Kenyon has appeared are the late Thomas Ince's "Idle Tongues" and Samuel Goldwyn's "A Thief in Paradise." The first picture under her First National contract was "If I Marry Again." This was followed by "The Half Way Girl" and "The Unguarded Hour." She will next be seen in "Men of Steel," just completed by First National.



SAM RORK

The Showman of the Screen

No quality is more essential to the motion picture producer who would hit the bullseye of public taste than that intangible something that constitutes showmanship—a trait more often talked of than found. One producer, at least, who possesses that quality in liberal measure is Sam Rork, whose experience in the theatrical field before entering pictures runs the gamut from program boy to Broadway producer. Not alone in New York was his legitimate stage experience, however.

During the past season he contributed to the First National schedule that remarkable comedy success, "Clothes Make the Pirate"—a showmanlike answer to the insatiable demand for genuine comedy, in which he brought together a strong story, a splendid comedian and a staff which brought the most from both. Now, in association with Rork, Marion Fairfax is producing "The Desert Healer."

Leaving a position as Mack Sennett's personal representative, some years ago, Rork entered production with "The Thunderbolt," starring Katherine MacDonald and Thomas Meighan. Four other pictures with Miss MacDonald followed. Then, in affiliation with Selig he made "The Rosary" and a splendid series of two-reel dramas. "The Spoilers," in association with Jesse Hampton, came next. Three box-office successes through First National, "Ponjola," "Inez from Hollywood" and "The Talker" followed.



EARL HUDSON

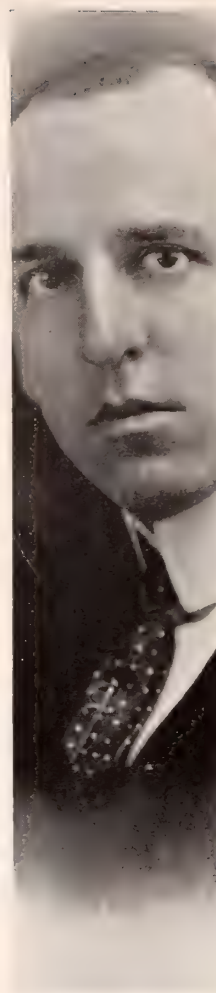
A Successful Producer

Horatio Alger never conceived a career that surpasses that of Earl Hudson, who although still a young man has reached heights in the film world that many struggle years to attain. He is supervisor of one of First National's Eastern production units, and has made some outstanding successes.

Standing out among his greatest achievements are such picture as "The Lost World," "Sundown," "Flaming Youth," "The Perfect Flapper," "Her Temporary Husband," "Men of Steel," "So Big," "The Half Way Girl" and "Chickie."

Born in Elgin, Ill., he started his career working in a watch factory. From that he went into newspaper work, then into trade journals in the motion picture field, and then into the publicity game in motion pictures. When First National decided to start their own productions Hudson went to California as business manager of a unit. Success was so instant that he was given charge and produced box office knockouts.

Then he went East to New York and took charge of the production units of First National there for a year, making "Chickie," "The Halfway Girl," "The Making of O'Malley," "The Knockout," "The Scarlet Saint," "Too Much Money" and others. He is now finishing "Men of Steel," which is to be one of the biggest specials of the year. Then he will devote his entire time to one producing unit making four pictures a year with his hand constantly at the helm.



AL ROCKETT

Prominent Producing Executive

Al Rockett's business career began in the service of the American Smelting and Refining Company. But the lure of the screen exercised an irresistible fascination for him and both he and his brother, Ray, forsook their native state of Missouri and fled to the home of the silent drama in California. In the fall of 1914 Al became assistant director with Balboa Company. Two years later he became purchasing agent at Universal.

After five years with Universal Rockett and his brother, Ray, formed their own producing organization and made several feature pictures including "Truant Husbands" and "Keeping Up With Lizzie." Meanwhile he and his brother had been planning to make a picture showing the life of Abraham Lincoln, so after making several pictures they turned to "Abraham Lincoln" and the result was a picture which was widely acclaimed as one of the best yet made. Photoplay Magazine awarded the brothers a gold medal for producing the best picture of the year.

Then Rockett went with First National as assistant to General Manager Richard A. Rowland. Later he was made business manager of the Eastern production units of First National in New York. And when Rowland decided to change his production policy in the East Rockett was made a production supervisor making four pictures a year. His first picture under the First National banner will be "Puppets."



CHARLES C. BURR

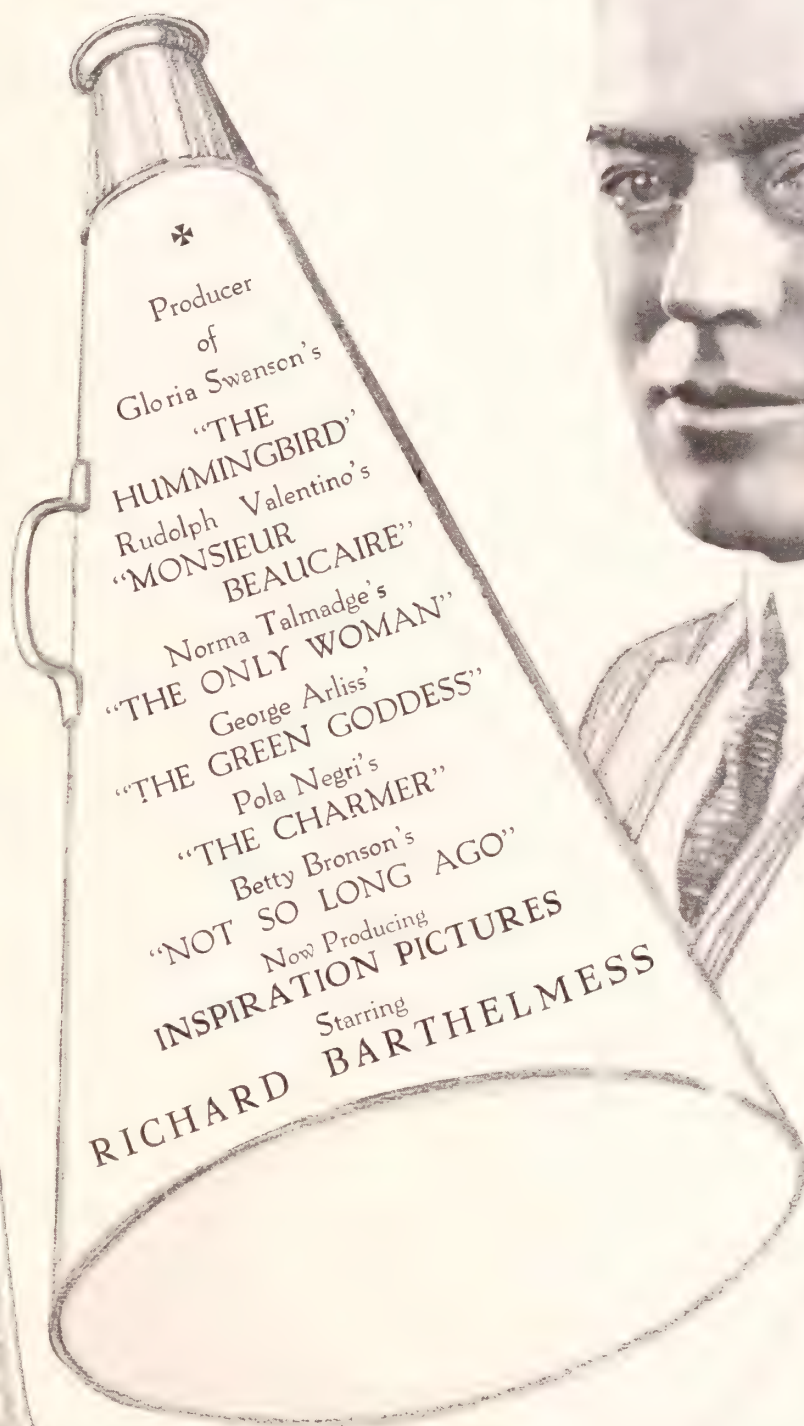
An Experienced Producer

C. C. Burr, producer of the Johnny Hines starring vehicles for First National, went to the production side of the industry through the mill of the newspaper.

His entrance into motion pictures was with employment in the business department of Paramount, following which he became advertising manager and was later advanced to the office of assistant general manager. He resigned in 1920 "to get out on his own," which resulted in his signing of Johnny Hines and the production of the famous "Torchy" comedies. Twenty-six of these were made with signal success which prompted Burr to inaugurate a more ambitious production schedule for his star. This resulted in Johnny's first feature-length comedy, "Burn 'em up Barnes," which proved an instantaneous hit. Following "Burn 'em up Barnes" came "Sure-Fire Flint," "Little Johnny Jones," "Conductor 1492," "Speed Spook," "Early Bird" and "Crackerjack." These were so successful that they attracted the attention of First National, who secured Burr's services and that of his star.

"The Live Wire," the first of the C. C. Burr-Johnny Hines productions proved Johnny's tremendous drawing power, and established him permanently as one of the big First National money-making stars. The latest production completed for First National by the Burr-Hines combination is "Rainbow Riley," an adaptation of Thompson Buchanan's play, "The Cub."

SIDNEY OLCOTT



✱
Producer
of
Gloria Swanson's

"THE
HUMMINGBIRD"

Rudolph Valentino's

"MONSIEUR
BEAUCAIRE"

Norma Talmadge's

"THE ONLY WOMAN"

George Arliss'

"THE GREEN GODDESS"

Pola Negri's

"THE CHARMER"

Betty Bronson's

"NOT SO LONG AGO"

Now Producing

INSPIRATION PICTURES

Starring

RICHARD BARTHELMLESS





HOWARD HIGGIN

Director

"In the Name of Love" "The New Commandment"
"The Reckless Lady"



I want to thank the
executives and mem-
bers of the First
National Organiza-
tion for six years of
most wonderful
co-operation and
pleasant association.

JOHN M. STAHL





LAMBERT HILLYER
Director

REMEMBER

"SKIN DEEP"
First National

"THE SPOILERS"
Goldwyn

'THOSE WHO DANCE'
First National

'THE MAKING of O'MALLEY'
First National



FIRST NATIONAL PICTURES





C. GRAHAM BAKER

One of Leading Scenarists

Backed by an experience that takes in every phase of the art of picture making, C. Graham Baker has long held a high place among the best-known scenarists of the industry. A comparatively recent acquisition of Inspiration Pictures, he has already worked on "The Beautiful City," "Just Suppose," and "The Kid From Montana."

Graduating from the newspapers as special writer and cartoonist, Baker started his picture career at Vitagraph, and the greatly-improved type of pictures during the last two years of its life, was due to Baker's guidance of its editorial destinies. Hutchinson's "The Clean Heart," Booth Tarkington's "Pampered Youth," and Sabatini's "Captain Blood," were titled and edited by him; and his were the picturizations of Morgan Robertson's "Masters of Men," George Barr McCutcheon's "The Man From Brodney's," and Emerson Hough's "The Man Next Door." Such notable financial successes as "Pioneer Trails," and "The Midnight Alarm" were originals—he also directed Agnes Ayres in a series of short subjects. Included among Baker's other picturizations were those which headed Corinne Griffith toward the top,—"The Broadway Bubble," "What's Your Reputation Worth?" "Love Watches," "The Whisper Market," "The Garter Girl," "Moral Fibre," "The Fortune Hunter," "The Ninety and Nine," "The Little Minister," and "Her Lord and Master."



MARION FAIRFAX

Leading Author Becomes Producer

An important figure for some time in First National's production activity, Marion Fairfax, screen author extraordinary, has now turned producer and in association with Sam Rork is filming "The Desert Healer" for First National release.

Prior to "The Desert Healer," Miss Fairfax supervised "Clothes Make the Pirate," the Sam Rork comedy sensation. Just before that she was editor-in-chief of the First National units at the Biograph studio.

Among the many flawless continuities which she has prepared were those for "The Lost World" and "The Perfect Flapper." In association with Holman Day she wrote the titles for "Flaming Youth." Productions made under her editorial direction at First National included "Single Wives," "For Sale" and "Flirting with Love." After coming East she edited "The Lost World," "If I Marry Again," "So Big" and "As Man Desires."

Her earlier career in pictures, which has been varied, included association with Famous, Goldwyn and Marshal Neilan.

Miss Fairfax brings to her important work in pictures a rich and varied background of experiences that embraces both the stage and screen worlds. Before turning to the silent drama she was the author of a number of Broadway play successes, including "The Talker," which was picturized by Sam Rork, "The Ways and Means," "The Builders" and "Mrs. Boltay's Daughter."

HOWARD HIGGIN

Has Had Rapid Rise

Director Howard Higgin, who recently completed "The Reckless Lady" for First National, started out in life as an architect but his love for things theatrical led him into that field of endeavor, first as designer of stage settings on the Pacific Coast for John Cort, next as property man for Cecil De Mille. The latter engagement decided his destiny. It was a case of development by rapid periods, such as when he forsook the property-room atmosphere for the wider range of scenario-writer and adaptor, turning out, in collaboration with Sada Cowan, hits like "Fashion Row," "Don't Doubt Your Husband," "Smouldering Fires," "Broken Barriers," "Bluebeard's Eighth Wife," "To-Morrow's Love," "Changing Husbands" and "The Lighter of Flames."

Next he leaped in as an art director and production manager, among the results of his activities being "Whispering Chorus," "Old Wives," "Male and Female," "The Affairs of Anatole." When he was loaned to Famous Players he worked on Mary Pickford's "The Little American," "Rebecca of Sunnybrook Farm," "Stella Maris," and "The Little Princess"; Douglas Fairbanks also enlisting his services in the making of "Knickerbocker Buckaro." So much for past history! In more recent times "The New Commandment" and "In the Name of Love" stand out as screen winners and testimonials to the ability of this director.



SIDNEY OLCOTT

A Leader Among Directors

Sidney Olcott has perhaps had as wide experience in the direction of pictures as almost any director in the industry, for he is one of the real pioneers. An actor in 1906, he was Kalem's first salaried director when he made for that concern "From the Manger to the Cross." He has made a large number of successful productions since then.

Olcott was only recently signed by Inspiration Pictures and his first release through First National for that company will be "The Kid From Montana." It will be followed by "The Amateur Gentleman," a picturization of Jeffrey Farnol's novel.

Among the pictures which first established Olcott with the leading directors of the industry was "Timothy's Quest" and later he was assigned to the direction of "Little Old New York," which resulted in a real triumph.

"The Green Goddess," in which George Arliss created a sensation on both the stage and screen was directed in the picture version by Olcott. He followed that success with another equally as great, "Monsieur Beaucaire," and then came "The Humming Bird," in which Gloria Swanson scored so heavily.

As a director with Paramount, Olcott made among other successful ones during the past year "Not So Long Ago," and "The Best People," both adapted from successful stage plays.



J. BOYCE SMITH

Inspiration's General Manager

J. Boyce Smith, General Manager of Inspiration Pictures, Inc. was born and educated in New York City and comes of an old New York family. After graduating from one of the public schools he prepared for Columbia College at the Collegiate School. He studied for seven years at Columbia University, graduating with honor from the College and the Law School, being awarded four degrees, and being elected to Phi Beta Kappa and to the Editorial Board of the Columbia Law Review. In addition to his scholastic achievements he was a successful athlete and a leader in undergraduate activities.

In 1904 he began practicing law in New York City and before entering the motion picture field had become the head of the firm of Smith, Schenck & McDavitt in the Equitable Building, 120 Broadway. He was one of the original incorporators of Inspiration Pictures, Inc., in May, 1921, and served as its Secretary and Counsel. In the re-organization in October, 1924, he became Vice-President and General Manager and has since served in these capacities. He has made a thorough study during the past five years of the legal, financial and practical aspects of motion picture production.

J. Boyce Smith is a nationally known figure in the Theta Delta Chi Fraternity and organizer and treasurer of the Theta Delta Chi Club of New York.



BEN LYON

He's Always in Demand

Although just out of his teens, Ben Lyon is nevertheless a veteran in stage and screen experience. Seven years ago he began playing boy's parts with the World Film Company when he was almost as much an infant as the industry. Leaving the screen for the stage he played in thirty-two stock productions and played leads in such successes as "Mary the Third," and "Seventeen."

He first came to the attention of First National when he played the role of Boris in "Potash and Perlmutter" and was promptly engaged for "Flaming Youth," which was followed by his signing a long term contract with First National.

Always a prime favorite for leading roles opposite the screen's feminine stars, he rarely has a chance for rest. It is just one picture after another. A glance at his pictures of the past year bears out the contention that he is one of the hardest worked leading men in films. "The Necessary Evil," "The Pace That Thrills," "The New Commandment," "Bluebeard's Seven Wives" and "The Reckless Lady" represent his year's work. And he is now playing the featured male role in "The Savage" which is being made under the supervision of Earl Hudson for First National.

Among Ben's past outstanding pictures are "Flaming Youth," "Painted People," "The White Moth," "Wine of Youth," "Wages of Virtue," and "Lily of the Dust."



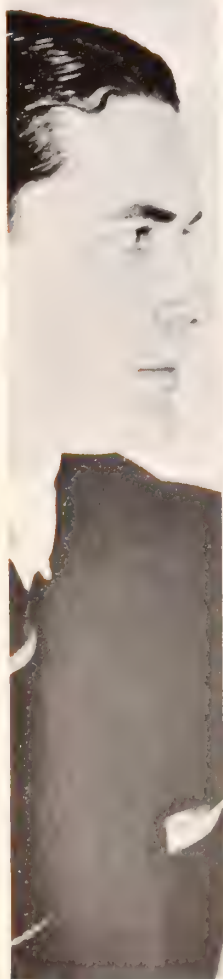
LLOYD HUGHES

Gifted Screen Player

The statecraft of the late Thomas H. Ince in discovering and acquiring new talent for the screen was never better exemplified than when he drew Lloyd Hughes from his secluded life as a student at the Polytechnic Institute in Los Angeles and enlisted him as a moving picture recruit. It didn't take long for the "regulars" to admit that a natural-born actor had appeared among them.

His first big hit was scored as leading man with Mary Pickford in "Tess of the Storm Country." That established him as a gifted exponent of straight drama, but it was quickly to be seen that he was an actor to whose expert hands any kind of a role could be safely entrusted. An "all-around" player, in the true sense of the words, he was, and is always in demand. During the season of 1923 he was featured in seven productions; 1924 registered him in six leading parts; and during the past year his name shone prominently in the casts of First National's "If I Marry Again," "Declasse," "Sally," "The Lost World," "The Desert Flower," and "The Half Way Girl."

In his last picture for First National, "The Scarlet Saint," he shared the dramatic honors with Mary Astor, with whom he was co-starred, giving a performance which elicited warm praise from critics the country over.



LAMBERT HILLYER

Able and Versatile Director

Lambert Hillyer, still in the sunny thirties, started to tread the literary trail early in life, beginning as a newspaper reporter in his native state of Indiana and graduating into the fiction field, where he became well known as a brilliant writer of short stories. Then the theatre called him and there followed several years of successful endeavor in stock and vaudeville. From the stage to the screen was an easy transition in his case, and in the days of the Paramount-Artcraft organization the name of Lambert Hillyer became known to the fans as associated with their Western idol, Bill Hart. For the latter Hillyer directed twenty-five pictures, all big money-makers, thereby winning assured reputation as a successful producer of open-air adventure melodrama. Later he diverged into other lines and proved conclusively that his skill as a dramatist was not confined to Western stuff.

A glance at the releases sponsored by Hillyer for First National during 1925 is sufficient proof of the director's versatility, including "I Want My Man," "The Making of O'Malley," "The Knockout" and "The Unguarded Hour." Each of these pictures deals with totally different phases of life, but all are noted for the dynamic force and swift action which distinguished his early productions. The Hillyer art gospel is a strenuous one, reflected in his work, as vigorous as the amusements he turns to in hours of relaxation.





COLLEEN MOORE

|Starring in

"SALLY"

"THE DESERT FLOWER"

"WE MODERNS"

"IRENE"

To be followed by

"MISS NOBODY"



FIRST · NATIONAL · PICTURES







LEON ERROL

starring in
"CLOTHES MAKE THE PIRATE"
and
"THE LUNATIC AT LARGE"



FIRST · NATIONAL · PICTURES





MISS
CORINNE
GRIFFITH

Asher, Small and Rogers

present

MISS CORINNE GRIFFITH

in a number of Corinne Griffith Productions

including

"MLLE. MODISTE"

adapted from Victor Herbert's
brilliant stage success

Directed by Robert Z. Leonard

"INFATUATION"

by W. Somerset Maugham

"CLASSIFIED"

by Edna Ferber

All First National Pictures



BEN LYON'S

and The Critics'

Announcements Regarding

"BLUEBEARD'S SEVEN WIVES"

"Ben Lyon gives a clever and often brilliant entertainment in the role of John Hart, a performance which should indicate to him and his producers that in this type of characterization lies the road to greatest screen glory."
Bill Colling in New York Morning Telegraph

"It's crackerjack entertainment, shooting laughs from beginning to end with the rapidity of a machine gun in action. Ben Lyon enacts the name part. He does the best work of his screen career in a role that fits him beautifully."
Dorothy Herzog in New York Daily Mirror

"It's a knockout!
 Ben Lyon as the hero of this amusing tale, does the best work of his career. In fact, Ben is quite amazing. Having seen him play the role, we can't imagine any one else doing it quite as well. Mr. Lyon's air of utter helplessness throughout the picture enlists your sympathy. As the bank clerk he is fine; as the movie hero excellent. In fact, his is a perfect characterization."

Regina Cannon in the New York Graphic

"It is the best of entertainment. Ben Lyon can be an excellent comedian when he has the chance. It is bright and constantly amusing. The Strand audience liked it and other audiences are going to get their full quota of hilarity from this film of the movies, by the movies and for the movies."
Palmer Smith in New York Evening World

"Ben Lyon is fine both as the dashing romantic star and as the hum-drum spec-tacted bank clerk. His feminine fans are due for a revelation when they see him as a bum with several days' growth of beard."
C. S. Sewell in Motion Picture World

Recent Release
 "The New Commandment"
 Coming
 "The Savage"





LEWIS STONE

in

'TOO MUCH MONEY'

'THE LOST WORLD'

'FINE CLOTHES'

'WHAT FOOLS MEN'



FIRST · NATIONAL · PICTURES



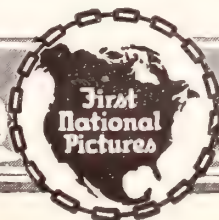


ANNA Q. NILSSON

in

'The SPLENDID ROAD'
'The VIENNESE MEDLEY'
'WINDS OF CHANCE'
'TOO MUCH MONEY'

FIRST · NATIONAL · PICTURES





LLOYD HUGHES

in

"IRENE" (starring Colleen Moore)

"THE LOST WORLD"

"THE SCARLET SAINT"

"THE HALF-WAY GIRL"

"THE SEA HAWK"

and

"20th CENTURY UNLIMITED"

FIRST . NATIONAL . PICTURES





DORIS KENYON

in

"The Half-Way Girl" "The Unguarded Hour"
"Men of Steel"

FIRST . NATIONAL . PICTURES





HARRY LANGDON

now starring in First National Pictures
the first of which is

"TRAMP, TRAMP, TRAMP"





VICTOR McLAGLEN

in

"The Beloved Brute" "The Unholy Three"
"The Fighting Heart" "Winds of Chance"
"Men of Steel"





DOROTHY REVIER
"The Cameo Girl"

in
"JUST A WOMAN"
"THE FAR CRY"
(First National Pictures)
"BEWARE OF BLONDES"
(Universal)
and
"STEPPIN' OUT"
(Columbia Pictures)





JOHN M. STAHL

Creates Successful Films

If one were asked to define exactly wherein the directorial talent of John M. Stahl lies, it would seem fitting to ascribe it to the possession of a sort of sixth sense which enables him to accurately balance the entertaining values of comedy situations and dramatic appeal. His productions in the past have been chiefly remarkable for the subtle fashion in which delicately adjusted shades of humorous suggestion blend with emotional urge, and the gradual building-up of plot material into an effective crisis.

Early in his picture career these characteristics of the Stahl judgment and execution were widely noted by the critics as distinguishing the work of this director from that of his contemporaries. From the beginning he was never conventional, originality was, and has continued to be, his fetish, nor has he had cause to regret his departures from the beaten path.

A believer in quality rather than quantity, Mr. Stahl has proceeded deliberately in his self-imposed task of turning out first-class screen entertainment. You can't rush him, for in his opinion one extraordinarily good picture, produced with painstaking care, is worth a score of hastily turned-out features that merely strike an average mark. And that is why "Husbands and Lovers," "Why Men Leave Home," of 1924 vintage; and "Fine Clothes," released last year all under First National's banner, registered as joint commercial and artistic successes.



VICTOR McLAGLEN

Reaches Top in Year

Seldom has an actor come to the screen with such a unique record of experiences as Victor McLaglen. Born in London, educated in Christian College, South Africa, McLaglen left home at the age of fourteen and joined the King's Body Guard. At sixteen he was a silver prospector in Canada, two years later he was a professional boxer. He distinguished himself during the World War, being promoted to the rank of Major in the British Army and appointed Provost Marshal of Bagdad.

After the war McLaglen entered pictures in England where his progress was rapid. Less than a year ago he came to America to play the title role in "The Beloved Brute." His work stood out in this picture as that of a finished actor and he established himself as an immediate success. He followed this with one of the featured roles in "The Unholy Three."

Then came McLaglen's big opportunity. Frank Lloyd cast him in the prize role of Poleon Doret in Rex Beach's "Winds of Chance." McLaglen proved to the picture world that his place is in motion pictures with his performance in this picture. His work was so impressive that it resulted in First National signing him to a long term contract.

He is now playing one of the important roles in "Men of Steel," the big steel "special" which is being filmed under the supervision of Earl Hudson.

DOROTHY REVIER

Actress of Beauty and Charm

Dorothy Revier, who will appear in "The Far Cry" under the direction of Balboni, through the courtesy of Columbia Pictures, to whom she is under contract, started her professional career when still very young as dancer in a Russian ballet. Following this she appeared in legitimate stage productions in the East and the West, with considerable success. Later she became featured dancer in one of the leading hotels of San Francisco. It was here that a motion picture producer recognized the screen value of her personality and put her in her first picture.

Small parts and bits in productions made by the various leading motion picture concerns followed, and attracted the attention of producers through her consistent work.

She appeared as leading woman in a considerable number of independent productions, including "Supreme Test," "Do It Now," "Marry in Haste," "The Martyr Sex," "The Sword of Valor," "Down by the Rio Grande," "The Other Kind of Love," "The Call of the Mate," "The Virgin," "The Wild West," "Border Women," and others. She also appeared in "The Rose of Paris" and First National's "Just a Woman." For Columbia she has appeared in important roles in "The Fate of a Flirt," "Enemy of Men," "When Husbands Flirt," "The Danger Signal," "Sealed Lips" and "Stepping Out."



JOHN FISH GOODRICH

Well-Known Scenarist

John Fish Goodrich, one of the best-known scenario-writers, was born in Delavan, Wisconsin. He was still very young when his family moved to Keokuk, Iowa, where his boyhood was spent. He graduated from Cornell University and started his working career in the Chicago Stockyards. From there he went to Texas and sold land. He then became engaged in a farm mortgage business in the Southwest.

He had ideas and took them to A. J. Mason of the firm of Hoover and Mason, big steel construction engineers. Mason took Goodrich in and he was soon designing labor-saving appliances.

When the World War broke out Goodrich joined the British army, was wounded four times and came out a Lieutenant. On his return to America, he turned to Hollywood and scenario writing, with the result that he became known as one of the leading picture authors on the West coast, supplying original stories as well as adaptations. Among his original tales that have been screened are: "Capital Punishment," "Daytime Wives," and "Thundering Dawn." Pictures now current for which he wrote the adaptations include "Faint Perfume," "My Lady's Lips" and "The Triflers."

He is now preparing the continuity for two forthcoming First National pictures, "Men of Steel," and "Puppets"; and is also adapting "His Partner's Wife."



HARRY

Favorite hero of the untamed west in

"Driftin' Thru"

When Harry Carey rides and fights in a Western feature there is excitement for all.

He epitomizes the old brave West,—quick to help the weak, ready to battle the strong, staunch as a rock, cool as a glacier when the bullets are flying, hard riding, warm hearted, the cowboy of cowboys.

No wonder the public likes him, wants to see him!

Now presented in his newest and greatest picture, with thrill, fight, heart interest and pathos. The Carey fans, who are legion, will eat it up. And it will make many new friends for him.

It's twice as good as anything he's yet done!

Presented by Charles R. Rogers

Pathépicture

TRADE  MARK



CAREY



TYPE DISPLAYS

ON this page we are reproducing several type displays sent in by Advertising and Publicity Manager Kelly of the Finklestein & Ruben theatres in St. Paul, as examples of the excellent work which is being done in the field of type-set ads by a "young man in our office," as Mr. Kelly puts it.

A perfunctory inspection of the displays here is sufficient to convince the ad man that the young man to whom Mr. Kelly refers is indeed accomplishing some remarkable results.

To begin with, the general layout of the ads here reproduced are notable for their simple arrangement and effective display composition. Even the small, single column ads on "The Best Bad Man" and Harold Lloyd, possess the quality to attract attention, deliver the message with crisp effect, and when appearing on the page with

other displays, fight off competition of the other ads.

When it comes to handling fancy rules, there seems to be a rather general failing on the part of most layout men, to develop a sort of "border obsession"—some lure about them apparently driving the designer to concentrate on "borders" to an extent which ultimately results in a defeat of the true purpose of the device—which is simply a frame for the display and subordinate to it. This "hurdle" the F & R ad man seems to have cleared nicely, and he gets effects with his rules which many artists making hand drawn displays would regard with justifiable pride.

The "Multi Feature Bill" ad, used in one column, shows a clever adaptation of a neat idea of featuring a group of items. To achieve so effectively with rules the signal flag design is indeed a credit to the man who did it. The

MULTI FEATURE BILL

CHARLIE CHAPLIN
—in—
"A DOG'S LIFE"

VIRGINIA EUGENE VALLI O'BRIEN
—in—
"SIEGE"

Dancing Mad
Featuring
SMILIN' LEW and
His Syncopating Steppers.

BIG STAGE REVIEW with
Sawyer Sisters
Lew Emmel
Geo. Barton, Jr.
Warren Sisters

A-S-T-O-R

Interesting type display for a multi feature program at the Astor Theatre, St. Paul.

display for "Clothes Make the Pirate," the only one of the group by the way which uses an illustration cut, is another neat arrangement for featuring more than one entertainment item. The triangular spot for the Kiddie Revue gives that number an excellent display without detracting from the force of the photoplay feature. As a matter of fact, the device makes a virtue of necessity, as it were; for the converging lines of the triangle draw the eye directly into the title of the feature picture, which is excellently balanced by the action cut and the theatre name plate. Even the very unobtrusive—so far as affecting the

THE FAMOUS CAPITOL

KIDDIE REVUE
(Semi-Annual)
ONLY REAL KIDDIE ACT
OF YEAR—NUF SEDI
15 Talented Juveniles
in
S O W G S
DANCES
LAUGHS
LEON ERROL DOROTHY GISH

NOW—

"CLOTHES MAKE THE PIRATE"
Capitol Symphony
Oscar Baum, Conducting
Felix Cat Comedy
Leonard Leigh, Organist

Next—
Circus
Week

CAPITOL

YOUR IDEA

balance of the layout is concerned—"next week billing" reaches the reader before his eye leaves the "picture," for Errol's eccentric knee and pirate-booted foot carry the eye to this speck of type.

The "Kiss for Cinderella" ad is probably the best of the lot, for here is "display" of the finest sort. The smart contrast between the deep black of the type and the gray effect of the rules, gives punch and pep to the copy, and surely the reverse cut for the theatre name cannot be missed.

A good deal the same principle is applied in the display for "The Splendid Road." On a page carrying many black toned layouts, which are in the majority so far as amusement displays are concerned, this would gain as much display as the "Cinderella" arrangement. But in general the latter is perhaps, the superior, though the "Splendid Road" ad is a long way from being mediocre. And dispensing with the "framing," the ad is far from mediocre. Here again, there is a very clever device to separate the current attraction from the coming bill. Bigger than average display, evidently, was desired for this particular "next week" attraction, and the problem was expertly solved by the rule which connects the two words "now" and which forms an adequate partition for the two elements of the display.

One of the most commendable, of many highly commendable features of this young man's work, is the manner in which he keeps his copy down to a minimum. When you read the copy in the "Cinderella" ad you have the whole story. Even the "seasonal" appeal is there: "Make the children's Christmas complete—Bring them to see Betty Bronson The 'Peter Pan' Girl in 'A Kiss for Cinderella' J. M. Barrie's Miracle Drama with the \$1,000,000 Cinderella Ball. Next—'The Splendid Road.'" A total of about 34 words, and yet every salient sales angle has been covered, and the coming bill announced in the bargain! This same virtue is to be found in all the displays we show here, and which, we think, can be emulated with pride and profit by many theatre advertising men.

HAROLD LLOYD in
"Never Weaken"

Now PRINCESS Now

THE POLICE PATROL
Featuring
JAMES KIRKWOOD

TOM MIX

With
TONY
The Wonder
Horse
—in—
"THE BEST
BAD MAN"

Now.

STRAND

Effective small ads used by the Finklestein & Ruben St. Paul theatres. Above, a display for "Never Weaken" (Pathes) and below one for "The Best Bad Man." (Fox).

Make the children's Christmas complete—
BRING THEM TO SEE
BETTY BRONSON
The "Peter Pan" Girl
—in—
"A Kiss for Cinderella"
J. M. Barrie's Miracle Drama with the
\$1,000,000 Cinderella Ball.
Next—"The Splendid Road"

Garrick
BIGGEST PICTURES ONLY

F. & R. TYPE DISPLAYS

Left: A lively ad for "Clothes Make the Pirate" (First National). Above: Two column all-type flash for Paramount's "A Kiss for Cinderella." Right: Another Garrick ad using type only for First National's "The Splendid Road."

Garrick
BIGGEST PICTURES ONLY
FRANK LLOYD'S EPIC
of the Woman Gold Pioneer

ANNA Q. NILSSON
ROBERT FRAZIER
LIONEL BARRYMORE
—in—
"THE SPLENDID ROAD"
A DRAMA OF THE GOLD FRONTIER AND AN ANGEL WHO DARED TO TREAD THE ROAD HE-MEN DISPUTED.

NOW

NEXT
D. W. GRIFFITH'S
"SALLY OF THE SAWDUST"
with
Carol Dempster

AND OURS



Shadow-box display used eight days in advance of the showing of "Fine Clothes" (Metro-Goldwyn-Mayer) at the Rialto Theatre, Chattanooga, by Manager H. C. Cravens.

SELLING THE THEATRES ADS

AD COPY that sells the theatres advertising is a form of institutional good-will and confidence builder which can be used effectively and profitably by theatres.

This course was adopted in a two-column display down the entire page, used in Waterloo, Ia., by the Frank Amusement Company, for the advertising of the Plaza and Rialto Theatres. The copy is in the form of a personal message signed by Alexander Frank, president of the company, and the following excerpts from the ad will illustrate best the basic idea and the method of execution of this institutional ad, which is under the heading "Regarding the Plaza and Rialto Theatres! Obligation—Inspiration."

"There is nothing that holds one so rigidly to a definite course as public avowal of purpose. . . . It places every action in the broad daylight, subject to instant recognition of the slightest error or digression. . . . But also it is an inspiration. Knowing that every move is under public gaze, one takes great pride in doing each task well. . . . And therein lies the primary object of our advertising. It is designed as a public commitment, an invitation to scrutiny and a challenge to challengers, in order that each man in our own organization may feel a great responsibility placed upon him. . . . The carefully planned entertainments in every theatre operated by the Frank Amusement Co., are our answer to the unusual demand that they know our publicity has placed upon them. Every item on our programs is secured with the thought 'This must be worthy of the high claims made for us.' . . . That is what our publicity is planned to accomplish. It is published not to lure a patronage but to secure our patrons. . . . Let every advertiser thus view his published claims as public espousal of a sacred trust and 'The New Order of Things' will some day come to be no longer a Frank Amusement Co. service but a common practice for the common good."

FRED RICE'S PARTY

ALL the kiddies under 12 years of age of Warsaw, N. Y. and vicinity were the guests of a Christmas party of the O-At-Ka Theatre on the morning of December 224, when Fred A. Rice, owner and operator of the theatre, acted as host—a complete and generous host, as the following account of the affair, sent us by Mr. Rice, indicates.

The party was held at 10:30 A. M. There were five reels of comedy. A 2 reel Gang Comedy "Official Officer" a single reel Comedy "Super Huper Dine" showing an Xmas tree and the trouble Father had getting it home in the street car. A two reel Comedy "Royal Raz."

"Santa Claus" came before the party was over. There was a

radio set on the stage near the screen and between each reel the radio was worked to find where Old Santa Claus was. Messages came at different times and were read so that the effect was that they were coming over this radio. The children were very

much interested in this part.

After the last reel Santa Claus all dressed up with a red Santa suit, and sleigh bells came down the aisle to the tune of Jingle Bells played on the organ. Santa told the children stories, by the way, there were about 415 children present, and had them all sing Jingle Bells with him. Then Santa went through the audience and gave every boy and girl a candy cane, after which they all came out in front of the theatre and had their picture taken.

APPEAL TO SPORTS FANS

AS A MEANS of interesting the sports fans, Manager J. M. Franklin of B. B. Keith's Theatre, Ottawa, Ontario—who found that the ice hockey matches and other sport events were a formidable competitor—hit upon the plan to counteract the effects of this counter attraction, by a special advertising campaign.

Mr. Franklin has been using considerable display space in the newspapers to announce the fact that sport results are being announced from the stage of the Keith Theatre and by the use of screen slides. The advertising display carried the information that football results were to be announced at certain afternoon performances and all games in the National Hockey League between Ottawa and New York, Boston, Pittsburgh, Toronto and Montreal would be announced score by score at the theatre on the nights that they take place. For the Federal and municipal elections, Manager Franklin also had a wire service that enabled him to make announcements regarding vote results.

Manager Franklin has found that, as a result of his service, those who cannot attend the sport features come to the theatre to enjoy the show and also to hear the sports scores.

NOVEL CO-OPERATIVE STUNT

ONE of the novel co-operative stunts which were evolved for "Lightnin'," and which is worth remembering since several means will suggest themselves in the future for its application to other pictures, through titles, etc., is the "Lightnin' Hour" sales idea which proved so successful in Toledo. The stunt was done by the W. L. Millner Company, one of the leading Toledo department stores, in conjunction with the showing of the Fox picture at the Temple Theatre in that city.

The story advertised at special prices only during certain hours of the day. The opening of the sale on these special articles was indicated by the lighting of an electric lamp over the counter where such goods were displayed. The lamp, which resembled a flash of lightning was moved to the various counters as the scene of the sale changed. The idea used was that lightning struck certain locations at certain intervals. This was used for an entire week. The department store manager wrote a letter to Fox exchange manager Ward Scott, saying that he had never put on anything so successful as his "Lightnin' Week" and said he would always be in line for further co-operation with the theatre.



Children entertained at a Christmas party given by Fred Rice at his O-AT-KA theatre, Warsaw, N. Y., Christmas Eve morning.



Exhibitors Box-Office Reports



Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
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ASSOCIATED EXHIBITORS

Adventurous Sex, The	550000	N. Y.	General	Cold	Poor
Bad Company	550000	N. Y.	1st run	Cold	Fair
Camille of the Barbary Coast	450000	Mo.	Transit	Clear	Fair
Introduce Me	4500	Iowa	Small town	Clear	Fair

FAMOUS PLAYERS

Adventure	2692	Vt.	Small town	Clear	Good
Air Mail, The	2692	Vt.	Small town	Cold	Good
Bedroom Window, The	884	Ark.	Rural	Clear	Good
Beggar on Horseback, The	5000	Ky.	Small town	Clear	Poor
Best People, The	414216	N. J.	1st run	Clear	Fair
Border Legion, The	1688	Nebr.	Small town	Snow	Good
Code of the West, The	2692	Vt.	Small town	Clear	Good
Comin' Thru	3059	Maine	Small town	Snow	Good
Dressmaker from Paris, The	2692	Vt.	Small town	Clear	Fair
East of Suez	3059	Maine	Small town	Stm'y	Good
Feet of Clay	3059	Maine	Small town	Snow	Good
	1688	Nebr.	Small town	Snow	Good
Forty Winks	2692	Vt.	Small town	Stm'y	Good
Golden Princess, The	1063	N. C.	Small town	Cold	Big
Goose Hangs High, The	2692	Vt.	Small town	Clear	Good
Guilty One, The	3059	Maine	Small town	Stm'y	Good
Her Love Story	3059	Maine	Small town	Cold	Good
Kiss for Cinderella, A	505076	Cal.	1st run	Cold	Good
	314194	Ind.	1st run	Clear	Good
	150000	Iowa	1st run	Clear	Fair
	993678	Mich.	1st run	Clear	Good
	450000	Mo.	Transit	Clear	Fair
	414216	N. J.	1st run	Clear	Good
	550000	N. Y.	1st run	Cold	Fair
	401158	Ohio	1st run	Clear	Good
	796836	Ohio	1st run	Cold	Good
	253000	Texas	General	Rainy	Good
Kiss in the Dark, A	1131	Nebr.	Small town	Clear	Poor
	1688	Nebr.	Small town	Cold	Good
Lovers in Quarantine	1063	N. C.	Small town	Cold	Big
Lucky Devil, The	5000	Ky.	Small town	Clear	Good
	2500	Mo.	Small town	Clear	Good
	1131	Nebr.	Small town	Clear	Good
Magpie, The	796836	Ohio	1st run	Cold	Good
Man Who Found Himself, The	8000	Maine	Small town	Clear	Fair
	1063	N. C.	Small town	Cold	Good
New Brooms	1063	N. C.	Small town	Clear	Fair
Night Club, The	1131	Nebr.	Small town	Clear	Fair
	1688	Nebr.	Small town	Clear	Good
Night Life of New York, The	2500	Mo.	Small town	Stm'y	Fair
Old Home Week	2692	Vt.	Small town	Clear	Fair
Paths to Paradise	1688	Nebr.	Small town	Snow	Good
Pony Express, The	166468	Iowa	Neighbor'h'd	Stm'y	Fair
	5000	Ky.	Small town	Clear	Big
(2d week)	401158	Ohio	1st run	Clear	Fair
Regular Fellow, A	8000	Maine	Small town	Clear	Good
	1131	Nebr.	Small town	Stm'y	Poor
Seven Keys to Baldpate	1063	N. C.	Small town	Clear	Poor
	253000	Texas	General	Cold	Good
Shock Punch, The	2692	Vt.	Small town	Clear	Good
Society Scandal, A	884	Ark.	Rural	Cold	Good
	5000	Ky.	Small town	Clear	Good
	796296	Md.	1st run	Cold	Good
	1688	Nebr.	Small town	Clear	Big
	1063	N. C.	Small town	Cold	Good
Street of Forgotten Men, The	1131	Md.	Small town	Stm'y	Fair
That Royle Girl	5000	Ky.	Small town	Stm'y	Good
Thundering Herd, The	2692	Vt.	Small town	Stm'y	Good
Tiger Love	884	Ark.	Rural	Clear	Fair
Top of the World, The	1131	Nebr.	Small town	Clear	Fair
	2692	Vt.	Small town	Clear	Good
Trouble With Wives, The	8000	Maine	Small town	Clear	Good
Wages of Virtue, The	126468	Iowa	Neighbor'h'd	Stm'y	Good
Wanderer, The	505676	Cal.	1st run	Cold	Big

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
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Wanderer of the Waste land, The	3059	Maine	Small town	Cold	Good
Wild Horse Mesa	1131	Nebr.	Small town	Clear	Good
Womanhandled	150000	Iowa	1st run	Clear	Good
	796836	Ohio	1st run	Cold	Good

F. B. O.					
All Around the Frying Pan	1131	Nebr.	Small town	Clear	Good
Drusilla With A Million	1688	Nebr.	Small town	Snow	Big
Girl of the Limberlost, The	1063	N. C.	Small town	Clear	Big
Keeper of the Bees, The	3394	Mich.	Small town	Snow	Good
	550000	N. Y.	1st run	Cold	Good
Man of Nerve, A	1131	Nebr.	Small town	Cold	Good
Midnight Flyer, The	3394	Mich.	Small town	Clear	Fair
	253000	Texas	General	Clear	Fair
Ridin' the Wind	1131	Nebr.	Small town	Stm'y	Good
Trigger Fingers	1063	N. C.	Small town	Cold	Good
Wild Bull's Lair, The	3394	Mich.	Small town	Clear	Good
	1131	Nebr.	Small town	Cold	Good

FIRST NATIONAL

Beautiful City, The	796296	Md.	1st run	Clear	Big
	1131	Nebr.	Small town	Stormy	Good
Classified	4419	Minn.	Small town	Cold	Big
	1131	Nebr.	Small town	Stormy	Fair
Clothes Make The Pirate	450000	Mo.	Transit	Clear	Good
	414216	N. J.	1st run	Clear	Good
	401158	Ohio	1st run	Clear	Good
Graustark	126468	Iowa	Neighbor'h'd	Cold	Good
Halfway Girl, The	5000	Ky.	Small town	Cold	Fair
Her Sister From Paris	4419	Minn.	Small town	Clear	Big
	1131	Nebr.	Small town	Rainy	Good
Knockout, The	5000	Ky.	Small town	Clear	Good
Joanna	314194	Ind.	1st run	Clear	Big
	150000	Iowa	1st run	Clear	Big
Live Wire, The	126468	Iowa	Neighbor'h'd	Clear	Big
	2606	Kans.	Small town	Clear	Good
	3325	Minn.	Small town	Cold	Good
	1777	Wis.	Small town	Cold	Big
Lost World, The	1131	Nebr.	Small town	Cold	Good
My Son	550000	N. Y.	1st run	Cold	Good
New Commandment, The	993678	Mich.	1st run	Clear	Good
Pace That Thrills, The	5000	Ky.	Small town	Clear	Fair
Scarlet West, The	4419	Minn.	Small town	Cold	Good
Steel Preferred	4419	Minn.	Small town	Clear	Big
Winds of Chance	3394	Mich.	Small town	Cold	Good

FOX

Ancient Mariner, The	993678	Mich.	1st run	Clear	Good
	414216	N. J.	1st run	Clear	Fair
	796836	Ohio	1st run	Cold	Good
As No Man Has Loved	126468	Iowa	Neighbor'h'd	Cold	Fair
Desert Outlaw, The	1131	Nebr.	Small town	Clear	Good
Dick Turpin	1131	Nebr.	Small town	Cold	Good
Durand of The Bad Lands	8000	Maine	Small town	Stormy	Good
East Lynne	796296	Md.	1st run	Clear	Good
Everlasting Whisper, The	4419	Minn.	Small town	Cold	Good
Heart Buster, The	3059	Maine	Small town	Clear	Good
Hunted Woman, The	1131	Nebr.	Small town	Cold	Good
Kentucky Pride	4419	Minn.	Small town	Snow	Fair
Lone Star Ranger, The	1131	Md.	Small town	Stormy	Fair
Riders of The Purple Sage, The	5000	Ky.	Small town	Clear	Big
	1688	Nebr.	Small town	Cold	Big
Teeth	2500	Mo.	Small town	Clear	Fair
The Trouble Shooter	1131	Nebr.	Small town	Clear	Good
Thunder Mountain	4419	Minn.	Small town	Snow	Good
Wages For Wives	253000	Texas	General	Clear	Good
Wheel, The	4419	Minn.	Small town	Snow	Good

METRO-GOLDWYN-MAYER

Don't Doubt Your Husband	2692	Vt.	Small town	Clear	Good
Excuse Me	529	Mich.	Rural	Cold	Good

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
UNIVERSAL					
California Straight Ahead..	8000	Maine	Small town	Clear	Big
Home Maker, The.....	529	Mich.	Rural	Cold	Poor
Hurricane Kid, The.....	529	Mich.	Rural	Clear	Good
Daring Days.....	2717	Okal.	Small town	Cold	Good
Hunchback of Notre Dame, The.....	884	Ark.	Rural	Cold	Big
Calgary Stampede, The....	796296	Md.	1st run	Rainy	Good
Bustin' Thru.....	8000	Maine	Small town	Stormy	Good
Peacock Feathers.....	3394	Mich.	Small town	Cold	Fair
	401158	Ohio	1st run	Clear	Fair
Phantom of the Opera, The	2717	Okal.	Small town	Clear	Big
Saddle Hawk, The.....	1688	Neb.	Small town	Clear	Good
Sporting Life.....	314194	Ind.	1st run	Cold	Good
Stella Maris.....	414216	N. J.	1st run	Clear	Good
Storm Breaker, The.....	529	Mich.	Rural	Cold	Fair
	3394	Mich.	Small town	Cold	Good
Teaser, The.....	529	Mich.	Rural	Clear	Good
Two Fisted fiones.....	2717	Okal.	Small town	Cold	Poor
Up The Ladder.....	529	Mich.	Rural	Clear	Good
What Happened to Jones..	993678	Mich.	1st run	Clear	Good
Where Was I?.....	450000	Mo.	Transit	Cold	Good
	253000	Texas	General	Cold	Good
White Outlaw, The.....	126468	Iowa	Neigh'rhood	Cold	Good
VITAGRAPH					
Happy Warrior, The.....	529	Mich.	Rural	Snow	Good
Love Hour, The.....	529	Mich.	Rural	Clear	Big
Unknown Lover, The.....	529	Mich.	Rural	Snow	Poor
WARNER BROS.					
Bobbed Hair.....	401158	Ohio	1st run	Clear	Fair
Bridge of Sighs, The.....	1131	Md.	Small town	Clear	Fair
How Baxter Butted In.....	1131	Neb.	Small town	Clear	Fair
Lighthouse By The Sea, The.....	884	Ark.	Rural	Clear	Big
Man On The Box, The....	4419	Minn.	Small town	Cold	Big
My Wife And I.....	1131	Md.	Small town	Cold	Poor
Seven Sinners.....	401158	Ohio	1st run	Clear	Fair
Three Women.....	1131	Neb.	Small town	Clear	Poor
Where The North Begins..	1131	Neb.	Small town	Cold	Good

FILL IN THIS BLANK AND MAIL TO—

Date. _____

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature

[illegible]

Theatre _____

City _____ State _____

With First Run Theatres

LOS ANGELES

Figueroa Theatre—

Film Numbers—Madame Behave (Producers Dist. Corp.), Fox Comedy, Pathe News.

Musical Program—Jazz Orchestra, Charleston Dancers, Charleston Contest.

Pantages Theatre—

Film Numbers—The Three Wise Crooks (F. B. O.), Moonlight and Noses (Comedy), Pathe News.

Musical Program—Vaudeville.

Hillstreet Theatre—

Film Numbers—What Fools Men (First National), International News, Aesop Fable.

Musical Program—Vaudeville.

Forum Theatre—

Film Numbers—Made For Love (Producers Dist. Corp.), My Sweedie (Educational), International News, Kinograms.

Musical Program—"The Greatest Love in All the World" (Solo), "Daddies Sweetheart" (Solo).

Metropolitan Theatre—

Film Numbers—Woman of the World (Paramount), Mama Behave (Pathe), Aesop Fable, Pathe and International News.

Musical Program—"The Charming Bird" (Solo), "Persian Ballet" (Stage).

Criterion Theatre—

Film Numbers—The Wheel (Fox), Dynamited (Comedy), Fox News.

Musical Program—"The Kiss I Can Forget" (Organ).

Loews State Theatre—

Film Numbers—The Blackbird (Metro-Goldwyn-Mayer), Hot Feet (Educational), International News and Kinograms.

Musical Program—"Moon Dear" (Solo).

Million Dollar Theatre—

Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Rialto Theatre—

Film Numbers—The Pony Express (Paramount), Continued.

NEW YORK CITY

Capitol Theatre—

Film Numbers—Mike (Metro-Goldwyn-Mayer), Tunis (Scenic), Capital Magazine (Selected).

Musical Program—"Capriccio Espagnole" (Overture), "The Swan" (Ballerina), "Miserere" (Sextette), "A Chinese Fantasy" (Chorus), "The Legend of the Pearl" (Ballet).

Strand Theatre—

Film Numbers—That Royle Girl (Paramount), Topical Review (Selected).

Mr. Exhibitor: Ask at the Film Exchanges for the



It's little to ask for, but it's the only reliable aid you can give your musicians to help put the picture over

Musical Program—Orchestra Overture, Organ Solo.

Rialto Theatre—

Film Numbers—The Splendid Road (First National), Burma Blues (Novelty), Rialto Cinemas (Selected), A Stretch in Time (Cartoon).

Musical Program—Selections from "Faust" (Overture), Xylophonist and Charleston Dancer, Vocal Harmonists, "I Love My Baby" (Organ Novelty).

Rivoli Theatre—

Film Numbers—Mannequin (Paramount), Marionettes (Color Film), Lighter Than Air (Aesop Fable), Events of the World (Selected News).

Musical Program—"La Forza Del Destino" (Overture), Special Orchestra, "Bam, Bam, Bamy, Shore" (Organ Novelty), "Gypsy Follies" (Special Presentation).

Cameo Theatre—

Film Numbers—The Phantom of the Opera (Universal), Cameo Pictorial (Selected), Aesop Fable and Novelty Film.

Musical Program—"Faust" (Overture), "Jewel Song" from Faust, Organ Solo.

Colony Theatre—

Film Numbers—California Straight Ahead (Universal), Current Events (Selected News).

Musical Program—"Here and There in the Pit" (Overture), "Charleston Carnival" (Revue).

Embassy Theatre—

Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

The Astor Theatre—

Film Numbers—The Big Parade (Metro-Goldwyn-Mayer), Continued.

Apollo Theatre—

Film Numbers—Stella Dallas (United Artists), Continued.

Geo. M. Cohan Theatre—

Film Numbers—Ben Hur (Metro-Goldwyn-Mayer), Continued.

Warners Theatre—

Film Numbers—Lady Windermere's Fan (Warner Bros.), Continued.

WASHINGTON

Metropolitan Theatre—

Film Numbers—Clothes Make the Pirate (First National), Current Events (Fox), Fair and Foolish (Educational).

Musical Program—"Asleep in the Deep" (Prelude), bass solo, "Jolly Robbers" (Overture).

Rialto Theatre—

Film Numbers—The Last Edition (F. B. O.) Current Events (Universal), Oh, Buster (Universal).

Musical Program—"Beautiful Blue Danube" waltz (Overture), Special Presentation—"Broadcasting."

Columbia Theatre—

Film Numbers—The Eagle (United Artists), Current Events (Universal), On Edge (Educational).

Musical Program—"Trepak" (Overture).

Palace Theatre—

Film Numbers—The Masked Bride (Metro-Goldwyn-Mayer), Current Events (Pathe), Topics of the Day (Pathe), Cuckoo Love (Pathe).

Musical Program—"I'm Sitting on Top of the World" (Overture).

Strand Theatre—

Film Numbers—The Unknown Lover (S. R.).

Earle Theatre—

Film Numbers—The Wedding Song (Producers Dist. Corp.).

MILWAUKEE

Alhambra Theatre—

Film Numbers—His People (Universal), Love My Dog (Universal), International News.

Musical Program—(a) "Gypsy Airs", (b) "Eili Eili" (Overture), "Pal of My Cradle Days" (Tenor), "Dance Divertissement" and "The Moth and the Flame" (Presentation).

Garden Theatre—

Film Numbers—Three Faces East (Producers Dist. Corp.), Felix Cartoon, Pathe News.

Musical Program—"Dream Pal" (Organ Specialty).

Merrill Theatre—

Film Numbers—The Only Thing (Metro-Goldwyn-Mayer), Live Cowards (Educational), Pathe Review. Kinograms.

Strand Theatre—

Film Numbers—The Live Wire (First National), Marinette (Educational), Kinograms.

Musical Program—"Hello 1926" (Overture), "I Want to Be Happy" (Organ Specialty).

Wisconsin Theatre—

Film Numbers—That Royle Girl (Paramount), International News.

Musical Program—"Mignon" (Overture), Dancer, Male Quartette.

BALTIMORE

Century Theatre—

Film Numbers—Irish Luck (Paramount), Good Cheer (Pathe), Fox News.

Musical Program—"Sitting on Top of the World," "Show Me the Way to Go Home," "Remember," "Rose of Picardy," "Stop, Let's Go," and "Bam, Bam, Bamy Shore," Orchestra, Organ.

Garden Theatre—

Film Numbers—The Midnight Flyer (F. B. O.), News (Fox), Dynamite Gump (Universal).

Musical Program—Vaudeville, Orchestra, Organ.

Keith's Hippodrome—

Film Numbers—Steel Preferred (Producers Dist. Corp.), The Soapsuds Lady (Pathe), The Green Archer, No. 4 (Pathe), Aesop Fable, News (Pathe).

Musical Program—Vaudeville, Orchestra, Organ.

Warner's Metropolitan—

Film Numbers—Lord Jim (Paramount), Yes, Yes, Babette (Educational), The Gold Push (Pathe), News (Pathe and Fox), American Colleges (Pathe

color), Facts and Figures (Specialty).

Musical Program—"By the Bam Bam Bammy Shore" (Overture), Orchestra, Organ.

Parkway Theatre—

Film Numbers—The Ancient Mariner (Fox), Buster's Nightmare (Universal), Topics of the Day (Pathe) Kinograms.

Musical Program—Selections from "Tannhouser" (Overture), Orchestra, Organ.

Rivoli Theatre—

Film Numbers—The New Commandment (First National), News (Pathe), Hotsy Totsy (Pathe).

Musical Program—"No, No, Nanette" (Organ Selection), "Want a Little Lovin'," "Deep River Blues," "Paddlin' Madelin' Home," "Speech," "Tiger Rag," "Lydia Pinkham" (Whitey Kaufman's Orchestra), "Down by the Vinegar Works" (Stereoptican Novelty with Organ), Orchestra, Organ.

New Theatre—

Film Numbers—The Splendid Crime (Paramount), Wonder Book (Scenic), Live Cowards (Educational), News (Pathe).

Musical Program—Classical Favorites (Overture), Music and singing, Orchestra, Overture.

ST. LOUIS

St. Louis Theatre—

Film Numbers—Keeper of the Bees (F. B. O.).

Musical Program—Orchestral and organ selections. Vaudeville.

Loew's State Theatre—

Film Numbers—The Only Thing (Metro-Goldwyn-Mayer), News, Views and Tours (Selected).

Musical Program—Orchestral overture and popular number. Organ, vocal, musical and dance numbers (Stage).

Missouri Theatre—

Film Numbers—Womanhandled (Paramount), Missouri Magazine (Selected short subjects).

Musical Program—Orchestral and organ numbers. On stage—"A Radio Frolic."

William Goldman's Kings and Rivoli Theatres—

Film Numbers—The Man Without a Country (Fox), News and Views (Selected).

Musical Program—Orchestral selections. On stage—"Kiddie Revue."

Grand Central, West End Lyric and Capitol Theatres—

Film Numbers—Clothes Make the Pirate (First National), Framed (Educational), Kinograms.

Musical Program—Orchestral Organ and Stage Acts.

Grand Opera House—

Film Numbers—Camille of the Barbary Coast (Assoc. Exhibitors), News and Views (Selected).

Musical Program—Orchestral numbers. Vaudeville.

Delmonte Theatre—

Film Numbers—Not So Long Ago (Paramount), Selected News and Views, Comedy, Fables.

Musical Program—Orchestral and vocal numbers.

BOSTON**Beacon and Modern Theatres—**

Film Numbers—Braveheart (Producers-Dist. Corp.), Counsel for the Defense (Assoc. Exhibitors Comedy (Educational), News (International)).

Musical Program—Overture, Organ.

Fenway Theatre—

Film Numbers—Braveheart (Producers-Dist. Corp.), Counsel for the Defense (Assoc. Exhibitors), Fables (Pathe), News (Pathe).

Musical Program—Overture, Organ.

Gordon's Washington Street Olympia Theatre—

Film Numbers—Infatuation (First National), Comedy (Educational), News (Pathe).

Musical Program—Overture, Orchestra, Vaudeville.

Loew's State Theatre—

Film Numbers—The Only Thing (Metro-Goldwyn-Mayer), Sally, Irene and Mary (Metro-Goldwyn-Mayer), Comedy (Pathe), News (Pathe).

Musical Program—Overture, Orchestra and Organ.

Metropolitan Theatre—

Film Numbers—Hands Up (Paramount), Topics of the Day (Pathe), News (Pathe).

Musical Program—"The Fortune Teller" (overture), Orchestra "The College Four," quartet; organ and orchestra in ballet numbers.

New Boston Theatre—

Film Numbers—The Plastic Age (S. R.), What Is the World Coming To (Pathe), Our Gang (Pathe), News (Pathe).

Musical Program—Overture, Orchestra and Organ, Vaudeville.

SSt. James Theatre—

Film Numbers—The Phantom of the Opera (Universal), Comedy (Pathe), Topics of the Day (Pathe), Fables (Pathe), News (Pathe).

Musical Program—Overture, Orchestra and organ.

Colonial Theatre—(Special)

Film Numbers—Stella Dallas (United Artists).

BUFFALO**Shea's Buffalo—**

Film Numbers—A King On Main Street (Paramount) Comedy, Current Events (Selected).

Musical Program—The Melting Pot (Special Presentation), Orchestral Overture, Organ Solos.

Shea's Hippodrome—

Film Numbers—The Iron Horse (Fox), Coo Coo Love (Pathe), Hippodrome Review (Selected).

Musical Program—Congs of the Old Folks (Overture), Organ Solo.

Lafayette Square—

Film Numbers—Without Mercy (Producers Dist. Corp.) Pathe comedy, Kinograms.

Musical Program—"Stradella" (overture), Vaudeville.

Loew's State Theatre—

Film Numbers—When the Door Opened (Fox), There Goes the Bride (Pathe), Pathe News.

Musical Program—"Bits of Popular Hits" (Overture), Vaudeville.

Shea's North Park—

Film Numbers—A Kiss For Cinderella (Paramount), Good

Cheer (Pathe), North Park News (Selected).

Musical Program—Selection from "My Girl" (Overture), Organ Solo.

New Olympic Theatre—

Film Numbers—The Arizona Sweepstakes (Universal), The Eyes of Hollywood (S. R.), Her Lucky Leap (Comedy), Olympic News (International).

Musical Program—Songs of the South (organ).

SALT LAKE CITY**American Theatre—**

Film Numbers—The Unguarded Hour (First National), Mamies Romance (Fox), International News.

Kinema Theatre—

Film Numbers—The Overland Limited (S. R.), The Royal Fourflushers (Pathe), Pathe Review, International News.

Pantages Theatre—

Film Numbers—The Blackbird (Metro-Goldwyn-Mayer).

Paramount Express Theatre—

Film Numbers—The Vanishing American (Paramount), Pathe News.

Victory Theatre—

Film Numbers—The Enchanted Hill (Paramount), Pleasure Bound (Pathe), Pathe News.

PHILADELPHIA**Stanley Theatre—**

Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Stanley Magazine (Selected).

Musical Program—Excerpts from "Merry Widow," Prologue, "Vilia," "Merry Widow Waltz."

Fox Theatre—

Film Numbers—When the Door Opened, (Fox), Fox Magazine.

Musical Program—"Echoes From Broadway" (Overture), Orchestra. Operatic and popular selections by Ensemble and special Orchestra.

Aldine Theatre—

Film Numbers—The Big Parade (Metro-Goldwyn-Mayer).

Karlton Theatre—

Film Numbers—A Woman of the World (Paramount).

Arcadia Theatre—

Film Numbers—The Beautiful City (First National).

PPalace Theatre—

Film Numbers—Woman Handled (Paramount).

Victoria Theatre—

Film Numbers—Tumbleweeds (United Artists).

Capitol Theatre—

Film Numbers—Why Women Love (First National).

NEWARK**Mosque Theatre—**

Film Numbers—Lady Windermere's Fan (Warner Bros.), Comedy (Educational), News (International).

Musical Program—"Zampa" (Overture), Dancers with orchestra, Popular Songs (Soprano).

Brandford Theatre—

Film Numbers—Joanna (First National), Comedy (Educational), News (Pathe).

Musical Program—"Medley of Popular Hits" (Overture), "Remember" (Contralto), Female dancer doing Whirlwind and Charleston.

Capitol Theatre—

Film Numbers—Wandering Fires (S. R.), All Around Frying Pan (F. B. O.), Comedy (Pathe), Kinograms.

Musical Program—"Popular Rhythms" (Overture).

Rialto Theatre—

Film Numbers—Lovers in Quarantine (Paramount), Idle Tongues (First National), Kinograms.

Musical Program—Selections from Victor Herbert's "Mlle. Modiste" (Overture).

Fox Terminal Theatre—

Film Numbers—East Lynne (Fox), Comedy (Fox), News (Fox), Screen Snapshots (S. R.).

Musical Numbers—Songs of the Day (Overture).

SAN FRANCISCO**California Theatre—**

Film Numbers—Road to Yesterday (Producers) Dist. Corp.), Alice Wins the Derby (comedy), International News.

Musical Program—"Slavonic Rhapsodie" (Overture), "Melodie" "Violin," in a clock store orchestra, "Cross My Heart Mother, I Love You" (Organ).

Grand Theatre—

Film Numbers—The American Venue (Paramount), Pathe News, Pathe Review.

Musical Program—"You'll Be Surprised," Special presentation singing dancing numbers.

St. Francis Theatre—

Film Numbers—Joanna (Paramount), Laughing Ladies (Pathe), Kinograms, Pathe Review.

Musical Program—"Samoa" (overture); "An Atmospheric Prelude" (Presentation).

Imperial Theatre—

Film Numbers—The Gold Rush (United Artists) continued.

Cameo Theatre—

Film Numbers—Arizona Sweepstakes (Universal), Her Lucky Leap (Universal), International News.

Musical Program—"Jingle Bells," (Overture), "Lost Chord, (Specialty), "On the Bam, Bam, Bamy Shore," (Baritone).

Union Square Theatre—

Film Numbers—Big Pal (S. R.), Fox Comedy, Pathe News, special musical program, Vaudeville.

Golden Gate Theatre—

Film Numbers—The Knockout (First National), Beware (Educational), Aesops Fables, Pathe News, Pathe Scenic.

Loew's Warfield Theatre—

Film Numbers—The Blackbird (Metro-Goldwyn-Mayer), International News, Kinograms.

Musical Program—"Memories of Victor Herbert" (Overture), Singing and Dancing Specialty.

Brooklyn Mark Strand Theatre—

Film Numbers—"The Phantom of the Opera" (Universal), Topical Review (Selected).

Musical Program—"Home, Sweet

Home, The World Over" (Overture), "A Gypsy Musicale," "Zigeunerweisen" (string quartet); "Gypsy Love Song" (bass-baritone, Gypsy Dancers and string quartette), and "Second Hungarian Rhapsody" (ballet); scenes from "Faust," "Faust Ballet" (augmented ballet), and "Prison Scene" (soprano, tenor and bass baritone); selections from Verdi's "Aida" (recessional).

ST. PAUL**Astor Theatre—**

Film Numbers—Womanhandled (Paramount), Fire Away (Comedy), News (Selected).

Musical Program—"Opera vs. Jazz" (Orchestra and vocalists).

Capitol Theatre—

Film Numbers—The Beautiful City (First National), Laughing Ladies (Pathe), Marvels of Motion (Red Seal), Capitol Digest (Selected).

Musical Program—"Dixie" (Organ Novelty), "Evolution of the Dance" (Orchestra).

Garrick Theatre—

Film Numbers—Cobra (Paramount), Garrick Laffograph (Comedy), Pictorial News (Selected).

Musical Program—Saxophone Soloist and organ overture.

Princess Theatre—

Film Numbers—Why Women Love (First National), I Do (Comedy), Kinograms.

Musical Program—Organ Overture.

Strand Theatre—

Film Numbers—The Gilded Butterfly (Fox), Laughing Ladies (Pathe), Kinograms.

Musical Program—Organ Overture.

Tower Theatre—

Film Numbers—His Secretary (Metro Goldwyn), Don't Butt In (Comedy), Pathe News.

Musical Program—"Pique Game" (Orchestra and stage show).

CLEVELAND**Stillman Theatre—**

Film Numbers—The Eagle (United Artists), Pace Makers (Educational), International News.

Musical Program—"Russian Melodies" (Overture), "Volga Boatman" (Vocal, "Dance Russe" (prologue).

Allen Theatre—

Film Numbers—Intimation (First National), Gosh Darn Mortgage (Pathe), Topics of the Day (Pathe), Pathe News.

Musical Program—"Comic Opera Cocktail" (overture).

State Theatre—

Film Numbers—Sally, Irene and Mary (Metro-Goldwyn-Mayer), Hugged Heroes (Universal), Dixie (Pathe), Nature's Nurseries (S. R.), Pathe Review.

Musical Program—Organ (Overture), "When I Waltz With You" (vocal, Yucca Hill).

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Park Theatre—

Film Numbers—The Enchanted Hill (Paramount), Easy Pickings (Educational), Topics of the Day (Pathe), Kinograms.

Musical Program—"William Tell" (Overture), "The Last Rose of Summer" (soprano) solo, "Rustle of Spring" and "Rest In My Arms" (organ numbers).

Reade's Hippodrome—

Film Numbers—Sporting Life (Universal), A Punch In the Nose (Pathe), International News.

Musical Program—"Suppe's Light Cavalry" (Overture), Vaudeville.

Keith's East 105th Street—

Film Numbers—The Road of Yesterday (Producers Dist. Corp.), What's the World Coming To (Pathe), Pathe News, Aesop's Fables.

Musical Program—March from "Nut Cracker Suite" (Overture), Vaudeville.

Circle Theatre—

Film Numbers—Lady Windermere's Fan (Warner Bros.), Aesop's Fables, Pathe News.

Musical Program—The Merry Widow (overture), (special Stage Attraction).

HOUSTON

Isis Theatre—

Film Numbers—The Unguarded Hour (First National), Comedy (Pathe), News (International).

Musical Program—"Concert Selections" (Overture), Organ and Orchestra.

Queen Theatre—

Film Numbers—Womanhandled (Paramount), Houston Chronicle-Queen Theatre News (Local), Our Gang (Comedy), News (Pathe).

Musical Program—"Dreaming and Drifting" (Overture), Peaceful Valley (Organ Overture), Organ and Orchestra Selections.

Capitol Theatre—

Film Numbers—The Enchanted Hill (Paramount), Yes, Yes, Babette (Educational), Kinograms.

Musical Program—"Just For You" (Overture), Organ and Piano Selections.

Rialto Theatre—

Film Numbers—The Family Secret (Universal), Comedy (Educational), News (Fox).

Musical Program—Organ and Piano Selections.

Majestic Theatre—

Film Numbers—When the Door Opened (Fox), Aesop's Fables, News (Pathe).

Musical Program—"Popular Selections" (Overture), Vaudeville.

Liberty Theatre—

Film Numbers—The Pleasure Buyers (Warner Bros.), Sunshine Comedy, Review (Pathe).

Musical Program—Organ and Piano Selections.

DES MOINES

Des Moines Theatre—

Film Numbers—Little Annie Rooney (United Artists), Fire Away (Educational).

Musical Program—Special program, Ukele and Banjo (stage).

Capitol Theatre—

Film Numbers—Bright Lights (Metro-Goldwyn-Mayer), Marvels of Motion (Red Seal),



Two column ad of Reade's Hippodrome, Cleveland, for "The Wedding Song" (P. D. C.).

Amundsen's Polar Trip (Pathe), "Land of Dreams" (Stage).

SStrand Theatre—

Film Numbers—His People (Universal), A Pikes Pique (F. B. B.), Kinograms, Universal Program, "Charleston" (specialty).

DETROIT

Shubert-Detroit Opera House—

Film Numbers—The Big Parade (Metro-Goldwyn-Mayer).

Musical Program—Special score.

Adams Theatre—

Film Numbers—The Eagle (United Artists), (Kinograms), Fighting Dude (Comedy), organ.

Capitol Theatre—

Film Numbers—Joanna (First National), News (Pathe), Aesop's Fable, Spotlight (Pathe).

Musical Program—Orchestra, Organ, Song duo.

Madison Theatre—

Film Numbers—Little Annie Rooney (United Artists), (Kinograms).

Musical Program—Orchestra and Organ.

State Theatre—

Film Numbers—Irish Luck (Paramount), News (Pathe).

Musical Program—Orchestra, Organ, Vaudeville.

Broadway-Strand Theatre—

Film Numbers—What Happened to Jones (Universal), News (International), Educational Comedy.

Musical Program—Organ, Singing band, dance contest.

Fox Washington Theatre—

Film Numbers—The Best Bad Man (Fox), Parisian Knight (Fox).

Musical Program—Organ, Specialty Act.

CHICAGO

Chicago Theatre—

Film Numbers—We Moderns (First National), News Weekly (International), Framed (Educational).

Musical Program—"Carmen" (Overture), "Classical Jazz" (Specialty), "Violin and Film Novelty" (Specialty), "That Certain Party" (Organ Solo), Presentation.

Tivoli Theatre—

Film Numbers—The Unguarded Hour (First National), International News (Universal), Cartoon (Selected).

Musical Program—"Zampa" (Overture), "I Never Knew" (Organ Solo), "Jazz Cyclone" Presentation.

Uptown Theatre—

Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), International News.

Musical Program—"Popularity" (Overture), "The Merry Widow" (Prologue).

Capitol Theatre—

Film Numbers—Little Annie Rooney (United Artists), News and Views (Universal), Cartoon.

Musical Program—"Orpheus" (Overture), "The Artist's Dream" (Presentation), "Rondo Capriccioso" (Organ Solo), "In Our Alley" (Prologue to feature).

Castle Theatre—

Film Numbers—The Phantom of the Opera (Universal).

Orpheum Theatre—

Film Numbers—Lady Windermere's Fan (Warner Bros.).

Monroe Theatre—

Film Numbers—The Iron Horse (Fox).

Roosevelt Theatre—

Film Numbers—Winds of Chance (First National).

McVicker's Theatre—

Film Numbers—Joanna (First National).

Musical Program—"Underground China" (Presentation and Specialties).

SEATTLE

Blue Mouse Theatre—

Film Numbers—Rose of the World (Warner Bros.), Aesop's Fable, Comedy (Universal), International News.

Musical Program—"High Jinks" (Overture), "Five Feet Two, Eyes of Blue" (Specialty).

Coliseum Theatre—

Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Kinograms, Pathe News.

Musical Program—Selections from the "Merry Widow" (Overture).

Columbia Theatre—

Film Numbers—The Keeper of the Bees (F. B. O.), Smash Up (Comedy), International News.

Musical Program—"Opera Mirrors" (Overture), "Dreams of To-Morrow" (Specialty), "Mighty Blue" (Vocal).

Liberty Theatre—

Film Numbers—The Beautiful City (First National), Better Movies (Pathe), International News, Liberty News.

Musical Program—"Nola" (Overture), "Down by the Vinegar Woiks" (Organ and Vocal).

Pantages Theatre—

Film Numbers—The Best Bad Man (Fox), Aesop's Fable, Pathe News.

Musical Program—Vaudeville.

Strand Theatre—

Film Numbers—The Live Wire (First National), Pathe Review, Educational Comedy, Fox News.

Musical Program—"Charleston" Specialty and Contest.

MINNEAPOLIS

Aster Theatre—

Film Numbers—The Gilded But-terfly (Fox), Adventures of Mazie (F. B. O.), News (Fox).

Musical Program—Organ Overture.

Garrick Theatre—

Film Numbers—Soul Mates (Metro-Goldwyn), Live Cowards (Comedy), Garrick News (Selected).

Musical Program—"When You and I Were Young, Maggie" (Orchestra Overture), Piano duo.

Lyric Theatre—

Film Numbers—Womanhandled (Paramount), Wide Open Faces (Pathe), Kinograms.

Musical Program—"That Certain Party" (Baritone Solo).

State Theatre—

Film Numbers—Infatuation (First National), There He Goes (Comedy), State News (Selected).

Musical Program—"Solenelle" (Orchestra Overture), "My Only One" (Organ Novelty).

Strand Theatre—

Film Numbers—The Eagle (United Artists), Christy Comedy, Strand News (Selected).

Musical Program—Organ Overture.

KANSAS CITY

Newman Theatre—

Film Numbers—That Royal Girl (Paramount), Newman Mirror (Selected), Newman Events (Local).

Musical Program—"Recollections of The Masters" (Overture), Harpist Serenaders (Orchestral Novelty), Organ Solos.

Liberty Theatre—

Film Numbers—The Storm Breaker (Universal), Dynamited (Universal), Aesop's Fables, International News.

Musical Program—"Raymond" (Overture), Male Quartet Organ Solos.

Royal Theatre—

Film Numbers—Mannequin (Paramount), Slippery Feet (Educational), Royal Mirror (Selected), Current Events (Local).

Musical Program—Syncopators (Stage Overture), Organ Solos.

Mainstreet Theatre—

Film Numbers—The Splendid Road (First National), Educational Short Subjects, Pathe News.

Musical Program—"Popular Selections" (Overture), Organ Solos.

Pantages Theatre—

Film Numbers—The Midnight Flyer (F. B. O.), Aesop's Fables, Pathe News.

Musical Program—"Atmospheric Selections" (Overture), Organ Solos.

CINCINNATI

Capitol Theatre—

Film Numbers—Infatuation (First National), Felix Cartoon, Capital News (Selected).

Musical Program—Orchestra.

Walnut Theatre—

Film Numbers—The American Venus (Paramount), News, Topics and Fables (Pathe).

Musical Program—Orchestra.

Strand Theatre—

Film Numbers—Old Clothes (Metro-Goldwyn-Mayer), Air Tight (Comedy), News and Topics (Pathe).

Musical Program—Orchestra.

Lyric Theatre—

Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Kinograms.

Musical Program—Orchestra.

Short Subjects and Serials

Jack Duffy is Featured in Christie Comedy

Jack Duffy is to be featured in a new Christie Comedy which has just started under the direction of Harold Beaudine and will be released by Educational. Vera Steadman plays opposite Duffy and Natalie Joyce has the other chief girl role. Gene Morgan, Blanche Payson and Bill Blaisdell complete the cast.

Fox Starts New O. Henry Two-Reeler

Fox has started a new O. Henry two-reeler under the title of "From the Cabby's Seat." Gladys McConelli is playing the O. Henry girl and Gene Cameron has the leading male role. Others in the cast are Art Rowlands and Ernie Shields. Benjamin Stoloff is directing.

Buster Brown Dog Signed to Long Contract

Stern Brothers, producers of Buster Brown Comedies for Universal release, have signed Pete, the dog to a long term contract. He is now playing the role of Tige in the Buster Brown series. Pete is said by some reviewers to have a real sense of humor.



Scenes from "Weak But Willing," an Educational release.

Stern Bros. Adopt New Policy

Announce Only Series of High Class Comedies Will be Produced—Century Name is Dropped

A NEW production policy under which only series of high class comedies will be made by the company has been announced by the Stern Brothers, producers for the Universal release schedule. Hereafter the pictures will be known as the Stern Brothers Comedies, the former output—Century Comedies—is to be discontinued.

There will be at least five series of first-class comedies on the 1926-1927 release schedule of the Stern Brothers Comedies. An extension of the present Buster Brown Productions will form the nucleus of the new schedule.

Another new series of two-reelers, already in the making for next season's release by the Stern Brothers, is "What Happened to Jane," a high-class situation comedy series starring Wanda Wiley. The stories are being written by Roy Evans.

Al Ford has been engaged to appear opposite Miss Wiley in this new series. The remainder of the supporting cast is of unusual strength, including Hilliard Karr, the fat comedian, Eleanor Leslie, well known character actress and others of equal prominence.

The Stern Brothers are now considering several story series of national importance as vehicles for their stars.

"Our unprecedented success with the Buster Brown Comedies convinced us that the market is ripe for more high-class comedies," say the Sterns, discussing their change in production policy.

"A close analysis of the comedy market has also proven to us that series pictures are more in demand than week in and week

out releases, however good those releases may be.

"The foregoing two phases of the comedy situation were the determining factors in our decision to confine our production activities from now on, to series comedies.

"We have reorganized our production facilities, and increased our studio personnel, as well as adding a number of higher grade technicians and writers to our staff. We are now in a position to turn out comedies without equal in the industry. That is our goal."

Pathe Presented Programs for Poor Kiddies

Co-operating with the New York Evening Graphic, Pathe presented screen programs for poor kiddies in New York and Brooklyn during the holidays. Harold Lloyd, "Our Gang" and other Pathe comedies were furnished gratis for the entertainment of thousands of youngsters at Keeney's Bedford Theatre, Brooklyn, on December 29th, and at the Gotham Theatre, New York, on the same date.

Gillespie Cast for Role in Theda Bara Comedy

William Gillespie, has been added to the cast supporting Theda Bara in her Hal Roach comedy, now in production under the direction of Richard Wallace and the supervision of F. Richard Jones. Tyler Brooke, Jimmie Finlayson, Fred Malatesta and Joe Madeson are other supporting players.



Highlights from "Mazie's Married," No. 12 of "The Adventures of Mazie," an F. B. O. production.

Resume of Current News Weeklies

FOX NEWS CONTINUITY, VOL. 7, NO. 29. Washington, D. C.—Army, Navy, Cabinet and Diplomatic Corps attend the White House New Year's reception; News from Europe—Gen. Pangalos emulates Mussolini and declares dictatorship in Greece; Peterboro, N. J.—Two of world's biggest monoplane are nearing completion here for dash to North Pole in Spring; Paris—Premier Briand and the French Cabinet witness conferring of Cardinals' red hat on Mgr. Cerretti! New Orleans, La.—Nurmi, a horse as fleet of foot as his namesake, defeats a speedy field in Fair-grounds Inaugural; Niagara Falls, N. Y.—Winter's icy magic turns the mist of the Falls into crystal mantle covering the land of honeymoons; Decatur, Ga.—State employs 3 famous bloodhounds, Big Boy, Buck and Fan, to guard convicts toiling on roads; Polo Season Opens in the Southland—Winter sojourners watch Reds and Blues in fast battle at Flamingo Club; Boston, Mass.—Irene Hesenius, 18, the champion swimmer of New England, starts the new year with an icy dip; Miami, Fla.—A place where footballs grow on the trees. The Notre Dame alumni team practices with coconuts; Lake Placid, N. Y.—The foremost university ski-jumpers compete for the fifth annual award of the Marshal Foch prize.

FOX NEWS CONTINUITY, VOL. 7, NO. 30. Suffolk, Va.—Fox News cameraman accompanies dry agents on perilous "moonshine" raid in Dismal Swamp; Outstanding Figures in the Day's News—Helen Wills goes abroad to defend her tennis title against famed Suzanne; Des Moines, Ia.—Senator A. B. Cummins congratulates first Iowa woman in Federal post—Nellie G. Tomlinson; Pasadena, Cal.—Fifty thousand football fans see University of Alabama beat Washington 20 to 19, in post-season classic; Pasadena, Cal.—Five hundred thousand people watch Tournament of Roses; Vloedam, Holland—Holland's most severe winter in years locks her canals in ice; St. Louis—Shoes milady will wear for Spring and Summer are displayed before the national footwear show; Wheatley Hills, L. I.—A day with Will Rogers, the cowboy philosopher, who raises his family in the saddle, Western style; Austria's New Army Holds Manoeuvres—Total post-war strength of 20,000 men stages a battle to cross Danube; Essex County, N. Y.—Winter sport with a kick is mushing behind trusty dog team in snowswept Adirondack mountains.

INTERNATIONAL NEWS NO. 3: Kyoto, Japan (Omit Boston and New Orleans)—Japs get rare glimpse of prettiest Geisha girls; New Orleans, La. (New Orleans only)—Huge crowds witness New Year's handicap at southern track; Boston, Mass.—Malcom E. Nichols inaugurated as Boston's new mayor; New York City—A dog's life isn't what it used to be. Here's a police hound whose main job is acting

as nurse maid; Yalesville, Conn.—And Old Buck, sturdy St. Bernard, takes care of a couple of kitties, just as though he liked the job; Quebec, Canada—Longest snow toboggan lures thrill hunters; Winchester, Mass. (Boston only)—New model ice yacht shatters speed records in thrilling tryouts; Denver, Col. (Denver only)—Rabbit round-up provides feast for Denver's needy; Chicago, Ill. (Chicago only)—Thousands view choice poinsettia blossoms at mid-winter flower show; Philadelphia, Pa. (Philadelphia only)—Liberty—silent since 1836—chimes forth arrival of sesqui-centennial year; Rome, Italy—Cardinal Hayes, noted American prelate, visits the Vatican as Holy Year closes; Hasbrouck Hts., N. J.—Giant Fokker plane under construction for new polar flight; Palo Verde, Cal.—Frank Vanderlip, the noted banker, makes a hobby of mules; Washington, D. C. (Washington only)—President and Mrs. Coolidge greet thousands at annual New Year's reception; Philadelphia, Pa.—Famous Mummies' revel a dazzling spectacle; New York City—Elephants run "wild" in heart of city; Newburgh, N. Y.—Skating speed kings open racing season.

INTERNATIONAL NEWS NO. 4: Rome, Italy—Holy Year ends! Tampa, Fla.—Bullfight on U. S. soil but oh, so refined! Kiota, Japan—Old-style football revived in Japan; Pasadena, Cal. (Atlanta only)—Alabama and Washington in hard-fought battle on California gridiron; St. Louis, Mo. (St. Louis only)—St. Louis sets footwar fashions for world; Washington, D. C. (Washington only)—Construction starts on new fifteen-million dollar home for National Press Club; Chicago, Ill. (Chicago only)—Hundreds escape death when famous 20th Century Limited leaps from rails; New York City—Irving Berlin, master of jazz, wins Miss Ellin Mackay, young daughter of millionaire; New York City (Omit Boston and New Haven)—Latest styles in fancy skating; Providence, R. I. (New Haven and Boston only)—Old time fiddlers menace modern jazz bands; On International Newsreel Special—Newsreel Expedition finds huge crocodile lairs in depths of Brazilian wilds.

INTERNATIONAL NEWS NO. 5: Belleville, Ill.—Uncle Sam tries out new type airship; Baker River, Wash. (Omit Chicago)—New Man-made "falls" a scenic marvel; Chicago, Ill. (Chicago only)—Behind the scenes at popular radio station; Winter Snapshots. Washington, D. C.—Capital's first snowfall provides battle ammunition for Senate pages; Quebec, Canada—Down the world's longest toboggan with an International Newsreel cameraman. Everybody's on skis in Quebec these days; Burbank, Cal.—Ex-Champion Jim Jeffries now a peaceful farmer; Miami Beach, Fla.—U. S. polo players prepare for Britons; Near Cairo, Egypt—Sphinx worn by age goes under

repair; Los Angeles, Cal.—Army of crocodiles arrive from Egypt; Shaniko, Oregon—Three hundred wild horses caught in mountain round-up.

KINOGRAMS NO. 5151: Rome, Italy—Fascist government holds ceremonies again dedicating the Colosseum to church; Atlantic City—Irving Berlin and his heiress bride, the former Ellin Mackay, pose for Kinograms while on their honeymoon; Washington—Ogden Hammond, new ambassador to Spain, calls at the White House; New York—A. P. Moore, retiring envoy to Spain, returns to native land; New York—Helen Wills, U. S. tennis champion, sails for Europe to study but she also will play in big matches; Pasadena, Cal.—Three hundred thousand turn out to see annual carnival of roses; Tampa, Fla.—Big crowd turns out to see first bull fight in United States; San Francisco—Olympic club members greet New York with annual frolic in water; New York—High priced cats strive for prizes at fashionable show; St. Louis—New styles in women's shoes shown at big exhibit; Kueiti, Tibet—Natives ship grain as they did thousands of years ago, never having seen a boat and relying upon blown up skins of yaks, hitched together, to serve them as rafts. (Another Gene Lamb exclusive for KINOGRAMS.)

KINOGRAMS NO. 5152: Ottawa—Canadian parliament opens with brilliant ceremony presided over by Governor General Lord Byng; Philadelphia—Coach Lawson Robertson begins work early with University of Pennsylvania track team candidates; Washington—John R. McCarl, comptroller general, the watchdog of the Treasury, who has czar-like powers over nation's expenditures; Shanghai, China—Chinese shop on streets as strike closes stores; Rome, Italy—Thousands of Italians pledge selves to raise funds to help pay off debt to U. S.; Scott Field, Ill.—RS-1, largest semi-dirigible in the world, and new aircraft of U. S. army, makes its maiden voyage; Bodiam, Eng.—Lady Estelle Hope turns farmer and raises Shetland ponies on her estate in Sussex; Past champions of the ring are shown to be still busy in other walks of life in a KINOGRAMS exclusive.

PATHE NEWS NO. 5: Oakland, Cal.—Girls never go up in the air; Pasadena, Cal. (Except Los Angeles)—City of Roses glorifies its namesake; Paris, France—Friends of Mme. Curie, co-discoverer of radium, urge her election to membership in the French Academy of Science; New York City—Former U. S. Ambassador to Spain returns home! Washington, D. C.—French Ambassador to United States to get new post! Red Bank, N. J.—Ice boating supplies thrills for winter sport lovers; Okaka, Japan—Japanese Sea Scouts train on government warships! Havana, Cuba—Cuban racing season in full swing! Rome, Italy—Pope ends Holy Year! New York City (New York only)—Mayor Walker tackles his new job! Detroit, Mich. (Detroit only)—Honor polar explorer at public reception! Sherman, Texas—Bellfonte swamps Sherman in post-season high school grid classic! Pasadena, Cal.—Alabama beats Washington in West; Washington, D. C. (Washington only)—Capital City adopts new traffic light signals!

PATHE NEWS NO. 6: Tientsin, China—Chinese honor Heavenly Mother at picturesque pageant! Washington, D. C.—Congressmen vote for more and better pies! Coconut Grove, Fla.—Classical dancers try rhythmic steps in Southland setting! Langley Field, Va.—Non-rigid training ship makes initial flight! Washington, D. C.—Launch inquiry into Justice Department's investigation of alleged aluminum trust! Quebec, Canada (Except Boston)—War is declared in Canada! Miami Beach, Fla.—Famous "Genes" do winter training in warm South! Naples, Italy—New crater causes Vesuvius to erupt again; Pensacola, Fla. (New Orleans and Atlanta only)—Twelve killed, 8 injured in explosion of turpentine still! Washington, D. C. (Washington only)—Begin work on new National Press Club building! Scott Field, Ill. (St. Louis only)—World's largest semi-rigid dirigible in successful test flight!



Highlights from the Buster Brown comedy for Universal, "Buster's Bust-Up."

Fleischer Named Red Seal President

MAX FLEISCHER, creator of Out of the Inkwell product, the Ko-Ko one-reel antics and a number of other amusing series, has been named president of Red Seal Pictures Corporation to succeed Edwin Miles Fadman, who tendered his resignation last week.

On assuming his new office President Fleischer said:

"Our production schedule embracing the original 140 featurettes is to continue. From time to time we expect to increase our distribution facilities and also to take on for release special and timely subjects, both foreign and domestic."

The eight series already well on the way are: Ko-Ko Song Car-Tunes, Out of the Inkwells, Gems of the Screen, Marvels of Motion, Searchlights, Reelviews, and Film Facts, thirteen in each issue, and a series of twenty-six Animated Hair Cartoons by Marcus, New York Times cartoonist.



Action highlights from "A Salty Sap," a Christie comedy released through Educational.

Joe Rock Starts First Blue Ribbon Comedy

Joe Rock's initial Blue Ribbon production for 1926 will be started at once on the west coast under the direction of Gilbert Pratt, with Rock supervising. It will be made under the title of "Alice Blues" with Sid Smith and Alice Ardell in the leading roles. The first of the Rock Standard Comedies starring "Fat" Karr, "Kewpie" Ross and "Fatty" Alexander, will also go into production soon. The director has not yet been decided upon.



Scenes from Chapter seven of the Pathe serial, "The Green Archer"

Four Comedy Subjects by Pathe

Widely Varied Program of Releases for Fourth Week of Laugh Month

PATHE has included four comedy subjects on the release schedule for the fourth week of Laugh Month starting January 24th. Mack Sennett and Hal Roach are represented by two-reelers, while the balance of the program is made up of "Topics of the Day," "Aesop's Film Fables," a chapter of the serial, "The Green Archer," a Grantland Rice "Sportlight," a Pathe Review and two issues of Pathe News.

Hal Roach's contribution is "Charley, My Boy," starring Charley Chase, with Katherine Grant playing opposite the comedian and Walter James, William Courtright, Fred Kelsay and Sidney D'Albrook in the supporting cast. Leo McCarey directed.

Mack Sennett produced "Whispering Whiskers" with a cast that includes Billy Bevan, Andy Clyde, Madeline Hurlock and Kewpie Morgan. Del Lord directed. Paul Terry's "Aesop's Film Fable" is titled "The Little Brown Jug."

"The Uprising Generation" is a timely re-

lease of the Grantland Rice series of "Sportlights." This subject demonstrates the fact that the uprising generation is an active, vigorous lot of youngsters because all seek some form of athletics to reach the goal of good health. J. L. Hawkinson is the producer.

"The Cottage in the Woods" is the title of the eighth chapter of the Pathe serial, "The Green Archer" adapted by Frank Leon Smith from Edgar Wallace's novel of the same name. Allene Ray and Walter Miller are featured in a cast which includes Frank Lackteen, Burr McIntosh, Dorothy King and Walter P. Lewis. Spencer Bennet directed.

Pathe Review No. 4, features a trio of entertaining subjects: "Workers Under The Earth," another microscopic study of "The Magic Eye" series produced by L. H. Tolhurst; "The Harvest Fleet," showing scenes of reaping time in the great Western wheat fields; and interesting scenes at Rutgers College in Pathecolor.

Educational Gives Radio Talks

Representatives Tell of News Reel and Comedy Making Through Boston Station

REPRESENTATIVES of Educational Pictures have been conducting a series of radio talks on short feature pictures from station WBZ in Boston, as a stimulant to the Laugh Month campaign, now at its height.

A. S. Moffat, local Kinograms representative, gave the first of these talks on Wednesday, January 6th, on the subject, "How a News Reel is Made." He focused attention on the Educational news reel for a fifteen minute period.

Taking the Shenandoah disaster as an example, Moffat gave a thrilling outline of the experiences of the Kinograms cameramen in covering this assignment, from the

time they first were advised of the disaster until the finished reels were run off on the screens of picture houses in New York, Boston, Philadelphia, Buffalo, Albany, Syracuse and Rochester, a little more than twenty-four hours after the crash.

Immediately after this talk there followed a screening right in the studio of the current issue of Kinograms, and as the scenes were being shown, Moffat talked interestingly about them.

The response from the radio fans who communicated direct with the radio broadcasting station was so great Moffat was asked to give another talk on the news-reel in the near future.



"Buster's Bust-Up"

(Universal—Two Reels)

(Reviewed by Chester J. Smith)

IT would be hard to figure how these Buster Brown comedies, produced by Stern Brothers, could be improved upon. In Arthur Trimble as Buster and Doreen Turner as Mary Jane they have a very capable pair of youngsters, but in Tige, the dog, they have a real comedy star. It is no reflection upon little Miss Turner nor Master Trimble to say that this dog stars seems to realize the comedy situations fully as well as they do.

The trio seems destined to become more popular with the release of each picture if the stories and situations are as good in the future as they have been in the past. In this one there is an abundance of material and the situations and by-play are taken full advantage of. It is an improvement even on those that have gone before.

The Cast

Buster.....Arthur Trimble
Mary Jane.....Doreen Turner
Tige.....The Dog

The Story—Buster and Mary Jane have a falling out, during the process of which Buster becomes entangled with a painter's ladder and gets his face spattered with paint just at a time when a smallpox epidemic is raging. His mother, thinking him a victim of the malady, puts him to bed, from where he escapes with the assistance of Tige. Discouraged, they sit on a girder, not knowing it is about to be hoisted to the top of a lofty building. They eventually land unharmed with the aid of a parachute and are welcomed back by Mary Jane and Buster's mother.

Summary—This is a splendidly acted comedy with a good story and some lively situations. It is replete with action of a pleasing variety and will be appreciated in any type house.

"My Stars"

(Educational-Tuxedo—Two Reels)

HERE'S a first rate two reel comedy with Johnny Arthur as the star and it certainly ought to prove entertaining to the average audience. The story concerns Johnny's efforts to win his lady love who has a movie star complex. Some clever burlesque work is pulled by Johnny Arthur in his impersonation of several well known stars. The story and the direction is by William Goodrich and the photography by Byron Houck.

The Cast

The Boy.....Johnny Arthur
His Mother.....Florence Lee
The Girl.....Virginia Vance
The Butler.....George Davis
The Gardener.....Glen Cavender

The Story—Johnny is the son of a domestic manufacturer of "Imported" gowns and as all dressmakers have a dummy, his mother has raised her son to be one. Johnny has a lady love and his efforts to win her everlasting affection is sorely handicapped by the fact that she gets her big thrill from looking at the photographs of prominent movie stars. She tells Johnny that if he could only make love in the manner of her heroes, that there might be some hope. He then dons a sheik costume, practices some real heavy love stuff and again presents himself to his fair one. However, by the time he arrives, the postman has already delivered a photograph of another star and she has no further use for Sheiks. This time its Douglas Fairbanks and by the time Johnny has jumped thru several windows and accomplished other acrobatic stunts, the girl has received still another photograph—and this time it's Harold Lloyd. Johnny gets desperate and de-

velops into a real stunt comedian, only to find out in the end that she "wants Johnny to be himself."

Summary—An amusing comedy with Johnny Arthur at his best. Does some clever burlesque of prominent stars. Rest of the cast do good work.—EDW. G. JOHNSTON.

"A Honeymoon Squabble"

(Stern Bros.-Universal—Two Reels)

(Reviewed by Chester J. Smith)

THIS is somewhat of a domestic tangle caused by an up-to-date young bride who refuses to be the "And Wife" on the hotel register. Miss Marian is the girl who is starred in the picture, a rather lively comedy whose humor is not aided any by the ridiculously overplayed antics of a rotund house detective. With a bit of toning down of that character it would be above the average.

There are some fairly good situations, which however are anything but new. Otherwise it is a knockabout and hokum which is injected to speed up the action, of which there is plenty. Miss Marian is a pleasing comedienne and this is the type of picture in which she is seen at her best.

The Story—Betty, with her newly married husband refuses to register at the hotel as "And Wife," but insists upon using her maiden name, which fact is shortly discovered by the house detective, who proceeds to make life miserable for them, as he also does for a reconciled divorced couple who take adjoining rooms. Eventually the detective ejects both young men from the hotel and upon sneaking back the situations become more complicated when they enter the rooms of the wrong wives. They are discovered by the detective and a long chase ensues, after which wives and huddies enter accusations against each other. It is all straightened out when proper marriage licenses are revealed and explanations made.

Summary—A fast action comedy with some good but often-used situations. Miss Marian is a pleasing comedienne who does her work well. An acceptable picture a trifle overacted in spots.

"What's the World Coming To?"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

A CLEVER idea that is not so fantastic as it may seem, has been worked out in this two reeler from the Hal Roach studios. Most everyone is aware that the ladies have gradually been coming into their own and of their tendency toward masculinity. This shows just what is apt to happen one hundred years hence—when the blushing groom instead of the bride—is led to the altar. Clyde Cook is starred as the shrinking little violet, Katherine Grant, the manly bride and Martha Sleeper is the pursuing villain.

The Cast

The Groom.....Clyde Cook
The Bride.....Katherine Grant
The Villain.....Martha Sleeper
Father.....Jimmie Finlayson
Family Friend.....Laura De Cardi

The Story—Let's all take a hundred years jump ahead of the procession. Instead of the girl's wearing 'em up around the knees, they've entirely discarded dresses and taken to trousers. Bobbed hair, smacking of too much femininity, has been supplanted by a close-crop—cigars, pipes and swagger sticks are very much in vogue. And then on the other hand—the males have blossomed forth in the latest Paris creations and their actions suggest the modest little damsels of bygone days. And now for a plot—we have with us, little Clyde who is trembling on the brink of matrimony and Jimmie, his father who after a heartrending scene fin-

ally consents to give his son in marriage to his manly sweetheart, Katherine. The wedding day is set, the moment arrives and the ceremony gets under way. But on the side lines, hovers the villain Martha Sleeper who manages to whisper to the nervous groom "that she'll get him yet." Martha is an old admirer of Clyde's. The couple take up their abode in Katherine's home where little Clyde is ruled with an iron hand. Domestic difficulties arise that often bring the tears to Clyde's eyes and though his father Jimmie comes to offer comfort, it is without avail. In the meantime, the villain Martha still pursues her old time sweetheart, endeavoring to break up the home.

Summary—A delightful, first rate comedy that is built around a clever idea. The cast is fine and the direction excellent.

"Hot Cakes for Two"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

HERE is very fair comedy entertainment that stars Alice Day but as in a two reeler previous to this one, it does not seem as though just the right kind of a story has been chosen or a fair chance been given to this clever comedienne to display the best of her wares. However, it's a Mack Sennett production and that counts. It carries thru with the usual Sennett snap. Alf Goulding did the directing.

The Cast

The Girl.....Alice Day
The Actor.....George Beranger
Boy-Friend.....Marvin Lobach
Movie School Man.....Joseph Young

The Story—It's hard to keep 'em down on the farm these days, particularly when the movies paint the many allurements of the big towns. So, little Alice leaves her cornfields to answer the ad of a movie school that promises to make a shining star out of her in record breaking time. Alice arrives at the school—they get her bank roll—and immediately start in to see the way she registers in front of a camera. She is ordered to shed a few tears and the result is a lot of laughs and giggles. A few more trials and she is turned out a finished actress. A diploma is handed to her with the advice to call on the big producers at once. However, in the meantime Alice has to eat and takes a job turning pancakes in one of a well known chain of restaurants. At a studio, she meets a rich actor and tells him that she is the daughter of the restaurant proprietor. They fall in love but Alice nearly loses him when, after seeing her in the window, he decides to visit her table. Her boy friend from the country also has movie aspirations and is on her trail. Many complication follow.

Summary—Fair comedy entertainment but this one hasn't the number of laughs that generally come from Sennett productions.

"Hot Dog"

(Universal-Blue Bird—One Reel)

ARTHUR TRIMBLE is the featured player in this one-reeler, which is typical of those of the series that have gone before. It provides the usual rivalry between Arthur and Eddie for Betty. Arthur takes Betty to the hot dog party in a horse-drawn vehicle, where Eddie takes her from him in his smart roadster. Eventually the trio arrive back at Betty's house to learn she has forgotten her key. Arthur climbs through a top window, overturns furniture and bric-a-brac and all but wrecks the house. When he reaches the front door he finds a note from Eddie saying he and Betty have gone for a spin. It's a fair picture for the neighborhood houses.—CHESTER J. SMITH.

"The Fighting Tailor"

(Fox—Two Reels)

(Reviewed by George T. Pardy)

An amusing Celtic-Hebrew comedy with East Side and ring atmosphere, in which Abie, son of a Jewish tailor, suddenly turns "box-fighter" and substitutes when a pug fails to show up for a fistic engagement. It's lively entertaining stuff, with a bit of romance sandwiched in, and the glove-scrap, funny as it is, doesn't lack for real honest-to-goodness thrills. The character-sketching throughout is excellent, the Irish and Jew types as comic as they make 'em, thanks to the good work of the whole cast, with Barbara Luddy and Georgie Harris scoring heavily in the leads.

The Cast

The Boy.....Georgie Harris
The Girl.....Barbara Luddy
The Prizefighter.....Frankie Adams
The Boy's Father.....Sidney Franklin
The Girl's Father.....Walter Perry
The Girl's Mother.....Anna Hernandez

The Story—Abie's father, a tailor, is opposed to "box-fighting," but the son sees visions of wealth in wielding the padded mitts, and when he is offered a chance to substitute for a fighter who fails to appear for a ring engagement he grabs the opportunity. He is further stimulated by the fact that the promoter is his sweetheart's papa. The Irish and Jewish ring-followers crowd the club to see the scrap between Abie and his Mick opponent, and the girl is there. After a hot struggle the bout is declared a draw and the opposing factions congratulate each other. Abie's father finds a ticket in the street and attends the show. His wrath changes to admiration when he learns that Abie is six hundred dollars ahead of the game and he asks enthusiastically—"When do we fight again?" The girl too is satisfied, and all ends well.

Summary—Fast action all the way through, comedy brisk and snappy, story has human interest touch. Good entertainment for any audience.

"The Whirlpool of Europe"

(Fox—756 Feet)

A fine scenic, with sombre interest attached to it, for it shows the actual starting point of the World War—Sarajevo in Bosnia, now Jugo Slavia; where Archduke Ferdinand of Austria met his death from an assassin's bullet, an occurrence which plunged the entire civilized globe into a bloody chaos. The views begin right on the corner where the Archduke was killed, and scenes in Dalmatia, now also Jugo Slavia, follow, showing the cockpit of Europe where Caesar's soldiers fought and conquered, and Venetian and Turk grappled to the death. A picture of intense interest to the student of history and sure to appeal to the average fan.

"Wide Open Faces"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

GOOD comedy entertainment is offered in this Mack Sennett two reeler directed by Lloyd Bacon. Ralph Graves is featured and plays the role of a dentist who longs to fill some of the wide open faces of a Western town where there is an open season on the followers of his profession. Graves is ably supported by Thelma Parr, Eugenia Gilbert, Marvin Lobach and Leo Willis.

The Cast

The Dentist.....Ralph Graves
The Girl.....Thelma Parr
The Vamp.....Eugenia Gilbert
Bad Man.....Leo Willis
Prominent Citizen.....Marvin Lobach

The Story—Ralph Graves, as Bob Bridger the dentist, decides to settle in a Western town where a vacancy has occurred in his particular line. The reason for the lull in Bob's profession is that all of his predecessors have been forced to leave town by the village bad man who resents any attention to his sweetheart, even though she is by nature a vamp and does most of the love-making. Undismayed by sev-

eral warnings from prominent citizens, Bob opens his office and Eugenia, the vamp, immediately starts in to ensnare him despite the fact that Bob's affection leans toward Thelma who is a regular girl. The vamp's actions again provoke the wrath of the town bad man who attempts to chase Bob out of his office. However, Bob turns the table on the villain with the aid of some laughing gas and his psuedo-bravery wins him the girl and the esteem of his fellow townsmen.

Summary—Good entertainment and the cast is a strong one. Should please everywhere.

"Brotherly Love"

(Educational-Cameo—One Reel)

CONSIDERABLE action, slapstick and an assortment of time worn gags make this fair entertainment and for an audience that does not hesitate to laugh over stunts that they have already seen several times, this one will get by. The story concerns two couples that have made dates at the same place in a park. Thru a series of incidents they become estranged and switch partners. A free for all tumble in a dance hall finally lands them all back in their original places.

The cast includes Cliff Bowes as the star. Zelma O'Neal, Helen Foster and Howard Esary. Jess Robbins did the directing and the photography is by Ben White.—EDW. G. JOHNSTON.

"Reelview A"

(Red Seal-Urban-Kineto—One Reel)

NOW they make pottery in the Orient is shown in this single reeler and while the methods are crude, the natives seem to get away with their trade in very good shape. It's an ideal country for the grown man—the children do all the hard labor—such as mixing clay, hauling the scarce water, etc. The men perform the lighter tasks that require more skill. What happens when nature shows her wrath makes up the balance of the reel. Fighting the elements, ice covered ships and the effects of fire fighting in winter time, storms and floods are shown.—EDW. G. JOHNSTON.

"Pathe Review No. 1"

(One Reel)

ANNETTE KELLERMAN is featured in this first of the 1926 series of Pathe Reviews and her work is very fine. This is her second appearance and there is much more action than in the preceding subject. A process camera is used and a lot of interesting shots have been obtained of a variety of fancy diving and under water swimming. "How to make money," scenes in a French mint and another of the "American Wild Flower" series in Pathecolor with a time-lapse camera, complete the reel.—EDW. G. JOHNSTON.

"Pathe Review No. 2"

(Pathe—One Reel)

ANOTHER chapter of the Arcturus Oceanographic Expedition is shown in this Review and as in a preceding reel, is exceptionally fine. Beyond question, these chapters cannot fail to interest—and it is the belief of this reviewer that all exhibitors should get in on them. Studies of babyhood in Pathecolor and the method of gathering sticky dates from the tall palm trees are also shown in this reel.—EDW. G. JOHNSTON.

"Ta-Ra-Ra-Boom-Der-E"

(Red Seal-Ko Ko Cartoon—One Reel)

Here is another old time tune for the audience to sing while Ko-Ko goes thru his antics. This time he jumps from "Ta" to "Ra" and finally ends up on "Boom" in a tragic manner. Max Fleischer has put this cartoon over in the usual entertaining way.—EDW. G. JOHNSTON.

"Ko-Ko Steps Out"

(Red Seal—One Reel)

KO-KO, that strange creation of Max Fleischer's, has also fallen for "The Charleston." Mr. Fleischer coaxes the clown from his lair and with the aid of a banjo induces Ko-Ko to try out a few steps. The clown's feet do not seem to be able to negotiate the intricate twists and kicks of the dance, so he asks for a partner. This partner gradually fades out and takes the form of Miss Ruth Fleischer, a charming professional dancer. "And CAN she Charleston—yes, she CAN Charleston!" All the difficult steps are shown—and then by a trick of the camera, Ko-Ko takes the place of Miss Fleischer and steps out at full speed. With the popularity that this particular dance enjoys at the present time, this number ought to go over well.—EDW. G. JOHNSTON.

"Felix Kept On Walking"

(Educational Cartoon—One Reel)

PAT SULLIVAN imported this one from London where he was presented with some handkerchiefs which were decorated with a cat's head. The cat's whiskers were of silk and failed to pass the custom officials thereby causing considerable difficulty. This is one of the stops that Felix made during his wanderings in search of the horizon. Felix caught the inspiration for this extended tour from the lines of a poet who promised much to any one who reached the goal but after many thrilling adventures in his tour around the earth, finally reaches the spot from where he started forth and proceeds to vent his wrath upon the poet. EDW. G. JOHNSTON.

"Pathe Review No. 3"

(One Reel)

TWO parts of this review stand out as real interesting subjects. The first shows a chapter of the Knud Rasmussen Expedition in the Arctic region and the second part another chapter of the "Makers of Men" at the West Point Military Academy. The scenes of the Arctic are characteristic of that vast expanse of icy waste and the many difficulties that befall those who seek its traverse. At West Point, the Cadets are shown at gunnery practice and also the finishing touches that are put on America's future military officers. A study of seagulls in Pathecolor completes the reel. EDW. G. JOHNSTON.

"Three Blind Mice"

(Pathe—One Reel)

CARTOONIST Paul Terry made this one for "Laugh Month" and has turned it out in the usual entertaining style. The story concerns the activities of "three blind mice" who are not nearly as blind as they wish to make the other animals believe. But the cat—always a notorious character in these series of fables—is of the opinion that the mice are blind and sees a chance to put one over. The mice turn on him and he gets a terrific beating.—EDW. G. JOHNSTON.

Urban-Kineto's First
REELVIEW

Plays

N. Y. CAPITOL

This Week

729 7th Ave.



N. Y. C.

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AT LIBERTY—Manager; 16 years pictures; go anywhere; wife—piano or organ. Box 600, Motion Picture News, New York City.

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WELL KNOWN PICTURE THEATRE MUSICAL DIRECTOR of national reputation is contemplating new connection by the new year; has been for years featured attraction in some of the finest theatres in America; exceptional references from some of the most successful and largest theatre owners in United States; will consider offers from the highest class moving picture theatres only; if you are looking for a permanent box

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WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested, communicate with patentee. I. I. Hance, Meriden, Conn.

FOR SALE—Motion picture theatre; town of famous summer resort of over 5,000; fully equipped; seats 700; only theatre in Tannersville, N. Y. J. J. Byck.

FOR SALE—Fireproof brick and reinforced concrete building on lot 50 x 200, running from street to street, containing 2 stores, 3 offices, large loft, banquet room, lobbies, check and dressing rooms, dance hall 110 feet long and fully equipped, 676-seat picture house with stage, curtains, scenery, etc., picture machines, screen, twin 8-foot typhoon fans; everything except the film; only picture house in town of 7,000; nearest house to 10,000 people; best dance hall within 15 miles; price, \$150,000 (Not 149); 85 per cent can remain on mortgage at 6 per cent; the cash payment required does not even cover cost of equipment. E. H. Rolston, Seymour, Conn.

FOR SALE

700 Haywood-Wakefield Veneer Theatre Chairs. Used less than 90 days. William J. Dunn, Academy Bldg., Fall River, Mass.

CIRCLE
Starting Tomorrow
Constance Talmadge
in
Her Sister from Paris
With RONALD COLMAN
A New Screen Comedy
Eddie Nelson
Scenes from the
Vaudeville in a Wild
Comedy
"Going Green"
INDIANAPOLIS
COOLING
STATION
BALABAN
NOTES
11 THEATRE 11
MUSICIANS
SUNDAY AUG. 2

STILLMAN
Constance Talmadge
HER SISTER FROM PARIS
RONALD COLMAN
THE NEW SEASON
"The LOST WORLD"
Su Arthur
Cowan Doyle
Stupendous Story

CHICAGO
Today
Constance Talmadge
Her Sister from Paris
RONALD COLMAN
DANCE WINNERS
CHARLESTON CONTEST
DANCE WINNERS
"BACK HOME"
"CONNY"
Talmadge
RONALD COLMAN
HER SISTER FROM PARIS

SOME MEN ARE BOOBS!
And here was one that was especially so.
In fact, he was SO slow, that his wife had
to "ramp" him as the only way to get him.

CONSTANCE TALMADGE
Presented by the popular
RONALD COLMAN
In the sophisticated story
of a woman's ways
HER SISTER FROM PARIS
It probably won't be said that this new
Talmadge picture was created with a "piff-
den-a-hum" to mind. But it's well-known and loaded with laughs from start to finish,
with Constance Talmadge more fascinating, perhaps, than ever before.

TED SNYDER
Presented by the famous
FRED HUGHES
In a Modern Musical Comedy
Snyder has made the world sing "The White Horse"
Country "Alexander's Ragtime Band," "The Great Gatsby"
and a host of other hits. Come and hear Snyder's Orchestra!

CAPITOL GRAND ORCHESTRA
EDWARD WYNDKE, Conductor
OTHER INSTRUMENTS
ANDREW BELL

MARY ANDERSON
"You'll Fall Too!"
For Her French
Fun and
Feminities
Starting Today
Cries of
Laughter!
Sneeze
Tissues!
And the
Best of
Stories!
Talmadge
HER SISTER FROM PARIS
"Quo Vadis?"

THE CHANTEL SISTERS
GRETTA ARDINE
JOHN TYRELL
DAVE HAYE
FRENCH DOLL

Wide variety in the arrangements and decided pep in general effects have been an outstanding feature of the newspaper advertising which first-run theatres used for First National's "Her Sister From Paris." The specimens shown in the group above were used by the following theatres: Capitol, Detroit; Circle, Indianapolis; Chicago, Chicago; Stillman, Cleveland; Stanley, Philadelphia, and Mary Anderson in Louisville.

Pre-release Reviews of Features

The Fate of a Flirt

(Columbia Pictures Corp.—5793 Feet)

(Reviewed by George T. Pardy)

AN ENTERTAINING picture promising good box office possibilities as a program attraction. The comedy strain predominates, offering a lot of farcical situations and serio-comic thrills keyed up to the speed limit, and there's a satisfactory romance developed from a wager made by Sir Gilbert, young Briton, that he can win the American girl upon whom his heart is set without relying on his title's glamor to help matters along. So he goes to work for Mary's folks as a chauffeur, and needless to say, is successful in his quest. Of course the course of true love doesn't run smooth, in fact a bewildering number of complications spring up to enliven the game, such as a blackmailer who endeavors to pass himself off as Sir Gilbert and the escapades of the heroine's Uncle John, all of which add to the merriment and interest. Dorothy Revier is saucily captivating in the feminine lead, Forrest Stanley a likeable hero: support excellent.

THEME. Comedy drama. Sir Gilbert, British peer, wagers that he can win a certain American girl, while in chauffeur guise, and succeeds after various adventures.

PRODUCTION HIGHLIGHTS. Acting of Dorothy Revier, Forrest Stanley, Thomas Ricketts. Identity complications. Snappy action and surprise finish.

EXPLOITATION ANGLES. Play up idea of hero voluntarily hiding title so as to win girl on merits. Bill as amusing comedy, but stress romantic side. Feature Dorothy Revier and Forrest Stanley.

DRAWING POWER. Should get the money as a program attraction.

SUMMARY. Will appeal to majority of fans. Comedy inclines to farcical humor, gets the laughs, love affair interesting. Well directed and acted.

THE CAST

Mary Burgess.....	Dorothy Revier
James.....	Forrest Stanley
Uncle Burgess.....	Tom Ricketts
Sir Horace Worcester.....	Phillips Smalley
Riggs.....	William Austin
Aunt Burgess.....	Clarissa Selwynne
Eddie Graham.....	Charles West

SYNOPSIS. A young English lord, disguised as a chauffeur, loves Mary, daughter of his wealthy employer. To gain the aunt's consent the lovers involve her in a harmless trick. But a villain posing as a nobleman, threatens blackmail. After a variety of adventures and complications his schemes are defeated and the lover's identity revealed. The girl's hitherto hostile relations are surprised and pleased when Mary becomes the bride of Sir Gilbert, erstwhile chauffeur.



Dorothy Revier, star of "The Fate of a Flirt" a Columbia production.

The Fate of a Flirt (Columbia Pictures)

PRESS NOTICE

COMEDY and exciting romance are combined in equal quantities in "The Fate of a Flirt," listed as the leading screen offering at the Theatre on _____. It's the story of a daughter of a wealthy family, who has a love affair with her chauffeur, much to the wrath of her relations. A villain tries to blackmail the lovers, but his plans are defeated and pretty Mary becomes the bride of the erstwhile chauffeur, who turns out to be a titled nobleman with money to burn.

Fascinating Dorothy Revier scores a great hit in the heroine role, with Forrest Stanley as hero and Thomas Ricketts, Phillips Smalley and other popular players in support.

CATCH LINES

Suppose you were an heiress, with your choice of the world's handsomest and cleverest men.

Mike

(Metro-Goldwyn-Mayer—6755 Feet)

(Reviewed by George T. Pardy)

REAL entertainment for the masses! Director Marshall Neilan has utilized the old reliable formula of broad comedy gags, slam-bang action and a melodramatic windup. Result—a picture that rocks the fans with laugh-explosions, puts over a double thrill wallop at its close and sends them home more than satisfied. There's no pretense of making this anything more than an amusing film with straight elemental appeal, and it surely fills the bill in those respects. A good attraction for any house, even the so-called highbrows can't fail to get a humorous "kick" out of it. There are some very funny sequences in the old caboose home, with Sally O'Neil, her sweetheart, convivial dad, and infantile brood she mothers, all contributing to the merriment.

THEME. Comedy melodrama. Heroine, nicknamed "Mike," lives with father and kids in old caboose. She and sweetheart are instrumental in capturing train bandits.

PRODUCTION HIGHLIGHTS. Scene where vision of colored elephants cures father and pal of drinking. "Mike's" domestic developments. Romantic and comic appeal. Fast action. Runaway car rescue.

EXPLOITATION ANGLES. Play up broad comedy stuff and thrills at finish. Bill as one of season's most amusing and exciting films. Feature principals.

DRAWING POWER. Should do good business in any house.

SUMMARY. Has straight audience appeal, ripping action, love interest, good comedy gags, hurtles into bully melodramatic climax.

THE CAST

Mike.....	Sally O'Neil
Moore.....	William Haines
Mike's Father.....	Charles Murray
Schmaltz.....	Ford Sterling
Shamus.....	Frankie Darro
Terrence.....	Junior Coghlan
Sheila.....	Muriel Frances Dana

Author and Director, Marshall Neilan.

SYNOPSIS. Patsy, known as "Mike," lives with her two little brothers, sister and father, Clancy, in an old freight car on a siding in the desert. She enlists the aid of a circus manager from the nearby town to cure Clancy and his pal of drinking. Both swear off after they see visions of colored beasts. Patsy learns of a plot to hold up the Limited. She and the children narrowly escape death when the freight car runs wild down grade. She tells her sweetheart of the bandits' scheme, the authorities are notified and the outlaws captured.

Mike (Metro-Goldwyn)

PRESS NOTICE

IF you are feeling gloomy, blue or cynical, go laugh it all off at the _____ Theatre on _____, when that sidesplitting comedy, "Mike" is flashed on the screen. Nobody has yet figured out how many laughs there are to a reel in this picture. "Mike" in this case is a girl, daughter of a section boss, who lives with her little brothers and sister in a home-like freight car, bosses the roost, has a sweetheart and cures her old man of drinking.

There's a couple of red-hot melodramatic punches at the close, one a thrilling rescue, the other a pursuit of train-robbers. Sally O'Neil, the heroine, a great supporting cast.

CATCH LINES

She wore overalls, lived in a freight car, bossed her father, brothers and sisters; and they called her "Mike." A heroine you will love, a comedy melodrama alive with mirth, speeding to an exciting finish.



William Haines who is a featured player in "Mike," a Metro-Goldwyn-Mayer production.

Too Much Money

(First National—Eight Reels)

(Reviewed by William Campbell)

IMAGINE Lewis Stone clerking in a kosher emporium bundling up salami and counting out herring; also picture him as an ashes-covered janitor in a tenement. Yep, that is what you'll see in this picturization of an Israel Zangwill play that has been transplanted to the screen by John Francis Dillon. The story is a very ordinary one and rather poor material on which to waste the talents of a Lewis Stone. The picture opens with some elaborately staged scenes in the home of Robert Broadley, consisting of boudoir scenes, a pajama breakfast party and other lavish interiors. There is some humor in the sequence in which the movers cart away the furnishings of the mansion. Many may find merriment in the store scenes where Stone does his stuff as a clerk, but this sequence would be better if cut down, in fact the whole feature needs trimming. There is some suspense in the climax in which the husband overtakes his supposed friend fleeing with the former's wife and fortune and recovers both after a battle royal.

THEME. Modern society drama in which a husband has to arrange to pose as a poor man to awaken wife to fact that he'd like more of her company.

PRODUCTION HIGHLIGHTS. Interruption of weekend party by the movers. Scenes in tenement district. Lavishly staged interiors.

EXPLOITATION ANGLES. Boost Lewis Stone and Anna Q. Nilsson. Use title as theme of tie up with loan associations, banks, etc. Fill money bags, borrowed from bank, with paper, and pile them in lobby with suitable reading matter.

DRAWING POWER. Popularity of stars may draw. Don't promise much.

SUMMARY. Not up to the standard of former Lewis Stone releases but may provide entertainment for some. Too long. A weak role for a talented star. Well staged and has some humor.

THE CAST

Robert Broadley.....Lewis Stone
Annabel Broadley.....Anna Q. Nilsson
Dana Stuart.....Robert Cain
Deruck Glynn.....Duke Masters
Rabinowitz.....Edward Elkas

Adapted from Play by Israel Zangwill. Director, John F. Dillon. Photographed by George Folsey.

SYNOPSIS. To curb his wife's social activities Robert Broadley acts on suggestion of friend Stuart, deeds property to latter and tells her he is broke. Stuart subsequently persuades the wife to flee with him, but she previously tips her husband off, he catches up, fight follows. Meanwhile wife abstracts securities from Stuart's bag and throws it overboard, having substituted paper for the valuables. Stuart leaps after bag. Husband and wife begin new honeymoon with regained fortune.



Anna Q. Nilsson, featured in "Too Much Money," a First National release.

Too Much Money (First National) PRESS NOTICE

"**TOO MUCH MONEY**," with Lewis Stone and Anna Q. Nilsson in the principal roles, will be the attraction at the Theatre, commencing _____ "Too Much Money," tells of a husband, who disgusted with the continual social engagements of his wife with whom he is much in love but whom he rarely sees, decides to accept a friend's suggestion and deed all his property over to him and declare himself a poor man. Then the couple move to a cheap apartment. While the husband works the supposed friend seeks to get the wife to elope with him. Told of the hoax she agrees, but in reality does so only that the man may be captured. A second honeymoon begins.

CATCH LINES

This husband had to work as a janitor to bring his social-mad wife back to earth.

Lover's Island

(Associated Exhibitors—Five Reels)

(Reviewed by William Campbell)

BECAUSE of the "names" in the cast, this one will do quite well for the smaller houses for which it evidently was intended. It is a fair program picture, laid for the most part against artificial backgrounds and telling a story not overly convincing. Among its assets, however, are James Kirkwood, Hope Hampton and Louis Wolheim, as well as Flora Le Breton, the delightful little English actress and Flora Finch. There are several good fights during the action of the plot, especially the one at the close between Kirkwood and Ivan Linow. The latter, by the way, and Wolheim, are two of the most villainous looking types imaginable. There are some rather risque scenes showing the shapely Hope enjoying a cooling plunge a la Mother Eve. There may be some who would wish the water was clearer. But be that as it may it all ends satisfactorily and may please the class of patronage for whom it is intended.

THEME. Romantic drama, waif of fishing village wins member of "400" as husband.

PRODUCTION HIGHLIGHTS. The storm scenes and fights. Sequence when Johnson attacks Clemmy. Avery's escape.

EXPLOITATION ANGLES. Play up James Kirkwood and Hope Hampton. Tie up with jewelry stores on Hope Hampton pearls, cosmetic, etc.

DRAWING POWER. Suitable for program houses, and small community theatres.

SUMMARY. A good attraction for the house that changes its bill several times a week. A good cast, but only a fair story, artificial settings too obvious at times.

THE CAST

Clemmy Dawson.....Hope Hampton
Jack Avery.....James Kirkwood
Capt. Joshua Dawson.....Louis Wolheim
Sam Johnson.....Ivan Linow
Amanda Dawson.....Flora Finch
Julia Daw.....Flora LeBreton
Randy Phelps.....Jack Raymond

Author T. Howard Kelly. Directed by Henri Diamont-Berger. Photographed by Alfred Ortlieb.

SYNOPSIS. Jack Avery meets Clemmy Dawson ward of Capt. Dawson. Followed to Lover's Island by Sam Johnson, a brute, who attempts to attack her, she declared the man was Avery when the captain vows the man she was with should marry her. Clemmy learns Avery is engaged to another. She leaves. Avery follows, to find her about to wed Johnson. There is a fight, with Johnson on the loser's end. Clemmy and Avery wed.



Hope Hampton, star of "Lover's Island" an Associated Exhibitor's release.

Lover's Island (Associated Exhibitors) PRESS NOTICE

HOPE HAMPTON and a fine supporting cast, including James Kirkwood, Louis Wolheim, Flora Le Breton, the vivacious little English beauty who has recently won much favor in American on stage and screen, Flora Finch and others, will appear on the Theatre screen, commencing _____ in "Lover's Island," based on the Smart Set magazine story by T. Howard Kelly. The picture is filled with tense scenes, opening with some remarkable realistic storm scenes aboard a fishing schooner and followed by some honest-to-goodness fistic battles. Miss Hampton, as usual gets opportunity to wear some stunning gowns for which she is famous.

CATCH LINES

A romance of the seacoast in which a nameless little waif tangles up two lives and a whole village in one of the most exciting stories ever written.

The Palace Of Pleasure

(Fox—5467 Feet)

(Reviewed by George T. Pardy)

GOOD direction, acting and some remarkably handsome settings combine to make "The Palace Of Pleasure" an attraction that will please a majority of fans and draw well in the average house. Emmett Flynn has handled a not too original plot with skill and dexterity, deftly dressing up some old situations in new clothes so to speak, and weaving them together so neatly that the continuity never breaks, suspense is early developed and speedy action maintained. A dashing hero sought by a Government which has set a price upon his head always enlists fan sympathy, and exile Ricardo Madons, who woos and wins actress Lola in such masterful style, is no exception to the rule. The romantic adventures of the pair, flashed against colorful backgrounds, hold an audience's interest, which reaches high-tide mark in the scene where Lola is nearly slain when she stops a bullet intended for her lover. Ancient stuff, but well done, Edmund Lowe and Betty Compson acquitting themselves creditably in the leads, with good support.

THEME. Melodrama. Royalist leader sought by Portuguese Government, abducts and weds actress who afterwards saves his life and escapes across border with him.

PRODUCTION HIGHLIGHTS. Scene where Ricardo baffles Premier's guards. The abduction. Adventures in castle. Lola's sacrifice for lover. Sunshine finish.

EXPLOITATION ANGLES. Bill as sensational, colorful romantic melo. Boost story's love interest; feature leads. Disregard supposed "historical values," as the real Montez flourished in entirely different era from that shown in film.

DRAWING POWER. Good box office attraction for average house.

SUMMARY. Romantic melo with plenty of suspense and thrills. Handsomely mounted, well acted, skillfully directed. Has good cast and general audience appeal.

THE CAST

Lola Montez.....	Betty Compson
Ricardo Madons.....	Edmund Lowe
Don Sebastian.....	Henry Kolker
Caesar.....	George Seigmann
Captain Fernandez.....	Francis McDonald
Harvey Clark.....	Harvey Clark
Lola's Maid.....	Nina Ramano

Adapted from Stage Play. Director, Emmett Flynn.

SYNOPSIS. Don Sebastian, Portuguese Premier, sets a price on the head of royalist Ricardo Madons. Latter is in love with Lola Montez, actress, whom Sebastian also adores. Madons abducts Lola and compels her to wed him, but does not hold her to the compact. Lola, really in love with him, repents having sent for assistance. When Sebastian's soldiers arrive, she plots successfully to deliver Madons, escapes with him and they find happiness across the border.



Betty Compson, who appears in "The Palace of Pleasure," a Fox release.

The Palace of Pleasure (Fox) PRESS NOTICE

LOCAL patrons of the silent drama can look forward to a distinct treat when that marvelously colorful romantic melodrama "The Palace of Pleasure" is shown on the screen of the _____ Theatre during the week of _____. The story is concerned with the lurid love affairs of Lola Montez, whose beauty and theatrical talent made her the toast of all Europe, and especially Portugal, during a period when political and passion intrigues held full sway in Lisbon. Betty Compson gives a magnificent performance as the bewitching Lola, with Edmund Lowe in the gallant lover's role.

A brilliant supporting cast is in evidence, Henry Kolker, Harvey Clark, Francis McDonald, George Seigmann, appearing in important parts.

CATCH LINES

The love story of one of the World's most fascinating sirens Lola Montez, for whose smiles a kingdom was nearly lost and monarch almost toppled from his throne

Memory Lane

(First National—Eight Reels)

(Reviewed by Frank Elliott)

JOHAN M. STAHL knows life: Therefore when he begins to paint it on the screen he usually accomplishes something decidedly worth while. And "Memory Lane," his latest contribution to the silver sheet is going to strike a responsive chord wherever it is shown. It is clean, wholesome entertainment all the way through. The girl's schoolday sweetheart goes away to "make his fortune." But he forgets to write and in the after years another boy comes into the girl's life. Then, on the eve of her wedding the other boy returns and the girl finds she still loves him. But, rather than hurt her fiancé, she weds him. Later the boy of memory lane days, realizing that it is up to him to make the girl happy with her husband and baby, returns and disillusion her by acting the part of a smart Aleck. It is a tale that tugs at the heart strings and Eleanor Boardman is immense in the leading feminine role, while Conrad Nagel and William Haines do exceptionally well as rival suitors. Like all Stahl pictures this is artistically mounted.

THEME. Society drama in which wife retains love for childhood sweetheart. Latter dispels illusion and brings her happiness with husband.

PRODUCTION HIGHLIGHTS. Mary and Joe in memory lane. The wedding. Scene in which Joe is mistaken for chauffeur. His device to kill Mary's love for him.

EXPLOITATION ANGLES. Play up the name of John M. Stahl and the stars, Eleanor Boardman and Conrad Nagel. Put on a prologue with old song favorites.

DRAWING POWER. Suitable for the best houses. Good box office names.

SUMMARY. Your patrons have learned to expect good things when John M. Stahl's name is connected with a feature. This one will not disappoint. Well acted, beautifully mounted, filled with human interest.

THE CAST

Mary Bradley.....	Eleanor Boardman
Jimmy Holt.....	Conrad Nagel
Joe Field.....	William Haines
Mary's Father.....	John Stepping
Mary's Mother.....	Eugenie Ford
The Urchin.....	Frankie Darrow
Aunt.....	Hedda Hopper

Authors John M. Stahl and Benjamin Glaser. Directed by John M. Stahl.

SYNOPSIS. Mary Bradley and Joe Field have been sweethearts since childhood, but she weds Jimmy Holt. A year passes and a baby arrives. Joe hears the news and returns to the village. He decides to act like a Bowery sport. His actions disgust Mary who does not know that Joe is doing it to bring happiness to her with Jimmy. The stunt succeeds and Joe departs once more for New York.



Eleanor Boardman, appearing in "Memory Lane," a First National production.

Memory Lane (First National) PRESS NOTICE

JOHAN M. STAHL who usually can be depended upon for something worth while in screen entertainment has produced another charming story of American home life, "Memory Lane," which will be shown at the _____ Theatre, commencing _____. This photodrama tells an intriguing story of the first year of married life. Eleanor Boardman, Conrad Nagel and William Haines play the principal parts and they are supported by a cast of talented players. "Memory Lane" combines the qualities of authenticity and naturalness. The production is artistically mounted and is filled with quaint humor as well as moments of intense drama.

CATCH LINES

It will carry you back to your first romance! The boy she loved retraced his steps to find her and pierce the bubble of her love drama, because breaking her illusion meant giving her happiness.

Rocking Moon

(Producers Distributing Corp.—6000 Feet)

(Reviewed by George T. Pardy)

THE air of realism and novelty which pervades this picture is one of its most attractive qualities as a drawing card. It could scarcely be otherwise, seeing that it was filmed in genuine Alaskan surroundings, shows for the first time on the screen a view of the largest fox farm in the Northwest, where blue foxes are bred for the market to furnish forth the rare furs so much in demand by feminine fashion stylists; and remarkable shots of religious rite dances by the Indian tribes, with weird totem pole ceremonies, and other doings strange to civilized eyes. The story is also altogether out of the ordinary, melo-dramatically powerful and possessed of considerable romantic charm, so that the feature as a whole can be listed as an attraction of unusual merit. There are rare beautiful photographic effects in evidence. Lilyan Tashman is a graceful, appealing heroine; John Bowers plays the lover with true heroic energy; Rockcliffe Fellowes registers as a forceful villain and the support is excellent.

THEME. Melodrama. Girl owner of fox ranch on island is tricked by unworthy suitor who steals pelts, casting suspicion on her lover, but latter clears himself.

PRODUCTION HIGHLIGHTS. Unique atmosphere. Indian religious rites and dances. Melodramatic action, well developed romance. Fight between hero and villain.

EXPLOITATION ANGLES. Bookstore tieup on novel from which picture is adapted. Boost as big novelty film and exiting melodrama. Feature principals.

DRAWING POWER. Should do good business in all classes of theatres.

SUMMARY. Something widely "different" here. A well directed, cleverly acted melo, with bizarre settings, filmed in Alaskan locale. Shows curious Indian rites and dances, has strong melodramatic and romantic lure.

THE CAST

Sasha	Lilyan Tashman
Gary	John Bowers
Nash	Rockcliffe Fellowes
Soya	Laska Winter
Colonel Jeff	Luke Cosgrave
Side Money	Eugene Pallette

Author, Barrett Willoughby. Director, George Melford.

SYNOPSIS. Sasha Larianoff operates a fox farm on Rocking Moon Island, assisted by Gary Tynan. She hopes to pay off a mortgage held by trader Nash with the season's receipts. Sasha's foxes suddenly disappear and so does Gary. Nash, who desires the girl, persuades her Gary has played her false. Latter has been trapped and bound by invaders. Escaping, he finds a cavern in which are the missing pelts. Gary overcomes Nash, who proves to be the thieves' leader, in a terrific fight, restores the pelts and wins Sasha's love.



Lilyan Tashman, appearing in "Rocking Moon" a Producer's Distributing Corporation release.

Rocking Moon (Prod. Dis. Corp.)

PRESS NOTICE

"ROCKING MOON" one of the season's most unique romantic melodramas, filmed in the wild portion of Alaska where the story's action takes place, is scheduled as the main screen attraction at the _____ Theatre on _____. The narrative concerns Sasha, a young girl who operates a blue fox farm, is sought by a sceming trader, who throws suspicion on the man who loves her when a wholesale theft of pelts takes place. How the hero finally clears himself is told in a story rich in thrills, suspense and wonderful atmosphere, with strange, fascinating dances and religious Indian rites shown in dazzling detail.

CATCH LINES

Rocking Moon, beneath the shadow of grotesque totem poles, basking in the light of the midnight sun hanging low on the horizon, here romance, tragedy, intrigue and love are ever present to repel or charm!

Hearts and Fists

(Associated Exhibitors—Six Reels)

(Reviewed by Frank Elliott)

THIS is a crackerjack action picture that may be classed as as one of the best program offerings in recent months. It is a red-blooded tale of the northwest lumber camps from the pen of Clarence Budington Kelland and Lloyd Ingraham, who presided at the megaphone, has caught the spirit of the tale and translated it to the screen in most acceptable manner. The picture is set for the most part in the outdoors. The scenes during the cutting down of the giant timber, riding of the "High Line" across deep gulleys, capturing of the enemy's train, blowing up of the bridge, and the final success of the hero in getting his logs to the mill, are all shot mid towering timber. As for fights, there are some in this one that will recall to many those in "The Spoilers." John Bowers gives a fine portrayal in the leading role, while Marguerite de la Motte is good in the principal feminine part. Alan Hale is an acceptable heavy, while Dan Mason injects some fine comedy moments. The climax sure packs a punch.

THEME. Melodramatic romance of lumber country. Youth puts his father's rundown business on its feet, beats enemies and wins girl.

PRODUCTION HIGHLIGHTS. The beautiful natural backgrounds. The scene in which Larry beats up rival. Fight between Bowers and Jack Curtis. The collapse of bridge. Riding the High Line.

EXPLOITATION ANGLES. Boost John Bowers and Marguerite de la Motte. Bill as thriller, play up fights.

DRAWING POWER. A good attraction for program houses.

SUMMARY. An example of what an excellent little picture can be made when there is a good story to start with and a good director handling it. Fine acting, settings much better than usual in pictures of this class.

THE CAST

Larry Pond	John Bowers
Alexia Newton	Marguerite de la Motte
Jean Carroll	Lois Ingraham
Preston Tolley	Alan Hale
Tacitus Hopper	Dan Mason
Luther Newton	Howard Russell
Gus Brent	Jack Curtis

Author Clarence Budington Kelland. Directed by Lloyd Ingraham. Photographed by Abe Schultz.

SYNOPSIS. On the death of his father, Larry Pond inherits lumber business. Preston Tolley, engaged to Alexia Newton, whom Larry also loves, is seeking to ruin Pond. But Larry after taking his dad's old clerk and another college fellow in as partners, beating up Tolley and taking away his bride to be; goes into the woods and after some stiff fights, gets his logs to the mill. He weds Alexia.



John Bowers, who is featured in "Hearts and Fists," an Associated Exhibitors release.

Hearts and Fists (Associated Exhibitors)

PRESS NOTICE

JOHN BOWERS and Marguerite de la Motte are co-starred in "Hearts and Fists" which will be shown at the _____ Theatre, commencing _____. Filmed in the giant forests of the great northwest this production is rich in scenic backgrounds, some of the logging scenes being of surpassing grandeur. The story shows how a young man, suddenly inheriting a run down lumber business, rejuvenated it in spite of the herculean efforts of his enemies to ruin him. There are some real, honest-to-goodness fights and a climax that will make everyone sit up and take notice. There is an excellent supporting cast, including Dan Mason of Toonerville Trolley fame, Lois Ingraham and Alan Hale.

CATCH LINES

The throbbing pulse of He-Man's Land the Big Timber Country! Double insurance of a real life drama

The Price of Success

(Columbia Pictures Corp.—5500 Feet)

(Reviewed by George T. Pardy)

THIS society drama deals chiefly with an intrigue between the married hero and a lady of commercially flirtatious propensities, with the wife conducting an inside campaign to win back hubby, and succeeding in the long run. It isn't a film for juvenile consumption and exhibitors catering principally to the family trade may deem it too daring a theme for booking purposes, but so far as sex suggestion goes the average adult won't find anything to resent; Director Tony Gaudio has handled his subject with good taste and judgment. For those who like these domestic mix-ups, "The Price of Success" will probably pass muster as pleasing entertainment. The cast is excellent, Alice Lake doing very good work as the injured but wily spouse, Lee Shumway giving a polished performance in the role of the philandering Harden, Alma Bennett a wickedly alluring siren and Gaston Glass contributing a neat character sketch of Wally Van Tine. No drag in the action, settings attractive, photography O. K.

THEME. Society drama. Finding a vamp luring her husband, wife determines to fight for her own, schemes successfully and wins him back.

PRODUCTION HIGHLIGHTS. Scene where wife, vamp, and husband meet in Plaza. Dinner, where Ellen shows knowledge of intrigue. Events leading up to reconciliation.

EXPLOITATION ANGLES. Play up idea of wife refusing to submit to fate, and means by which she wins back hubby. Bill as fascinating society drama of intrigue, and luxurious atmosphere. Feature Alice Lake, Alma Bennett, Lee Shumway.

DRAWING POWER. Depends on your patronage. Good, if they like this kind of picture.

SUMMARY. Well produced, has good cast, married man intrigue theme a bit daring, but subject delicately handled. Cleverly acted and maintains interest.

THE CAST

Ellen Harden.....	Alice Lake
George Harden.....	Lee Shumway
Ardath Courtney.....	Alma Bennett
Wally Van Tine.....	Gaston Glass
Peter Van Tine.....	Tom Ricketts
Jimmy Moran.....	Speck O'Donnell
Mrs. Moran.....	Florence Turner

Author, Tom J. Hopkins. Director, Tony Gaudio. Photographed by Frank Good.

SYNOPSIS. Ellen Harden finds husband George is attracted by Ardath Courtney. She invites Ardath to dinner and lets her know she is aware of intrigue. Ellen rents an apartment for Mrs. Moran, a poor woman ill-treated by a drunken husband. Visiting this flat, Ellen is framed by Ardath, who sends George there. Latter's suspicions of Ellen's infidelity are cleared up when Moran appears, furious at Ellen for befriending his wife. George thrashes him and is reconciled to Ellen.



Alice Lake, appearing in "The Price of Success," a Columbia production.

The Price of Success (Columbia Pictures)

PRESS NOTICE

HIGH society atmosphere and intrigue, dazzling backgrounds, breathless heart interest, are the distinguished characteristics of "The Price of Success," scheduled as the big screen attraction at the _____ Theatre on _____. The story deals with a husband who goes wrong, a loyal wife who refuses to surrender to a beautiful vamp, and the successful fight made by the former to win back the man she loves. Alice Lake gives a performance remarkable for its emotional fervor, in the wife role, with Lee Shumway, as the erring husband.

The support is rich in talent.

CATCH LINES

She met her husband and the woman face to face. She pretended to be careless of their affair, flirted with another man. And finally, she did something that brought the erring spouse to his knees!

Blue Blazes

(Universal—5000 Feet)

(Reviewed by George T. Pardy)

NOTHING new in plot material, but an agreeable program Western just the same, calculated to please all who pine for the hard riding, fast shooting stuff, with thrills galore and the necessary love element well to the fore. The picture is very well photographed, offering many fine rugged scenery shots, and the cloudburst-flood episode which winds up matters and disposes of the villainous crew, puts over a satisfactory big punch finale. Pete Morrison a likeable chap as well as an athlete of uncommon prowess and does very well in the role of Dee Halloran, putting up a couple of swirling action seraps and is all to the good in his horsemanship feats. Les Gates plays the villain well and Barbara Starr registers pleasingly as heroine Grace Macy, with Dick La Reno, Jr., scoring in the part as her youthful brother. Capable support is given the principals by other members of the cast, Western types are colorful, direction is adequate and there is no let-up in the action, which moves rapidly from start to finish.

THEME. Western melodrama. Girl seeks money concealed by murdered grandfather in lonely cabin, suspects wrong man, but unmasks real criminal with hero's aid.

PRODUCTION HIGHLIGHTS. Clever riding stunts, well staged fights, romantic glamor, colorful atmosphere. Big cloud-burst and flood scene at close.

EXPLOITATION ANGLES. Bill as brisk Western melo, play up Pete Morrison's riding and fights with villain. Mention Barbara Starr. Stress, cloud-burst episode.

DRAWING POWER. Good wherever Western melodrama is in demand.

SUMMARY. A likely program picture. Pete Morrison at his best as hard-riding, athletic hero. Story follows familiar lines, but breezy action and thrills keep up interest from first to last reel.

THE CAST

Dee Halloran.....	Pete Morrison
McKeller.....	Jim Welsh
Grace Macy.....	Barbara Starr
Jess Macy.....	Dick La Reno, Jr.
Buck Fitzgerald.....	Les Bates
Matt Bunker.....	Jerome La Grasse
Rastus.....	James Lowe

Author, Frank C. Robertson. Director, Joseph Franz. Photographed by Jack Young.

SYNOPSIS. Grace Macy searches for money hidden by grandfather before he was killed by thieves. She has dying criminal's confession branding McKeller as the murderer. Buck Fitzgerald offers to assist her. Dee Halloran knows McKeller is innocent. Fitzgerald attacks Grace to obtain confession. She escapes to Death Wash, where her grandfather's deserted cabin is, pursued by Fitzgerald and his men. Dee comes to the rescue, finds the money and wins Grace.



Pete Morrison, star of "Blue Blazes," a Universal picture.

Blue Blazes (Universal)

PRESS NOTICE

MOVIE fans who want thrills in plenty, combined with the breezy atmosphere of the great out-doors, will find both in generous quantity when "Blue Blazes," starring Pete Morrison, comes to the _____ Theatre on _____. This is one of the fastest Western melodramas ever screened, with Pete Morrison acting as protector of a young girl who comes West in search of money hidden by her grandfather just before he was killed by thieves. Chance throws her into the clutches of the murderer, who directs her suspicions to an innocent man.

But Pete intervenes, restores the treasure to the girl and wins her love. Barbara Starr is the heroine, supported by a fine cast.

CATCH LINES

A dashing melodrama of the West, vibrant with furious action and romantic lure! Pete Morrison at his best, riding with marvelous agility, scurrying like a fiend. Heart throbs, a whirl of excitement and bully climax!

My Lady of Whims

(Arrow—6089 Feet)

(Reviewed by George T. Pardy)

THERE'S no plot worth mentioning here, merely a medley of loosely connected episodes thrown together in haphazard fashion against a jazzy background, and rather futile comedy enveloping the adventures of a foolish flapper who hangs around Greenwich Village and resents the interference of an agent hired by her anxious papa to prevent her from going the limit. It is obvious from the start that heroine Prue will eventually go to a lovers' clench with her trailer, pending which she leads him a heck of a time in and around Hobohemia. The humor is forced and largely of the horseplay variety and nothing in the film seems likely to win favor with critical audiences. As an attraction for the smaller houses "My Lady Of Whims" may get by O. K. Clara Bow is always a fascinating figure and plays the part of Prudence with her customary sparkle and energy. Donald Keith registers as a peculiarly wooden type of lover, but can plead in excuse that the role didn't give him much chance to be anything else. A second-string love affair between Carmelita Geraghty and Lee Moran also ends happily.

THEME. Comedy. Hero hired by wealthy father to chaperon wild daughter is led a merry chase by girl, whom he wins at the finish.

PRODUCTION HIGHLIGHTS. Clara Bow's acting. Greenwich Village settings. Masque ball. Pursuit of yacht down bay. Interrupted wedding. Slapstick touches.

EXPLOITATION ANGLES. Play up the jazz and Greenwich Village atmosphere. Tell patrons it's a wild flapper yarn with plenty of laughs. Feature Clara Bow.

DRAWING POWER. Suitable for daily change and smaller houses.

SUMMARY. A loose-jointed comedy. Has some jazz, slapstick appeal and thin plot. May do business where patron's aren't particular as to story values.

THE CAST

Prudence Severn.....	Clara Bow
Bartley Greer.....	Donald Keith
Wayne Leigh.....	Carmelita Geraghty
Rolf.....	Francis MacDonald
Dick Flynn.....	Lee Moran

Author Not Credited. Director, Mr. Fitzgerald.

SYNOPSIS. Bartley Greer and his pal Dick Flynn are broke in New York. Bartley accepts an offer from wealthy Mr. Severn to keep an eye on his wayward daughter Prudence, who has gone to live in Greenwich Village. Bartley obtains a room in the house where Prue lives with her girl-chum, Wayne Leigh, and finds she is entangled with an undesirable artist named Rolf. Discovering that Bartley is her father's agent, Prue snubs him continually and leads him an awful chase. Bartley finally halts a wedding between Rolf and Prue aboard a yacht, carries the girl off triumphantly and wins her affections.



Clara Bow, who appears in "My Lady of Whims," an Arrow release.

My Lady of Whims (Arrow) PRESS NOTICE

GAY life in the Bohemia of Greenwich Village is set forth in alluring colors in "My Lady of Whims," the breezy comedy which will be shown on the screen of the Theatre on ——. A laughing riot in which a wilful flapper evades the young chap her anxious father sets to watch her, leading him a merry-go-round chase and having her own way despite all, until the crucial moment when she is about to wed an undesirable artist. Then the fireworks begin and only end when the prospective bride is deposited safe home by her guardian-captor.

Pretty Clara Bow gives a sparkling, vivacious performance as the flapper heroine, and is splendidly supported.

CATCH LINES

This girl resolved to live her own life in Greenwich Village. When father hired a chap to watch her, she led him a wild chase. All the sparkle and jazz of modern Bohemia in this picture!

Sweet Adeline

(Chadwick Pictures Corp.—6000 Feet)

(Reviewed by George T. Pardy)

A PLEASING picture and likely box office attraction for the average house. It presents Charles Ray in the sort of role in which he first won recognition as a star, that of a good-hearted, whole-souled country lad, kept down by an inferior, but never relinquishing an ambition to become "somebody" in the world and winning success in the end. It's mostly comedy, with an occasional bit of pathos thrown in on the romantic and human interest side, the plot is easy enough to anticipate but doesn't get monotonous at any time, Charlie Ray's rustic characterization wins hands down and keeps an audience on the broad grin. The title has drawing power, as the old popular ditty it is taken from is known all over, and the hero's rendition of the song neatly worked into the climax. Besides the star, there's excellent acting by Gertrude Olmstead as the pretty heroine, Jack Clifford plays the scheming brother Bill well, and the support is adequate. Photography O. K. at all stages.

THEME. Village lad has vocal ambitions, is given worst of it by elder brother, also his rival in love. He finally makes good as singer and wins girl.

PRODUCTION HIGHLIGHTS. Star's good acting, competent direction, smooth work of supporting cast. Breezy comedy situations, heart appeal. Climax.

EXPLOITATION ANGLES. Play this up as a genuine old-time Ray picture, with star in role fans like best. You can promise lots of laughs. Arrange song tieup.

DRAWING POWER. Should win wherever Ray is popular.

SUMMARY. A typical old-time Charlie Ray film, offering star in sort of role that made him famous in past. A pleasant picture, good rustic characterizations and atmosphere, gets the laughs and has sentimental seasoning.

THE CAST

Ben Wilson.....	Charles Ray
Adeline.....	Gertrude Olmstead
Bill Wilson.....	Jack Clifford
Pa Wilson.....	John P. Lockney
Fat Lady.....	Sibyl Johnston
Cabaret Dancer.....	Gertrude Short
Ma Wilson.....	Ida Lewis

Author, Charles E. Banks. Director, Jerome Storm.

SYNOPSIS. Ben Wilson is the household drudge, bullied by his elder brother, Bill, his only consolation the possession of a fine tenor voice. He falls in love with Adeline, newly arrived. Bill is his rival. Ben makes a hit singing "Sweet Adeline." Bill procures him a chance to sing in a Chicago cabaret. At first he breaks down, but rallies, recovers himself and is warmly applauded. His dream of success comes true and he gets the girl.



Charles Ray, whose latest appearance is in "Sweet Adeline." (Chadwick).

Sweet Adeline (Chadwick Pictures) PRESS NOTICE

Admirers of Charles Ray will be glad to hear that this justly popular star is once again appearing in the country lad type role which made him famous in the past, his vehicle being "Sweet Adeline," scheduled for its premiere local screen showing at the Theatre on —.

Mr. Ray appears as Ben, younger son of a rural family, bullied by his elder brother, who is also his love rival. Ben has vocal ambitions, makes a hit singing "Sweet Adeline," is given a chance to sing in Chicago, makes good, wins fame, fortune and girl.

A comedy drama crammed with laughs, Ray in a wonderful part supported by Gertrude Olmstead, Jack Clifford and other noted players.

CATCH LINES

Two boys and a girl, the sweetest love story ever told, merriment and sentimental lure.



Regional News from Correspondents



ON MONDAY, January 4th, the Film Board of Trade held their convention at the Hotel Savory. The meeting convened at 4:00 with a 100% attendance. At 4:30 a short meeting of the Salesmen and Bookers was held. In the evening a banquet was held at which Mr. E. W. Bantord was chairman for the evening. The following men spoke on various subjects:

N. C. Rice; M. Weisseldt; Harry Weinberg; George Bandy; E. T. Smith; Nat Curry; Mr. Nils; Mr. Crawford; George Naylor; Ludy Bosden and Thomas Brown.

Des Moines

J. A. McChesney bought the Monroe Theatre at Monroe, Iowa from F. L. Young.

F. D. Wallace, formerly cashier, was made ass't manager of the Universal Exchange.

A. H. Gottlieb, of the Universal Exchange, left for Chicago Thursday, Jan. 7 to attend the Sales

Convention at the Congress Hotel.

Nate Rosenthal of the Majestic Theatre, Dubuque, Iowa, made his first trip to Des Moines this week.

L. W. Alexander, Sales Director, was in Des Moines Thursday, Jan. 7.

P. W. Bryant of the Gem Theatre at Olevine, Byron Wat-

son of the Grand Theater at Knoxville, and F. Foston of the Eastern Iowa Theatre Company were visitors in the city this week.

Lew Elman, formerly assistant exhibitor for the First National, started Jan 4th as a salesman in the southern part of Iowa.

Out of town visitors this week were:

W. T. Grossman of the Palace Theatre at Nevada, W. T. Cleveland of Belmont, Iowa, Brooks of Dows, Iowa and Bill Desmond.

St. Louis

SIX hundred employees of Skouras Brothers Enterprises, Inc., owners of the Grand Central, West End Lyric, Capitol and Missouri Theatres, and of the St. Louis Amusement Company were entertained at the seventh annual banquet at the Coronado Hotel, St. Louis. Brief talks were made by Spyros P. Skouras, president, and Charles P. Skouras, vice-president, and Harry Koplar vice-president of the St. Louis Amusement Company. They sketched the strides made by the Skouras Brothers Enterprises and the St. Louis Amusement Company in 1925.

Noah Bloomer of Belleville, Ill., has taken over the Gem Theatre, Marissa, Ill.

O. R. Kern of Senath, Mo., has purchased the theatres in Lake City and Nettleton, Arkansas.

J. J. Tranquilly has sold the Home Theatre, New Berlin Ill., to George Kiefer. The Home Theatre at Bluffs, Ill., has been closed.

Herbert J. Krause, manager for Famous Players-Lasky, is back on the job once more. Apparently he

has fully recovered from his recent operation.

George Gambrill formerly exploiter for Paramount in this district departed Sunday, January 3 for his new post, Cincinnati. Earl Cunningham, who works out of Kansas City, will take St. Louis under his wing, dividing his time between the two districts.

Carson Rodgers, son of Mr. and Mrs. I. W. Rodgers of Cairo, Ill., and Popular Bluff, Mo., surprised his parents by permitting them to act as hosts to a party of forty-five college boys and girls on New Year's Day. Carson attends Vanderbilt University and was home for the Christmas holidays.

Mrs. Russell Armentrout, wife of the well known Pittsfield and Barry, Ill., exhibitor, is convalescent following an operation for appendicitis.

C. E. Penrod, division manager for F. B. O. was a caller of the week. He reports that his son has almost completely recovered from the injuries sustained when he was

run down by an automobile in Indianapolis several weeks ago.

Out-of-town exhibitors seen along Film Row were: Curley Lawson, Mount Olive, Ill.; Mr. and Mrs. I. W. Rodgers, Poplar Bluff, Mo. and Cairo, Ill.; Jimmy Clayton and wife, West Frankfort, Ill.; John Rees, Wellsville, Mo.; Charley Goodnight, DeSoto, Mo.; Elvin Weeks, Staunton, Ill.; Oscar Wesley, Gillespie, Ill.; Jim Reilly, Alton, Ill.; Ray Barnes, Carmi, Ill.; and S. E. Pertle, Jerseyville, Ill.

Sol Rose salesman for Universal Pictures had an arrow escape from injury in a near-auto accident at Granite City, Ill., on New Year's Day. He travels Southern Illinois and Eastern Missouri for Universal.

C. D. Hill district manager for Producers Distributing Corporation departed Sunday, January 10, to attend a sales convention in York City. He will be gone a week.

Barney Rosenthal, president of Columbia Pictures Corporation,

has announced that March will be known as Columbia Month in honor of the second anniversary of the opening of his exchange.

Bill Scully, manager for Metro-Goldwyn-Mayer spent the greater part of the week out in the territory. He made Taylorville, Mattoon, Effingham and other towns in that section of Illinois.

J. E. Flynn, district manager for Metro-Goldwyn-Mayer has gone to New York for a sales conference.

W. F. Haynes formerly salesman for Producers Distributing Corporation, is here on a visit from Florida.

W. C. Wiethoff and D. D. Matin are now in charge of Universal's booking department.

Russell McLean, personal representative of District Manager C. D. Hill of Producers Distributing Corporation, is on a tour of the Kansas City, Omaha and Des Moines exchanges.

Manager Art La Plant of Producers Distributing Corporation spent much of the week in Northern Illinois.

New England

R. J. POTTER, formerly an exhibitor but more recently proprietor of a large Boston garage, has reentered the theatrical business and taken over the Star Theatre in the Flint Village section of Fall River, Mass., buying from Ben Salvini. He will personally manage the house.

A film in the Palace Theatre in Hartford, Conn. took fire just before the close of the program New Year's day and about 900 patrons of the house fled out without disorder. When the film took fire, the shutter of the fireproof both automatically closed and the lights came on. The organist struck up a lively exit march and the patrons left, few of them being aware that there was any trouble at all. The burning film was soon extinguished by the operator. The house was emptied in less than three minutes.

James A. Shepherd, whose stage name was Carl L. Alberti

and who of recent years has been manager of Norumbega Park and the Norumbega Theatre, Auburn-dale, Mass., died at his home in Newton, Mass. last week. He had been manager at Norumbega for about 20 years and prior to that time was manager for the Allied Theatres in Portsmouth, N. H. and vicinity. He leaves a wife and one son.

J. L. Kline of the Associated Exhibitors, Boston, who was formerly with the Metro-Goldwyn staff in Boston and with Warner Brothers in Albany, has resigned.

The Colonial Theatre in Lawrence, Mass., had a close call from serious damage in a general alarm fire which broke out Jan. 5 in the big furniture building adjoining the theatre. Firemen laid a water curtain in the six-foot alleyway between the buildings and although the outer wall was scorched, saved the theatre. The fire started just after noon-time so there were no

patrons in the theatre at the time.

C. B. Bliven, owner of the Westerly Opera House at Westerly, R. I. has been bereaved by the death of his brother, B. Frank Bliven, a Westerly merchant.

The exchange salesmen are out on the road again after the holiday season, a large number of them being taken off the road and getting acquainted with the home offices and exchange staffs during that period annually owing to the fact that most holiday bookings are made considerably in advance of the usual bookings.

Thornton's Opera House at Riverpoint, R. I. has been taken over by the United Theatres, Inc., which company operates the Majestic and Palace at Arctic, R. I. This company also operates the new theatre at Westerly which will open the latter part of this month. It has a seating capacity of about 1,000.

Concetta Sarno has leased Mystic Hall, Main and Wareham

streets, Medford, Mass., and is planning to open a moving picture theatre in the building sometime in February.

Friends of George A. Hickey, formerly of the Boston division of Metro-Goldwyn and now with the same company in the Washington area, have received word of his illness of pneumonia in New York City.

L. J. Hacking, head of the Boston Exchange of Producers Distributing Corporation, has postponed his contemplated trip to the Pacific Coast to March owing to press of business at the present time.

Joseph Mulvey, at one time identified with the Boston film exchanges, who went to Peacedale where he conducted a theatre and later to New York, has disposed of his interests in the metropolis and returned to New England where he is again being greeted by friends.



Detroit



A VERY distinguished visitor to the city of Detroit this week, was Marcus Loew, who came to talk things over with Lester Sturm, manager of Metro.

J. C. Brady, Canadian representative for P. D. C., and Harry O'Connor of the Regal Film Co. in Toronto, Can., were visitors at the Detroit P. D. C. office last week, where they met Manager Frank Stuart.

Ed. Lewin, who was district manager for the United Theatres of America in Rhode Island, came to Detroit last week to assume new duties. He will travel Michigan for Associated Exhibitors.

Norman Lane, until recently connected with Paramount as accountant in the Louisville office is wintering in Detroit, and he expects to stay a while.

The Van Dyke Theatre in Detroit was sold by A. Bizovi.

Charlie Davie, who has been traveling the state for Universal, is now city salesman, filling the position vacated by Ray Moon, now manager of the Exchange.

The Garden Theatre in Albion has been sold to A. Eckmyre and L. Burkmine.

Walter Liebmann, who for sev-

eral years managed the Associated Exhibitors office in Detroit, tendered his resignation, effective Jan. 16th, and will then leave for New York City.

F. L. Davie, who several years ago managed two Detroit exchanges, and just recently manager of F. B. O. in Atlanta, has returned to Detroit where he will manage the Associated Exhibitors office.

George Davidson, city salesman for A. B. C., bought a new Chrysler coach, and so did Jimmie Minter, general manager of A. B. C., and Sammie Decker, the booker, still has his reliable Baby Lincoln Four.

Jack Young, manager of Warner Bros., attended the Divisional Convention held in Indianapolis last week where he met Sam Morris, general manager, and Lloyd Willis, divisional manager.

The Mack Theatre, formerly operated by Barbou Bros., has been sold to B. F. Woodworth, who has been engaged in the hardware business.

George Weeks, sales manager of Paramount, and Oscar Katner, exploitation manager from New York, stopped in Detroit last

week to visit with members of the local exchange.

Jack Kearns (not Dempsey's manager) but one of our own exhibitors, is resting easy since an operation performed last week. He expects to leave the hospital this week.

Harry S. Brown, one time manager of Universal exchanges in Cleveland and Washington, D. C., and now special representative for Associated Exhibitors, is for the present working out of the Detroit office.

A recent addition to the Metro sales staff is H. D. Brown, who will travel the southwestern part of Michigan. Mr. Brown was formerly state salesman for Paramount.

The roads in northern Michigan are so badly drifted, says Bill Prass, exploiteer, who has been temporarily transferred to the Universal office in Detroit, from Minneapolis, that he was obliged to travel part way by sleigh last week.

Jesse Crawford, most prominent organist in the middle west, who appears regularly at the Chicago Theatre, came to Detroit last Sun-

day, where he entertained great audiences at the State Theatre.

Lee Reaper, well known film salesman in Michigan, and C. E. Osborn, formerly with Universal, have left to join the sales staff of P. D. C. in Indianapolis.

Sam Nathanson is going to devote all his time henceforth to selling Standard short subjects, according to the announcement of A. M. Goodman, new Detroit manager for Standard. William Fleming will sell features in Detroit. E. H. Beck will cover the eastern part of the state and Bert Foster the western part. Mr. Goodman also will take active part in the selling.

Rumors this week had it Fox is going to build a new theatre here. At present he controls the Fox Washington on Washington boulevard.

George W. Trendle of the Kunsy offices is a new director in the Griswold National Bank.

Harry Ross, of Paramount Division office, visited Detroit last week.

Most of the downtown theatres, movies included, gave special midnight performances New Year's Eve.



Buffalo



THE Stone Theatre, Binghamton, will be used for stock, commencing about February 1, according to an announcement by Manager H. M. Addison. M. E. Comerford, one of the partners and stockholders of the Binghamton theatre company, with Ned Kornblite and David Cohen have signed a contract to this effect.

Lewis Eisenberg, manager of the Elmwood, one of Buffalo's big community houses, is nursing a broken thumb. The other night Lewis was about to stow away a few thousand shekels taken in at the box office, when some one suddenly opened the office door. Lewis, perhaps thinking it was Jesse James, as suddenly slammed the safe door but he forgot that his thumb was in the way.

Arthur L. Skinner, manager of the Victoria, acted as installing

officer at the installation ceremonies of Mystic Arts lodge of Masons, Tuesday evening last. Art is a former master of the lodge.

Mitchel Fitzer is making elaborate plans for the opening of the new Kenmore theatre, Kenmore, N. Y. in a few weeks. He is now lining up some great attractions for the premiere which promises to be the biggest event in the history of this thriving Buffalo suburb.

If they keep on building new houses in this neck of the woods, we can see where Al Becker of the Becker Theatre supply company soon will be classed with John D. Rockefeller, Henry Ford, etc., as one of the country's wealthiest men. Al had been equipping the booths of almost every new the-

atre hereabouts of late—and there have been plenty.

The Buffalo Athletic club now is putting on motion picture shows from time to time.

Manager Charley Goodwin of Universal exchange is organizing the employees of the office into a Universal club which will put on social events from time to time.

Eugene A. Pfeil, former manager of the old Mark-Strand, Buffalo, and until recently manager of the Circle, was married New Year's eve to Dorothy J. Kepner at the home of Mr. Pfeil, Amherst Estates.

Gwendolyn Maust has been engaged as a stenographer in the Associated Exhibitors office by John M. Sitterly, branch manager. Al Teschmacher, booker, expects to visit the auto show and pick out a new Pierce-Arrow.

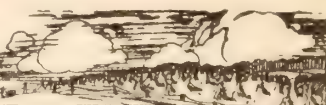
Charley Hayman, president of the Strand Amusement company, operating the Strand and Cataract theatres, in Niagara Falls, will sail for South America on January 18th.

Howard Waugh, former Jamestown exhibitor par excellence, is now district manager for the Saxe Amusement company, covering 28 theatres outside of Milwaukee. Howard was in Buffalo and Jamestown for a short visit during the holidays.

George E. Williams, former exploiteer at the Buffalo Paramount office, has been appointed director of publicity for the Howard theatre in Atlanta, Georgia. During his absence he has loaned his gas buggy to Brother Ernie Williams, accessories manager at the Paramount office, who will begin touring at once.



Milwaukee



HOWARD WAUGH, formerly manager of Universal's Alhambra Theatre started the new year in his new capacity as general field manager for the Saxe Amusement Enterprises. He will have charge of all houses operated by the Saxe Circuit throughout the state, excepting those in Milwaukee. The creation of the new post of field manager, and the appointment of Waugh to the job is the first big change made in the Saxe organization since Harold J. Fitzgerald became general manager and right hand man to Thomas Saxe, president. The new

position is looked upon by those who know Waugh as the ideal outlet for his exploitation genius.

J. G. Frackman, manager of Progress Pictures company spent three days in attendance at the annual sales meeting in Chicago.

J. P. Gruwell, manager of the Ideal theatre at Wisconsin Rapids, was a business visitor in Milwaukee the past week.

George Herzog of the Strand theatre at Manitowoc was in Milwaukee for a few days, visiting at a number of the local film exchanges.

George Smith, manager of the

Milwaukee branch of Paramount, attended a meeting of Paramount managers in Chicago.

Art Desmareaux of Madison, manager of the Strand theatre was in Milwaukee on a brief business trip the past week.

John Ludwig of the Ludwig Film Exchange is in Minneapolis on a business trip.

Sam Thurston, manager of the Bijou theatre at Green Bay was in Milwaukee during the past week purchasing belated Christmas presents.

Danny Ryan, formerly a salesman with the Celebrated exchange,

has joined the forces of Metro-Goldwyn.

Elmer Saiter, formerly with Metro-Goldwyn, has joined the sales force of the Vital Exchange.

S. P. Kennedy, manager of the Merrill theatre, Milwaukee, spent a few days on a business trip to Minneapolis.

C. W. Eckhardt, assistant general manager of the Fox Film exchanges visited the Milwaukee office on Wednesday, Dec. 23.

N. Blumberg, manager of the Rialto theatre at Racine, was a business visitor in Milwaukee the past week.



Salt Lake City



THE Film Board of Trade here will hold their next annual meeting January 11th, at which time officers for the coming year will be elected.

C. O. Hawxhurst, owner of the Princess Theatre at Sugar House, out of Salt Lake City, was doing some booking this week on film row.

Milton Cohn, United Artist salesman, who covers the Southern Utah territory, is still working that section.

James R. Keitz, manager of the local Greater Features exchange, leaves for Idaho within a few days.

George Mayne, owner of the Preferred Pictures exchange here, is making the key towns of Idaho.

Matthew Aparton, local branch manager for Universal, had a brief meeting with L. B. Megzger, Western Division Sales Director, and L. J. Schlaifer, Assistant Sales Director, who passed through this city Jan. 6th.

Lou and Harmon Peery, of the Egyptian Theatre at Ogden, Utah,

were in town doing some booking last week.

W. T. Withers, formerly of the Denver office, was transferred to the Salt Lake F. B. O. exchange, out of which he will travel Idaho and Montana. Joe K. Soloman has just purchased a new Hudson sedan coach, and will travel Utah, Wyoming and Nevada out of this office.

Vete Stewart has left with his Associated First National product for the Idaho section after a short stay in this city. Claude Hawkes just left for southern Utah out of this office.

W. H. Rankin, local manager of Warner Brothers exchange, is now in Boise, Idaho. Jack Connors is covering the Idaho territory while E. T. Keller is in southern Utah.

E. H. Smythe has been advanced from the shipping department of the local Pathe exchange to the position as booker. Earl Steele, former booker here having resigned to take over the management of the Isis Theatre at Bingham, Utah.

R. B. Epperson has left for a three weeks trip through the Wyoming and Idaho territory, and C. J. Hamal has also left for a two weeks' trip on the Yellowstone branch, out of the Pathe office.

R. D. Boomer, branch manager for Associated Exhibitors in this city, is leaving for southern Utah and expects to be gone two weeks.

Clyde H. Messinger, manager of the Educational exchange here, is on his way to the Yellowstone branch, where he expects to be for about a week or ten days.

Louis Marcus, district manager of Famous Players-Lasky Corporation, was absent from the city this week, having made a selling trip into the key town of the territory.

A. R. T. Young, traveling auditor for Famous Players-Lasky, is now in the Salt Lake City exchange conducting an audit of the branch.

The thorough inspection of the Fire Committee of the Film Board of Trade here reveals the fact that the prevention measures taken by

the various local exchanges have been 100 per cent efficient.

W. A. Calkins, formerly branch manager for Pathe in the Butte branch, has resigned and accepted a position as sales representative for Associated Exhibitors in the Salt Lake territory.

Dave Bershon, western district manager of Metro-Goldwyn-Mayer, is to arrive in this city the latter part of this week where he will meet Paul F. Berger, executive from the Metro-Goldwyn New York office, and they will hold a sales conference in the local exchange with branch manager George L. Cloward and the sales representatives.

C. A. Dillard, office manager and salesman for Metro-Goldwyn, has returned to the office from an extended trip which took him into Boise, where he spent the holidays with his family. Dillard, upon returning, is found to be engaged to be married, and his exchange associates are looking forward to having a gay time in the near future.



San Francisco

THE Lorene Theatre in the Bay View District suffered a fire that destroyed the stage, organ and rear of the theatre. The fire occurred at midnight and was of an unknown origin.

C. C. Flagg, of Chowchilla, has taken over the Broadway at Turlock, formerly operated by Bob Hampton. Flagg will run this house in conjunction with others that he is interested in. New equipment has been installed by Preddey.

Lou Metzger, western sales manager for Universal Pictures, and L. J. Schaffner, district sales manager for the same company, were in San Francisco for a conference with C. A. Nathan, manager of the San Francisco Universal Exchange.

L. J. Schaffner, who spent Christmas in Seattle, was pleasantly surprised on Christmas morning when a small package was delivered to him.

It proved to be a beautiful Colonial Waltham watch, suitably engraved as having come from the managers of Universal Exchanges in his territory.

Universal employees gathered in the projection room on the afternoon of December 24th and enjoyed what will undoubtedly become an annual Christmas frolic. A tree had been decorated and there were presents for all. The Wurlitzer Company loaned a phonograph, and some fancy dancing took place.

Universal salesmen Jack Frazier, Joe Huff and Harry Goldberg, were in the city for the New Year.

A. J. Moeller, general manager of the national organization, following the Minneapolis convention of the M. P. T. O. A., paid a visit to San Francisco during the week of Dec. 20th.

Plans have been completed for a motion picture theatre seating 400

to be built at once at 46th avenue and Irving street, by Ward Cox.

Jack and Betty Brower came into town to wish all their old friends a Merry Christmas and a Happy New Year.

Fred Voigt, former branch manager of Metro-Goldwyn, and one of the popular and best known exchange managers of the San Francisco zone, has been appointed as branch exchange manager of Associated Exhibitors.

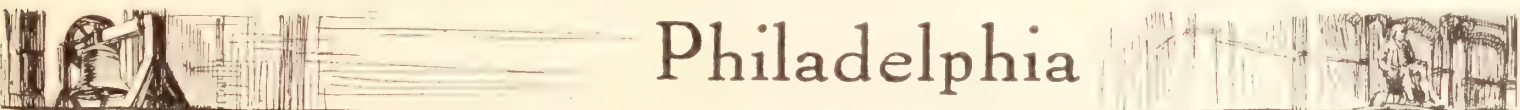
Mike Coyne is the newly appointed local manager of United Artists. Coyne measures his amusement experience with a long list of varied associations.

After serving as manager of the Visalia Theatre for over four years, Harry Seipel steps out following the acquisition of the house by the Golden State Theatre and Realty Corp. Seipel is considering several positions that have been tendered him.

Following their policy of promoting from the local personnel of their branch, G. F. Sullivan, who has been identified with F. P. L. for a number of years, recently graduating from booker to a chief position on the road as salesman, has now stepped into the exploitationist's chair made vacant by the promotion of Oscar Kantner, who has been transferred to the home office.

Al Oxtoby, of First National, took a little trip recently and called on his friends at Antioch, Pittsburg and Crockett.

L. G. Dolliver, of the Western Theatres Supply Co., San Francisco, has returned from a trip throughout the eastern states where he visited in the interest of obtaining information in regard to newly marketed equipment, supplies and accessories for the enhancement of local picture exhibiting and theatre operating.



Philadelphia

JULES E. MASTBAUM, president of the Stanley Company, has sent Albert Rosenthal, a well known art connoisseur, to Europe to make purchases of art treasures to be added to Mr. Mastbaum's large collection.

Bill Keegan, formerly booker in the Hildinger offices in Trenton, has resigned and is now with Hunt's Theatres, Inc., as special representative. Isaac Levy has succeeded Mr. Keegan as booker for Hildinger in Trenton.

J. P. Cox is now acting as manager of Hunt's Criterion Theatre, Moorestown, N. J. Mr. Cox recently returned from California.

James Byrne, one of the most

popular bookers along Vine Street, who has been associated with F. B. O. for the past several years, has been made special representative of the company in this territory and is handling all the short product. John Phalen, formerly with Fox, has succeeded Mr. Byrne.

W. A. V. Mack, formerly Philadelphia branch manager for Pathe, who is now general sales manager of two-reel comedies, was a recent visitor in Philadelphia.

Abe Sablosky and John J. McGurk, of the Stanley Company, are spending a short vacation in Florida and at the same time

selling some of their real estate holdings in Miami.

David Barrist and C. H. Goodwin, former owners of the Ritz Theatre, who will build a new moving picture theatre in Berlin, N. J., in the near future, sailed recently on the "Kroonland" for a three weeks' vacation in Florida and Cuba.



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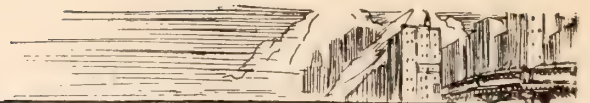
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DEVELOPING AND PRINTING
MOTION PICTURE FILM





Chicago



Gloria Swanson, starred in "Stage Struck," a Paramount picture.

MANAGER CHARLES RYAN has terminated his connection with the Milford Theatre after two years' successful record as manager. William J. Mueller, the owner, is succeeding Mr. Ryan as manager.

Pathe has presented several old employees of the Chicago exchange with handsome gold pins and diplomas in honor of their faithful services and loyalty covering a period of five years or more. Those receiving the testimonial pins were Branch Mana-

ger James Gillick; Salesmen O. E. Florine, Chick Kepler and C. E. Marshall; and Mrs. Goldie Quinn, who has officiated as cashier for nine years.

Short Subject Manager Ted Schlanger of Universal is out on the road this week with Salesman Bobb Funk in the interest of Universal's short subject program.

Ned Marin and C. W. Bunn of Associated First National, were Chicago visitors last week and made their headquarters at the local exchange.

District Manager Roy Alexander has returned from a week's trip during which he visited a number of the exchanges under his jurisdiction.

Bill Ashman has been appointed district serial representative for Pathe with headquarters in New York City and is spending January with the Double I salesmen of the Chicago branch.

Chic Kepler of Pathe, has been assigned to Illinois territory and will cover Central Illinois. Ted Meyers is back with Pathe and has been appointed to cover the south side of Chicago. Country Sales Manager H. O. Graham has engaged Maurice Whitmoyer as two reel comedy salesman and assigned him to the central Illinois territory, and Clint Vidor, formerly connected with Fox, in the same capacity in the Northern Illinois district.

Lou Metzger, western sales director for Universal, was here last week for a sales meeting which was attended by District Manager Roy Alexander and Branch Managers Manny Gott-



May McAvoy, starring in "Tessie," for Arrow Films.

lieb of Des Moines; Phil Dunas of Minneapolis, George Levine of Milwaukee and William Brumberg of Chicago.

Woodstock, Illinois, may soon have a second motion picture theatre, according to reports reaching Chicago, that John Mills, formerly Chenoa exhibitor, will shortly open a theatre in Woodstock.

Frank Evans has resigned as manager of the La Grange Theatre, La Grange, and has been succeeded by Dave Goldman, formerly assistant manager of the Parthenon in Berwyn.

George Miller, manager of the Simansky & Miller's Park Theatre on West Lake Street, who has been feeling indisposed for some time, is now confined to his home with an attack of the grippe. He hopes to be on the job within a few days.

James Cradion has been appointed manager of the Parthenon, Berwyn, Illinois, taking the place made vacant when James Gregory decided to devote his time to his interests in Crown Point.

J. Reich Moss, purchasing agent for Lubliner & Trinz Theatres, Inc., has resigned to accept a position with a large steel company in Wheeling, West Virginia.

Seattle

R. S. STACKHOUSE, former manager of the Warner Brothers exchange in Salt Lake City, arrived in Seattle last week to take over the management of the Associated Exhibitors office, succeeding Paul R. Aust, whose resignation became effective the first of this year. Mr. Stackhouse was formerly associated with several film ventures in the Northwest a number of seasons ago, and his return was heralded by many of his friends in that territory. Mr. Aust, whose connection with Associated Exhibitors dates back several seasons, has made no definite announcements relative to his plans for the future.



Atlanta



EARLE E. GRIGGS, Universal exploiter in this territory, was the principal speaker at the Thursday evening meeting of the Business Woman's Committee of the Y. W. C. A.

R. R. Miller, who recently resigned as manager of the Alamo No. 2 Theatre in Atlanta, has gone to Lake City, Florida to take over the management of the Universal Theatre at that point.

Mrs. Willard C. Patterson, publisher of the *Weekly Film Review*, spoke at the request of the

Atlanta Woman's Club to the Motion Picture Division of the Club on Friday afternoon, January 8th. Mrs. Patterson's talk covered the development of motion pictures.

Oscar Oldknow, of Liberty Film Distributing Corporation, returned the end of last week from a very interesting trip through Florida.

Sydney Katz, assistant sales manager for Film Booking Offices, who has been in the Atlanta exchange for the past week installing the new manager, C. L.

Peavy, returned to New York on Thursday.

Maurice Mitchell, salesman for Liberty, returned the first of this week from a trip throughout the Alabama territory.

Tom Little, manager of the Atlanta Producers exchange, will leave the end of this week for Birmingham, Alabama, where he will attend the opening of the Picadilly Theatre on next Monday.

Miss Persie Stephens, billing clerk for Educational's Atlanta

exchange, was married last week to Mr. Ward Olliphant.

R. S. Ballantyne, southern district manager for Pathe, paid the local exchange a short visit between trains on Tuesday of this week.

Miss Willie Jo Stephenson, is the new secretary in the Atlanta exchange of Associated Exhibitors.

G. Wise, brother of the late Marvin Wise, spent several days this week in Atlanta. Mr. Wise makes his headquarters at the Capitol Theatre, Birmingham, Ala.



Houston



BOB O'DONALD from the home office of the Interstate Amusement company is in town for a two weeks visit. Mr. O'Donald will act as manager of the Interstate Majestic theatre until a new manager is appointed. Ralph De Bruler former manager has left the employ of the company.

H. V. Garver business manager for Harley Sadler and his company has been in Houston for ten days re-conditioning the Prince

where his company will open for a winter engagement, January 17th.

The Cozy theatre re-opened January 9th after being closed for more than a year. Charlie Camp is the manager, he was former manager of the Prince.

W. L. Johnson manager of the Southern Film Service company has been confined to his home with a bad cold.

Abe Silverberg manager and owner of the Crown and Folly

theatres is in Dallas to buy films and attend business meeting.

Otto Brauer South Texas representative for the Universal Film Exchange who calls Houston home and headquarters, is making his territory in a new Flint automobile. A Christmas present from himself.

Col. A. L. Fardwell and his president Karl Hoblitzelle of the Interstate Amusement company were in Houston last week. Mr.

Hoblitzelle was here to attend a business session and Col. Fardwell to inspect their two theatres.

Ross and Ed. Dorbandt and their Father, running shows at Jacksonville and Athens, have opened up two new shows recently, the one in Jacksonville being named the Claire, seating 500, and the one in Athens being named the Majestic, seating 300. They had one show in each of these cities before, so now have four in their string.



New York and New Jersey



WALTER READE has purchased at a Sheriff's foreclosure sale, the premises known as the Strand Theatre at Freehold, N. J. The purchase price is reported to be \$181,000. The theatre will be temporarily closed to allow for remodelling and then will be added to the Reade chain, making twenty-four in the circuit. Walter Reade's theatres extend to the following cities: New York, Cleveland, Asbury Park, Long Branch, Plainfield, Perth Amboy, Trenton, New Brunswick and Freehold.

Invitation cards have been issued for the opening performance at Sam Baker's Hollis Theatre, Jamaica Avenue and 191st Street, Hollis, L. I., on Tuesday evening, January 12. The Hollis is a new theatre and the seating capacity about 1,000. Other theatres controlled by Mr. Baker are the Lyric at Mineola and the Park at Boro Park. Another house, the Bellaire at Ozone Park, is nearing completion and will probably open sometime in February.

It is reported that the Harlem Opera House, New York City, originally under the control of Leo Brecher and operated recently by the Loew Circuit, will once again come under Mr. Brecher's supervision.

Frank Valli, owner of the Fugazy Theatre on West Houston Street, New York City, made his appearance at exchanges for the first time in several weeks. Mr. Valli's only child—a son—has recently recovered from a serious illness.

There has been a number of opening dates published concerning the premiere of William Sal-

kin's new Monroe Theatre at 76th Street and First Avenue, New York City. According to Milt Kronacher of the Pathe Exchange the right day is February 11th unless something should happen to prevent. Milt's booking memorandum bears out his statement.

Looked like some kind of a big deal being figured out over in a corner of the Pathe Exchange on Tuesday of this week. Messrs. Gottesman and Kutinsky and a whole flock of Jersey exhibitors all had their heads together in deep conference.

The Columbus Theatre, Consolidated Amusement Enterprise's new house, located at 58th Street and Eighth Avenue, New York City, will open the early part of this week. Straight pictures will be the policy and the seating capacity is about 800.

L. Fishkin is the new manager of Loew's Alhambra Theatre, Knickerbocker Avenue and Halsey Street, Brooklyn, N. Y. Fishkin succeeds W. Earle, who has recently been ill.

Manager Evans, formerly with the Consolidated Amusement Company, is the new manager of the Gotham Theatre at 138th Street and Broadway, New York City. The Gotham is owned by the Tri-Boro Amusement Co.

The Seventh Avenue Theatre, a short time ago known as Jean's Seventh Avenue Playhouse, will again be under new management. This time Jacob Findling is the proprietor and last Saturday was the opening night.

Last week the MOTION PICTURE NEWS reported that Ed. Carroll, well known New Jersey representative of Associated Exhibitors

for the past eight years, had left that company to try his luck along theatre brokerage lines. There is no question that this report was an error as far as the theatre brokerage part is concerned, for Mr. Carroll stepped out this week as a special representative for Pathe in this zone. Ed Carroll has a host of friends and they all extend their well wishes to him in this new venture.

The Sylvia Theatre, 50th Street and Fifth Avenue, Brooklyn, will go under new management about the 21st of January. The new proprietor was formerly with the Weequahc Theatre, Newark, N. J.

Chester Sawyer, Treasurer of Howell's Cine Equipment Company, has recently returned from a trip to Havana, Cuba, made in the interest of his firm.

According to the latest report, Herman Rachmiel will open the New Ambassador Theatre over in Brownsville, Brooklyn, on the 22nd of January.

Looking about ten years younger, Louis Rosenthal of East Orange fame, has returned from a several weeks' visit to Florida. Perhaps Mr. Rosenthal's youthful appearance is due to the fact that this is the first vacation that he has taken in about ten years and last but not least—the report of a real estate clean up that runs around the hundred thousand mark.

There is considerable speculation around the Fox Sales Organization these days as to who the lucky man will be to accompany Harry Buxbaum and Dave Gross to the West Coast in the near future. This is to be the reward for extraordinary effort made in the recent sales drives.

This is the time of the year to order a new motor-car and Dave Gross of Fox has signed for a brand new Willys Knight to be delivered about February 1st.

The Fort Lee Theatre has changed hands. This house was originally operated by Grebe and the name of the new management is unknown at present.

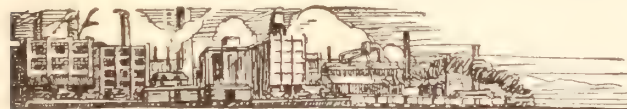
Leon Medem former manager of the Pathe Branch at Albany, recently paid a visit to his old headquarters. Mr. Medem is now a Special Representative for Pathe, out of New York City.

The many friends of Joe Lee, the big football player who heads the Fox Jersey sales force, will regret to hear that he has been laid up for the past two weeks with a bad attack of tonsillitis. Joe is expected to return to duty sometime this week.

Herb Kaufman and Izzy Schmertz, also of the Fox organization, will probably look over the gasoline gage on Izzy's automobile the next time they go on a trip. Recently they ran dry near Briarcliff and there wasn't a convenient gas station waiting for them.

A report from Joe Hornstein of the Howell's Cine Equipment Company indicates considerable business for the past year. A total of sixty-eight local theatres were equipped according to a list given out and all but about a dozen were theatres constructed during 1925.

Milt Kronacher's wife has gone to the country or to Coral Gables, Florida, which is all about the same thing and we have it from Milt himself that he is having a great time.



Denver



A. H. Vincent, Assistant Manager of the Rialto and Victory Theatres, Denver, started out the new year by getting married at 5:30 P. M. on New Year's Day. Mr. Vincent and his bride, on New Year's Eve suddenly decided to get married just as the bells were ringing at midnight. They found out that it would be impossible to carry out their plans, so decided to do the next best thing and that was procure the first marriage license in the City and County of Denver and get married on New Year's Day. Mr. Vincent has been associated with the Rialto and Victory Theatres, Paramount first run houses, for several years, and is well known among the theatre managers and exchange men of Denver.

The Egyptian Theatre, another new D. & R. amusement house celebrated its grand opening Friday, January 8, at 8 P. M. The new theatre has a capacity of over 700 seats, and is the finest and best equipped of the D. & R. chain of theatres. It is located at 32nd and Clay Streets, one of the up-and-coming districts in Denver. The grand opening Friday night was a strictly invitation affair.

Harry Nolan, well known exhibitor in Denver Territory, left last week for Los Angeles, California on a business trip.

Lee Marcus, General Sales Manager for Film Booking Offices, spent a day in Denver last week visiting W. E. Matthews, Manager of the local branch of F. B. O.

Fred Lee, owner and manager of the Victory Theatre at Lamar, Colorado made one of his rather frequent visits to Denver last week. Mr. Lee is one of the most popular exhibitors among the exchange men and when he arrives in town it is considered an unusual occurrence and news of his presence spreads rapidly.

G. E. Rosenwald, local manager for Universal has returned from a week's trip into Wyoming territory.

William Ostenberg, Jr., owner and manager of the Orpheum Theatre at Scotts Bluffs, Nebraska, arrived in Denver, Friday morning on a business visit, and while here he attended the grand opening of the new Egyptian Theatre, the latest D. & R. amusement house.

H. E. Sherman, Sunshine

Theatre, Albuquerque, New Mexico, was also a visitor in Denver last week. Mr. Sherman seldom

comes to town and when he does come everybody makes it a point to see him while he is here.

Arthur J. Lamb

THE MOLLY MAY SERIES

(INC.)

12-2 reel comedies

Written by A. J. LAMB

Featuring VIOLET MERSEREAU

Direction of JOSEPH LEVERING

1st release "Twas Her First Night in Philadelphia"—Jan. 18th
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MAKE ME LAUGH!

featuring Joe Raymond

6-2 reel comedies written by A. J. Lamb

supervision Joseph Levering—1st release March 5th

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Minneapolis



THE Minnesota Film Board of Trade held its first annual dinner at the Nicollet hotel early in the week and prophesied that increased prosperity of the northwest would be reflected favorably in the motion picture industry in 1926.

The dinner was attended by 125 film company managers and salesmen. The principal address was given by Ralph Hamburger, manager of the Northwestern Mutual Life Insurance company.

J. E. Tatum of the Minneapolis Civic & Commerce association, spoke on "selling" Minneapolis and St. Paul to the northwest.

Theodore Hays, general manager of Finkelstein & Ruben and veteran theatre man of the Twin Cities, told of the rise of the motion picture. W. A. Steffes, president of the Motion Picture Theatre Owners association, spoke. L. H. Flynn represented Will Hays and film men heard from were F. H. Knispel of Producers Distributors corporation and L. W. Alexander of Universal Film company. Fred Cubberly of Finkelstein & Ruben spoke on theatre management.

The meeting was arranged by Eph Rosen of Film Booking Offices and the toastmaster was J. E. O'Toole of Producers Distributing corporation.

The new Capitol theater at Dubuque, Ia., formerly the Family, is now reopened in the hands of Joseph Diener. It has been entirely remodeled.

The interest of William Anderson in the Lyric theatre, Little Falls, Minn., was recently purchased by A. J. Hand, who with H. Griff has full control.

B. J. Penfield has taken the Delmar theatre of Hancock, Minn., renamed it the "Hancock" and added it to his string, which includes houses at Morris, Graceville and Clinton.

Lake Mills, Iowa, has a new picture theatre just opened.

The Legion theatre at Lewis, Ia., has been closed. It was operated by the local post of the American Legion.

J. C. Kennedy has bought the Empress theatre of Akron, Ia., from Charles P. Buswell.

The Strand at Kimballton, Ia., has been taken over by Hulsbus and Lehr from Huffman and Hansen.

R. M. Harvey has sold the Grand opera house at Perry, Ia., to William Youngclaus of Jefferson.

Charles Curl has reopened the Magic theatre in Pierson, Ia., which was recently closed by H. L. Dean after a boycott following his effort to operate the place on Sundays. It is now showing on Saturday nights.

William Prass, Universal exploiter of Minneapolis, has been transferred to Detroit.

William Putnam, formerly of Oklahoma City, has replaced Jack Hellman as exploitation man for Famous Players-Lasky in Minneapolis. Jack Hellman is a brother of the brilliant Sam Hellman, creator of Dink O'Day and writer of many picture stories. He has had great success in drawing public attention to the Paramount product.

Edmund M. Michaelson has announced that he will build next

spring a \$300,000 1,500-seat theatre in Madison, Wis. The announcement came simultaneously with that of the Strand Theatre company which also plans a new house. Michaelson now operates the Palace and Orton theatres. His new house will be located on the east side.

Herman Lerch has succeeded George Bromley as manager of the State theatre at Alexandria, Minn., owned by Jacobson and Peterson company. Lerch recently left the sales staff of Associated Exhibitors in Minneapolis.

For leading the Metro-Goldwyn sales staff in the drive just completed, Louis J. Blumberg, veteran Minneapolis salesman, won a \$150 cash prize. He was 12th in the national race.

Celebrated exchange, a state right firm in Minneapolis, has taken on L. E. Fairchild for sales work.

After being hurled through the windshield of his car when it was forced off the road near Waverly, Minn., last week, Max Rivkin, Minneapolis Metro-Goldwyn salesman, is recovering both physically and financially. He was picked up by a passing driver who found him unconscious and took him to Waverly after applying first aid methods.

Frank Burke is back at work as publicity director of the Hennepin-Orpheum after endeavoring to nudge a motor truck out of his way. A box fell on him from the truck just as he had about won the battle.

In taking over the Crystal theatre at Earlville and the Garden at Lisbon, the Eastern Iowa

Theatres company has brought its total number of houses to 12. The company is managed by M. Costen.

"Our" theatre at Brayton, Ia., has been taken over by S. R. Nelson.

Woodman Hall at Meadow, S. D., has been leased for motion picture purposes by Haliburton Brothers.

R. T. Laatsch is now in charge of the Grand theatre at Mondovi, Wis.

Fred Benno, James Cobb and Frank Thayer finished first, second and third in the national Famous Players-Lasky prize sales contest. They are all on the Minneapolis staff and the staff finished sixth in the running. Sioux Falls branch, under Ted Mendelhall, finished third.

It is Councilman Frajola now. In theatre circles he is H. Frajola of the Lyceum theatre, Gilbert, Minn.

Management of W. A. Steffes' Colonial theatre at Watertown, S. D., is now in the hands of Joe Maitland, former Mandan exhibitor. Steffes transferred Elmer Bohlig, former manager, to his new Logan theatre in Minneapolis.

G. W. Johnson of Marmarth, N. D., has opened the New Cozy at Bowman.

William Eckl of St. Paul and Mrs. Margaret Hoffman have taken over the Star at Madelia, Minn.

Following purchase of the Cosmo theater, Doon, Ia., by his father, G. McAllister of Madison, S. D., took charge recently. It was formerly owned by August Kahl.



Cincinnati



A SMALL fire at the Park Hall Theatre in Oakley, a suburb of Cincinnati, for a while threatened the tranquil disposition of its manager, Mose Wilchins. But the fire as stated was only a small one and now Mose is as tranquil as ever. The Park Hall is owned by the Frankel interests.

Roy Haine, manager for First National in Cincinnati, returned

from Pittsburg last week, where he made arrangements to take over the W. Va. territory.

Ralph Kinsler, well known local film salesman who recently went to Florida to get rich, has returned with the announcement that the home town never looked so good before.

Cecil Tipton and Chas. Middleburg, well known W. Va. exhibitors, honored the city and film row with their presence last week. They are always welcome visitors.

Chas. Lowenburg, exploiter for Universal, is arranging a new exploitation system for use in the smaller towns on his circuit.

Hymie Banks and Mrs. Banks, spent the New Year's season in Cincinnati. Hymie is the manager of the Cinderella Theatre in Williamson, W. Va., which is considered one of the prettiest theatres in the coal state.

George Brown of the Colonial Theatre, Bluefield, W. Va., spent several days around the film buildings visiting with the various managers.

C. A. Howard of the Isis Theatre, Felicity, O., was another exhibitor to make the rounds of the film buildings last week.

John Vigna, shipper de luxe for Universal is now redecorating his face by allowing the hair on his upper lip to grow long.

J. Van Delft of the Opera House, Mt. Orab, O. booked several pictures while in the city last week.

Paul Smith of the Capitol Theatre, Batavia, O., dropped into town the other day and made a flying trip through the various exchanges.

Mr. and Mrs. V. E. Gilfoil of the Virginia Theatre, Wellston, O., did some after holiday shopping while in the city last week.

Julius Leonold of the Mecca and Midget Theatres, Dayton, O., looked at several pictures while in the film buildings the other day.

Bert Jacocks, home office official for Universal, dropped into the local U exchange last week to get acquainted with the local force.

Ned Beetz of the Princess and Liberty Theatres, Dayton, Ky., paid his usual visit to film row.

Walter Hartner of the Ivy Theatre, Cleves, O., and William Martin of the Patriot Theatre, Patriot, Indiana, were two more exhibitors to grace the film buildings with their presence last week.

Goldie Steinberg, of the Standard Film Co. office force, has been seriously ill for the last week.

R. V. Erk, of the Mays Opera House, Piqua, O., spent several days in the city and while here was seen in the company of Dave Helbig and George Kirby of the F. B. O. forces.

Mary McHugh, popular office manager for Metro-Goldwyn has been confined to her home for several days with illness. Her return to the Broadway Film Building will be most welcome.

George Kirby, booker and office manager for F. B. O., has resigned and is now serving in the same capacity for Associated Exhibitors, taking the place of Chas. Kratz who is leaving the motion picture business.



Cleveland

THE Cleveland Motion Picture Exhibitors' Association has set Monday, February 1st, as the date of its annual jamboree. This one is to be a dinner dance. It is staged to take place at the Music Box, and the tax is \$5.00 per couple. Anyone connected with the motion picture industry is eligible to attend. The party is not confined to Cleveland film men alone, but it is hoped that film folks from the nearby towns will take enough interest in the social functioning of the association to make reservations for tables. Just write to W. J. Banks, secretary of the association, enclose five bucks, and he will do the rest.

A recent communication from Sam Robinson of the Angella Theatre on Buckeye Road, Cleveland, discloses the fact that Sam is starting off the New Year by doing a lot of dolling-up on his theatre. In the first place, the house will get a new name and the entire interior will be redecorated. A new organ will be installed and a brand new electric sign will adorn the outside front. Also, the lobby will be entirely rebuilt and Mr. Robinson expects to reopen about the middle of February.

Abe Schwartz retires as proprietor and manager of the Manhattan Theatre, Superior avenue and East 105th street, after seven years of personal activity. He has sold the house to Louis Korobov, who takes over the reins on January 11th. Schwartz has not announced his plans for the future.

M. B. Horwitz, general manager of the Washington circuit, one of the largest neighborhood motion picture circuits in the city, left town Monday for an extended vacation.

J. Nargyros, owner of the building which houses the Majestic theatre, Cleveland, has taken over the active management of the house. M. C. Barth had leased the Majestic from Nargyros, but he turned it back to the owner, who

will pursue the policy which Barth introduced, continuing to show double feature and keeping a five piece orchestra as an added attraction.

John G. Furrer is both an exhibitor and an exchangeman. It all depends upon where he is when you talk with him. In Defiance, where he owns the Rivoli, and in Clyde, where he owns the Harkness he is a dyed-in-the-wool exhibitor. But in Cleveland, he's a member of the sales staff of the Progress Picture Company, with northwestern Ohio as his special field of endeavor.

Keith's Palace theatre, Cleveland, will not go into the three-day policy with feature pictures as part of the program, at least not until the summer time. Assistant manager Dykeman says there is no foundation for this rumor.

Philip Spitalny, musical director at Loew's Allen theatre, took last week off and went to New York to see what's the latest in orchestration and presentation.

Martin Printz, general manager of the Circle theatre, Cleveland, leaves next week for a three month's trip to California. Ray Goldberg will be in charge of the house.

The Cleveland Paramount Pep Club, composed of everybody connected with the Cleveland Famous Players-Lasky exchange, has invited its sister clubs of Columbus, Cincinnati, Detroit and Pittsburgh to attend a dinner dance to be given January 23d, at the Winton Hotel.

E. J. Hays, veteran film man of Buffalo, has come into the northern Ohio territory and is now associated with Pathe in a sales capacity, covering the Toledo territory with Pathe's two-reel comedies.

Harry Reavey, everybody's friend, is now with Universal. He is doing special work.

J. S. Jossey, president of Progress Pictures, held an important sales meeting last week which was attended by all members of the Cleveland and Cincinnati offices of the company. G. R. Ainsworth has been appointed special serial representative covering the Cleveland territory. Edward Hope has a similar position covering the Cincinnati territory.

Irwin Zeltner, in charge of Paramount publicity in northern Ohio has been transferred to Washington D. C. Lee Balsly succeeds him. However, Balsly will handle both Cleveland and Columbus, and maintain headquarters in Columbus.

R. C. Steuve, of Canton, and one of the original motion picture exhibitors in the state has leased his Orpheum theatre to Frank Nolan of Cleveland and has retired from active business.

The Film Bldg. register was not very well patronized last week. Among the few out-of-town visitors registered were A. G. Constant, American in East Liverpool and Strand in Steubenville; Peter Retig, Mystic, Galion; G. L. Fleischman, World, Toledo; John Pekras, Elyria, and Frank Kelly, Lincoln, Massillon.

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Robert Agnew, who plays a featured role in "The Taxi Mystery" a Henry Ginsberg release.



Albany



NOW that the Pro-Dis-Co. drive has ended, Bob Mochrie, local manager, is expecting word almost any day that he has won the trip to the West Coast. In fact Mr. Mochrie has gone so far as to wire his New York tailors for a new suit. The local exchange has worked hard to win first honors, Mr. Mochrie having been out on the road a good part of the time calling on exhibitors, while lights burned at the exchange far into the night. In fact the office force worked all last Sunday in winding up its part in the drive, and then repaired to one of the local hotels for a dinner that was set up by Mr. Mochrie.

As the weeks pass, the film building being erected on the outskirts of Albany for such exchanges as care to change from their present headquarters, assume more definite shape. The building will be ready for occupancy by May 1st. Up to the present time six of the exchanges in this city are sure of locating in the building.

Quite a number of exhibitors were in town during the week. John Augello, who is erecting a new house in Utica, was booking for the theatre, which will have the same name as the old one, "The Family." Bill Smalley was up from Cooperstown. Walter Hayes of Buffalo was in town but spent his time at the new house being erected here by the Strand interests.

Arrangements have been made so that Edward Hochstim, also a salesman in the F. B. O. office, will look after Mr. Filkins territory as well as his own for the time being.

Matthew Moran, who runs a house at Coxsackie, added to his holdings the past week when he acquired the house in New Baltimore that has been operated by

Donald Baine.

Ted O'Shea, manager of the Metro-Goldwyn exchange here, remarked the other day that his office was something in the nature of a training ship, explaining by saying that within the past four weeks, no less than four student salesmen have been sent here for training.

Mr. and Mrs. Louis Buettner and Mr. and Mrs. L. I. Shearer of Cohoes will leave the latter part of the month for a trip to the West Indies and the northern sections of South America. The party will be gone for a month. Mr. Buettner and Mr. Shearer constitute the Cohoes Amusement Company with theatres there and in Hudson Falls.

J. H. MacIntyre, manager for Paramount here, was in New York last week. Herman Vineberg, manager of the Albany Theatre in this city, will observe his sixth wedding anniversary on January 25th.

Gardner Hall in Troy, one of the Rose chain of houses, is now being handled by W. H. Rose, formerly of Gloversville and a brother of the owner. Harry Rose, another brother, is handling the Bijou in Troy. The house is now boasting new stage settings and other improvements. Stanley Secor is handling the Rose house in Kinderhook, which is opened Saturday evenings only.

Elmer Griffin, who has been handling one of the residential houses in Troy, and who was recently operated upon for appendicitis at one of the hospitals in that city, is now on the road to recovery. Jake Golden, manager of the Griswold in Troy, who has been confined at a hospital near Boston, is also recovering and will be back on the job in a few days. Harry Carr, an operator at the Palace Theatre in Troy, who

has been at the Albany hospital suffering from blood poisoning in one of his hands, has recovered and is back at work.

Harry M. Brooks of Troy, president of the M. P. M. O. in that city, was much pleased at the opening of the New York State Legislature on January 6th when he found a floral horseshoe on his desk from his associates. Mr. Brooks was elected to the State Assembly last November.

Abe Stone, owner of the Arbor Hill Theatre in Albany, and who announced sometime ago that he has bought a site for a new house, stated this week that he was having plans drawn and that building would get under way in the early spring.

Jake Rosenthal, owner of the Rose Theatre in Troy, was last week elected as vice-president of a furniture company in that city. He will continue to devote the greater part of his time, however, to his theatre.

Arrangements are now under way for a series of bowling contests between teams from motion picture theatres in Troy and Schenectady. Walter Roberts, manager of the Troy Theatre, will captain one of the teams, while the Schenectady five will be headed by Claude Fish, owner of the American in that city.

The Troy Theatre is splitting its receipts this week with the Iran Grotto of that city.

Joe Kallet, owner of the Strand in Rome, is erecting a new residence in that city which will be ready for him early in the spring.

John Garry, manager of the Empire in Glens Falls, was in New York City during the past week. Bob Pierce of Iliou as well as Nate Robbins of Utica, are in the big town this week.

Workmen are busily engaged these days in repairing the dam-

age done by fire to the Academy of Music in Newburg, one of the famous Players houses. It is expected that the theatre will be in shape for reopening in the near future.

C. J. Rose, district manager for the Schine Brothers, was in Carthage the past week, in a swing to several of the theatres under his control. Osmyn Brownell, who has been connected with the Schine organization for several months, has been made manager of the Carthage house. He will also handle the theatre publicity.

William Benton of Saratoga Springs and Mike Kallet of Oneida, both well known exhibitors, were confined to their homes the past week with hard colds.

A thirty-foot section of the roof on Proctor's new theatre in Schenectady fell during the noon hour the past week but without injuring anyone as all persons had left the house during the lunch hour.

The opera house in New Paltz has just been taken over by Walter Seaman who also operates motion picture houses in Marlboro, Highland and Milton. The house will be extensively remodeled and renovated.

An important deal in motion picture circles in Northern New York took place the past week when Attorney Thomas E. Shean of Massena sold out his interest in the Rialto to his partner, Frank Kuras.

Suffering a nervous breakdown, Harold Filkins, a well known salesman for F. B. O. out of this city, will be off the road for a few weeks.

Between doing the booking at the Universal exchange and looking after a sick dog, which is the pride of his heart, C. R. Halligan of the Universal exchange has a pretty full week.



Canada



AFTER a season of baseball, several of the moving picture exchanges in Toronto, Ontario, are now interested in the sport of hockey. An ice hockey team has been organized to represent the Famous Players Canadian Corp., Regal Films, Limited, and Famous Lasky Film Service, Limited, and the club is playing in the Toronto Hockey League a couple of times each week. The manager of the team is John Matheson of Famous Players.

Manager Donat Paquin, proprietor of the Laurier Theatre, Hull, Quebec, is making a regular practice of the presentation of two comedies on every bill of the theatre, having found that these short subjects form a splendid attraction. The International News is also shown, along with the

feature, and there are also orchestra numbers.

George McComber of the Royal Theatre, Fort William, Ontario, has taken charge of the Strand Theatre at Calgary, Alberta. The manager of the Strand was formerly Pete Egan, who has become house manager of the Capitol Theatre, Calgary, which is under the supervision of John Hazza. Mr. Egan was at one time a prominent exhibitor of Winnipeg, Man.

Don Romanelli, conductor of the Empire Theatre, Toronto, has been gaining considerable attention recently because of musical achievements and mention has been made of the fact that he comes of a family in which the father and four sons are all theatre orchestra directors. One is Luigi Romanelli, conductor of the Tivoli

Theatre Orchestra for many years and director of the King Edward Hotel band. Both Luigi and Don Romanelli have played before H. R. H. the Prince of Wales, Baron Byng of Vimy, Lady Byng, and other celebrated persons.

Events have been moving rapidly for H. E. Wilton, a well-known exhibitor of Hamilton, Ontario. Some time ago he was manager of the Strand Theatre there until the Savoy opened as a "big time" moving picture house with performance twice daily. The Savoy has closed again, however, and Mr. Wilton is once more manager of the Strand, the policy of which is to change programmes three times each week.

An interesting arrangement has been made by the exhibitors of Ottawa, Ontario, with the two daily newspapers for the publica-

tion of reviews each week on current attractions, the criticisms being written by representatives of the newspapers. The managers interested include J. M. Franklin of B. F. Keith's Theatre; Leonard Bishop of the Regent Theatre; Don Stapleton of the Centre and Mr. O'Regan of the Imperial.

This is the first time in local annals that the newspapers have consented to publish regular reviews on picture presentations on a permanent basis.

A recent visitor in Ottawa, Ontario, was J. C. Kennedy of Toronto, former manager of the Regent Theatre, Ottawa. Mr. Kennedy was accompanied by his wife, Mrs. Kennedy, who was for some years cashier of the Regent before her marriage last summer. They were given a warm welcome by the local moving picture men.

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Tells How To Establish Good Will For Theatres

"Easy To Get" Says Regge Doran In Address to Student Managers

THAT Goodwill—most precious institutional asset of motion picture theatres—is so easy to get that it is often overlooked by exhibitors, is the statement made by Regge Doran, director of the Pathe Department of Public Relations, and widely recognized as an expert in that field, in an address before the Publix Theatre Managers School in New York City, on Thursday, January 7th.

In summing up the situation as faced by the average exhibitor seeking to build prestige and goodwill for his theatre, Miss Doran drew upon a vast experience in that work. She was identified with the West Coast Theatres in California, and established the first Public Relations Department for that large theatre chain, before joining Pathe to organize and administrate a similar department for this distributing company, the first to institute a special department of the kind as a service to exhibitors.

The address which Miss Doran delivered before the student managers follows:

"Goodwill is the most precious possession that a motion picture exhibitor can have. To spend all his energy in getting the trust and esteem of his patrons is the best investment he can make for himself, his theatre, and for the industry. And this public friendship is so easy to get. So very easy, in fact, that many exhibitors quite overlook it. Like most other members of the human race they seek out the most difficult road to success, and try that first. I think that they do this unconsciously, for the public, strange as it may seem, figures rather vaguely in their daily work.

"I have said that it is easy to get this goodwill, and it is. The first thing that a good exhibitor realizes is his indebtedness to his patrons, and the fact that he is a public servant. He is never a good exhibitor until that fact is clearly established in his mind. Then he teaches this truth to every single employee of his theatre. This education of employees is simple

too, and can soon be accomplished by a staff meeting called once a week. At these meetings everybody learns something, and sooner or later everybody teaches something.

Then knowing where he stands in relationship to his patrons, the motion picture theatre manager should get to know as many of them as he can, and that means a large percent of them. Of course, I do not say that this is possible in the large first run theatres. It is not, but then there are so few of these in comparison to the smaller community houses.

To know his patrons the exhibitor just

has to stand in the lobby of his theatre while they are coming in. I do not think that there could be a more friendly group of people than motion picture fans, and all he has to do to keep them fans and to add to their ranks is to learn to smile and say how-do-you-do? By practicing this amiability he makes a most valuable discovery, namely, What his Public Want. He learns their whims, and many changes of mind and if he is at all alert his program keeps pace with their varying humours.

This is all true of the adult, but to my mind there is a much more important patron to be cultivated, and that is the child. He is the fan of today whose decision of tomorrow places the motion picture industry fifth or first on the list of all industries in the world.

In regard to him, however, most exhibitors miss the biggest bit they have, and I think that is simply because they do not appreciate the ticket selling value of advertising, and especially of word-of-mouth advertising. Yet we all know what great talkers children are, and if the figures are true which were made public recently at a federal investigation seventy-five per cent of the daily attendance at movies is under twenty-four years of age. Of course we hear on all sides that the motion picture is adult entertainment, and that the younger generation should not be allowed to go at random.

It is, and they shouldn't. So what is the exhibitor going to do? Take one performance a week, one regular performance, and book it with Young America in mind. That too is the easiest thing in the world to do in the suburban theatre.

Don't try however, to put anything over on this junior patron, because he knows more about our industry than many of us do who are in it. There are loads and loads of our adult entertainment pictures that are not only fit for children but should be seen by them. The screen being named "the greatest medium of education" is

LIGHT

A MAIN thoroughfare, for eleven miles, has had its general aspect, at night, changed. This important traffic artery runs thru town after town, all suburbs in a sense of a large city.

This very apparent change has been in greater brightness and cheerfulness—the result of motion picture theatres and their lavish use of light. Each town or business center now presents at least one alluring display sign and inviting lobby entrance.

A great difference. Only three years ago one could traverse this same eleven miles and not have attention drawn by a single commanding display—unless it was found among the unusual activities of the Saturday night bustle.

But the most significant phase of this enormous increase of electric display is that these attractive fronts are not by any means exclusively those of new theatres. At least half belong to theatres that were there three years ago.

Light is synonymous of gayety and entertainment, of beauty and emotion. Exhibitors to-day are more generally appreciating the psychology of light—and are employing it to far better advantage, both for exterior and interior use. Light often has been the main agency in placing a mantle of charm over an otherwise common place theatre. To-day it is one of the exhibitor's best friends.

Yet, for all the versatility and effectiveness of light it requires, in a degree, the knowledge of a few scientific principles for its proper application. Here, often, is where exhibitors encounter trouble. However, there are booklets published on theatre lighting that are sufficiently complete to serve as a guide to the uninitiated. Also, manufacturers of incandescent lamps render free lighting recommendation services. With these data and engineering services available any exhibitor who neglects his lighting problems is losing step with the parade. Light is now one of the main features of up-to-date theatres.

P. M. Abbott.

Methods Of Establishing Goodwill For Theatres

(Continued from preceding page)

trite, but nevertheless true. By establishing this Junior Matinee—for the performance to be most effective has to be a matinee and has to be on Saturday afternoon—just think what a great amount of goodwill the exhibitor is getting. In the first place he is automatically silencing many objectors to pictures. He is getting his house talked about favorably. He is building up a new audience for the future. But what is more to the immediate point he is increasing his Box Office Receipts tremendously. Every time he runs a Junior Matinee he is turning out hundreds of ardent advertisers, who have paid to become such,—and who are just so many ticket sellers for his theatre, not alone at their own performance but all during the week. Doesn't it stand to reason that if the child is so pleased that the parents, uncles, cousins, and aunts will want to be pleased too.

"A little child shall lead them" has been proved often and often. Those who are so led come to the every day performance, and led come to the every day performances, and many of them so led have never been there before.

"All they have to do is prove that the children were right in their ardor and your army of fans is increased."

Kunsky Houses To Open New Bills Mondays

To Accommodate the new Publix Theatre Corporations shows, which start at John H. Kunsky's Capitol theatre, Detroit, on January 25th, announcement has been made that new programs at the four Kunsky theatres in downtown Detroit will be opened Mondays instead of on Sundays.

The new "Jazz" policy which has been inaugurated at the State, Kunsky's new, \$2,000,000 house, has proved such an unusual success that it will be maintained for several weeks at least.

Enlarging Stage of the Allen Theatre

THE Allen Theatre, Cleveland, is the scene of building activities when there's no regular show on the screen; carpenters are busy making a new stage, putting in all necessary lighting effects and arranging things so that all the big stage effects may be secured. This is preparatory to putting on big specialty numbers at the Allen theatre. Fred Desberg, general manager of Loew's Ohio theatres, of which the Allen is one, said that it will be the policy of the Allen to present a big specialty act each week.

This policy was introduced early in the season with great success. Among the big acts offered then at the Allen were the Leviathan Band, Edna Wallace Hopper, Rae Elinor Ball and her Brother. These artists, however, were handicapped by the limited stage facilities of the Allen. Now that the management knows that the public likes these big acts in addition to their screen fare, the necessary changes are being made in the stage accommodations, so that these big acts will become regularly a part of the Allen programs. No advance in admission prices will be asked.

Warner's Circle in Cleveland Switches to Pictures and Vaudeville

THE Circle Theatre, Cleveland, O., operated by Warner Brothers, will switch to the combination picture-vaudeville policy, starting either January 16th, or January 23d. Negotiations were completed last week between Warner Brothers and Alexander Pantages of Los Angeles to introduce Pantages vaudeville at the Circle. Feature pictures will continue to be shown, and three performances will be given daily, starting at 1 p. m. and closing at 11 p. m.

The Warner management, in making the announcement of this change of policy stated that it was yielding to the increasing popular demand for the variety show and that it was appealing to the college student body which lives in the vicinity of the Circle theatre.

Cleveland will be Pantages' first stop east in a proposed inroad into twenty-five prominent eastern cities. The circuit has thus far been confined to western towns, which now include forty-one in number. The cities nearest to Cleveland where Pantages productions are shown are Toledo, Detroit and Indianapolis. George Dumond, general manager in charge of the Warner theatres, has been in Cleveland for the past several weeks, during the negotiations for this change of policy. He will remain there until the new policy is in operation. Although nothing authentic has been said on the subject, it is rumored that Warners are contemplating putting a combination policy into all of their houses throughout the country. Cleveland has been selected in which to try it out.

Roxy Theatre to Have Permanent Chorus, Kurt Schindler Will Direct

AMONG the musical features which are to be presented at the new Roxy theatre, now being built at 50th Street and 7th Avenue, New York City, and which will be conducted by S. L. Rothafel, will be a permanent chorus of 100 trained voices, according to an announcement made last week by "Roxy."

Kurt Schindler, director of the Schola Cantorum and prominently associated with choral activities in New York, has been engaged to direct the Roxy chorus.

According to Mr. Schindler, "This chorus will function sometimes alone, sometimes with the orchestra, so that many works both of oratorio and opera will be available. One of the unusual features and a wish I have always hoped to see realized," Mr. Schindler continued, "will be the performance of choral music with dancing, thus opening an entirely new repertoire of music. In this way we shall be able to present for example the folk dances and songs of Spain, Russia and the Balkans in their original form, and no end of choral and dancing novelties."

That the work of the large chorus under Mr. Schindler will be one of the outstanding features and among the novelties which Rothafel is planning for his huge theatre, is indicated by the elaborate preparations which are being made to facilitate the work of the singing organization and its director.

One of the structural novelties of the Roxy theatre will be a choir chamber, hidden from view of the audience. The chamber will accommodate 100 singers. The singing organization, combined with the symphony orchestra of 110 pieces, consoles for a duo-organ—which will be installed high above the stage—and a twenty-piece jazz orchestra for dancing numbers, indicates the emphasis which Rothafel will put on music as a leading feature of a form of entertainment which it is expected will mark a new departure for a theatre devoted to "pictures and."

Mr. Schindler predicts that within a short time his chorus will function with the precision and skill of an orchestra and as Mr. Rothafel has assured him that no music is too good for his theatre, he promises wide and unlimited scope in his programs. The plans of the new Roxy theatre are on an incredibly sumptuous scale including for Schindler's

branch of endeavor perfect rehearsal rooms, ideal conditions to foster all that is finest and noblest in music and perfect equipment for the individual comfort of the artist, says the announcement.

Sunday Song Contests at the Liberty, Seattle

Following their tremendous success last season, Manager Leroy V. Johnson of the Liberty Theatre, Seattle, has again inaugurated his weekly Sunday morning song contests, arranged by Oliver Wallace, concert organist, and offering \$20 in prizes to members of the audience who receive the most applause in renditions of the songs selected each week. The contest is a tremendous business-getter for Sunday morning performances, which are usually poorly attended.

Palace, Seattle, to House Pictures and Vaudeville

Manager Joseph Muller of the Palace Hip Theatre, Seattle, has announced that he will soon inaugurate a new policy of motion pictures and vaudeville at his house, which has housed the Will King Musical Revues for the last several seasons. First-run pictures will be used, and a change of program will be offered twice weekly, according to reports. This policy was used for several months at that house once before the King shows opened their engagement.

Metropolitan, Boston Now Running Longer Show

The new Metropolitan Theatre in Boston, has lengthened its program from a two hour show to two hours and twenty minutes. This gives ample opportunity to give even the longest features without interfering with the additional numbers on the program while, if the feature is short, it permits an added comedy reel.

Lobby Displays Should Express The Quality of Your Show

Your Front Is a Show Window—Dress It Accordingly

By G. B. Odlum

Manager, Majestic Theatre of Hornell, N. Y.

EVERY THEATRE caters to a specific clientele and has its own following or else two or three theatres could not exist in the same block. Therefore each, and every theatre must have its individual problems, of how to attract the transient passerby as well as their standard patron. To do this at the least expense for the greatest value has always been my personal hobby, for where you could spend a thousand dollars in one theatre with ease, ten dollars in another theatre would be an excessive sum.

Back in the old days, when music cue sheets were unknown and your "pianist" who could put in the "plunk plunks" for comedy and "Hearts and Flowers" for tears was a "wiz" and talk of the town, we all "sold our goods" with our fronts, so to speak. There were invariable and almost uniformly observed rules. For example, the war pictures—which were plenty—called for guns, a cannon and cannon balls and a few flags.

Anything to attract attention was the main idea of these frontal displays. I recall of a time when I was an assistant manager, a theatre using a real live cow as a "bally" for some pastoral picture. It was summertime and oh, the mess we got into. The cashier quit as did one of the porters and we got the laugh from all the "legit" houses in town—who were just itching to get something over on the "movies." And once I had a house artist do a set of icicles for the marquee border at the opening of the summer season. They were done in rigid Beaver Board, painted visible on both sides and were made to repeat the following seasons by repainting. My managing director kicked. He wanted the same effect on oil-cloth—"so they would wave or move in the wind and attract attention." Now who ever heard of waving icicles? Yet in the latter item there is food for much thought and considerable argument.

But things, you will admit, have changed since those days, and now the theatre manager faces the problem of making displays which appeal to the particular type of patronage to which he caters, and where the ballyhoo type of frontal display is the proper and profitable idea for one theatre, for another it is not.

The continuous use of circus tactics creates the Fire Sale effect and tends gradually to dislodge your solidified patronage for a transient throng of Thrill Chasers, who leave you for the next man who flings out a red banner down the street.

Yet the transformation of your front for specific occasions widely spread throughout the season certainly is good medicine, par-

This article by G. B. Odlum is the second of a series of discussions by exhibitors on the subject of lobby displays. The first, written by A. G. Stolte, managing director of the Capitol Theatre, Des Moines, appeared in the December 26th issue of Motion Picture News.

The author of the accompanying article is a veteran showman, and has a reputation as an expert on picture theatre publicity and exploitation. He is a native of Richmond, Va., and was educated in music and art. His first association as a theatre manager was with the C. W. Bennett Theatres in Hamilton, Ontario, in the "nickelodian" days of the picture business. Later he managed several vaudeville and picture theatres and was connected with the Small chain of houses in Canada. He then organized a group of six houses of his own, selling out in 1918. After which he was connected with Charlie Hayman at Niagara Falls, the Michaels Bros., Buffalo and the Palace Theatre, Olean. He is now manager of the Majestic Theatre, Hornell, N. Y., operated by the Maple City Theatres, Inc.

ticularly during the summer season—while writing of the summer season it seems common sense to say that larger and more vivid displays are necessary in the summer as many of your passers-by are in automobiles and a "Flash" is therefore necessary.

A cheap litho by the cutout process and a few adroit lines of color properly mounted give a finish not obtainable with crinkly mussy posters. A color scheme individual to each presentation—I mean for cards, posters and art panels—creates a uniformity of detail which is impressive; showing organization of detail. Soldiers would not be half so impressive all dressed in different colored uniforms.

In my opinion for a standard modern Main street house, there is no display more effective than the hand painted poster—sometimes with cutouts from one—three or six sheets or oftentimes color designs. These panels can be washed off and re-done.



G. B. Odlum

A studio for this specific work can be maintained well within the quota of any city of 40,000 or better. The writer has had panels on a theatre front which were the continuous topic of conversation on the street, splashy and effective attention arresters which people used to come especially to see—and look for the new Art display. This of course was exceptional but can be duplicated anywhere you can secure an artist quick in action and in comprehensive grasp of the subtle story underlying the title.

These displays can be completed one full change period in advance and displayed inside—for we must not forget the outgoing patron who has just seen your presentation and should be in a susceptible mood for the "Come again" idea.

For the inside of the lobby, if it is spacious at all—four or six inset panels on the sidewalls properly illuminated both from front and from the back (to enhance cut-out effects). Panels should be framed for a 42 x 28 inch card which is obtainable in very effective colors. Two of these can be used for current attractions and two or four for coming events or all for coming attractions as the desire may be. These cards if done artistically can be arranged for outside showing during current run.

The space just over the inside of the entrance doors should not be neglected, for an effective advance display for the outgoing crowd (usually slow moving). This space is high enough for the fellow back of you to see over your head as he exits and oftentimes forms the basis of conversation long after your theatre has been left.

It must be remembered at all times that your "Front" is your show window—if you are catering to a 10c crowd, display accordingly and if you are playing to 50c or \$1.00 patronage your front as well as your interior must be furnished accordingly.

The Gorgeous Downtown Department stores with their artistic window displays are a symphony of art and color—yet the 5 and 10 just across the street with its garish display also does a thriving business. It would be just as much out of focus for Macy's, Wanamaker's or Eaton's to dress their window a la 5 and 10 as for you to have your ushers in tuxedos and put on Shoot 'Em Up Western thrillers, or your front in shining brass and glittering crystal and expect your patrons to be in overalls.

Neatness and orderly array are particularly desirable even in the cheapest theatres and next to cleanliness is an earmark of how your show will be presented, for after all "The Show Is The Thing."

West Coast "Ideas" To Be Circuited



"Gold and Pearls" is the title of the Fanchon & Marco "Ideas" presentation staged some time ago at the West Coast Theatres' houses. The number was in three episodes, as shown in the photos above. A dance and tableau featured the opening episode, which was followed by an ensemble scene with an acrobatic interlude. The final scene showed the "living curtain"—shown in the photo on the right.

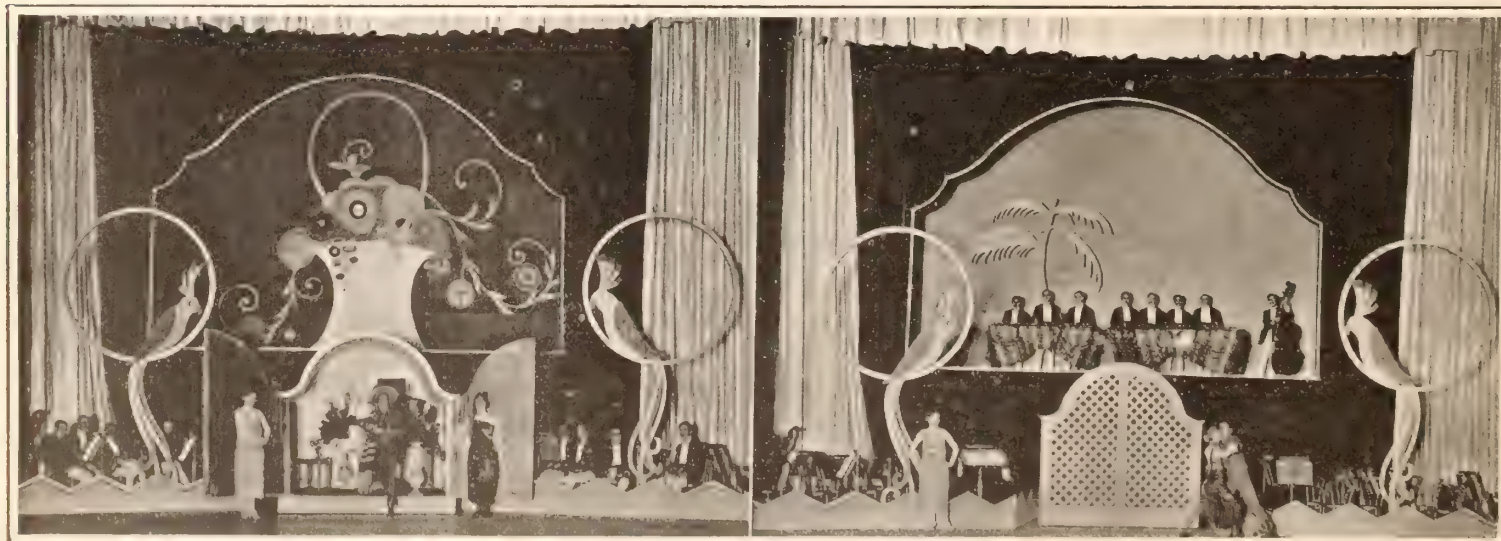
WEST COAST THEATRES is understood to have in preparation a plan to circuit throughout the large cities in the East and West the West Coast presentations, under the supervision of Fanchon and Marco. Sol Lesser, of the West Coast company, now in the East, is preparing to visit cities where these stage numbers will be shown, according to an announcement from the organization.

The circuiting arrangement will give the troupes many months engagements in addition to the eighteen weeks California time which they now have at West Coast theatres.

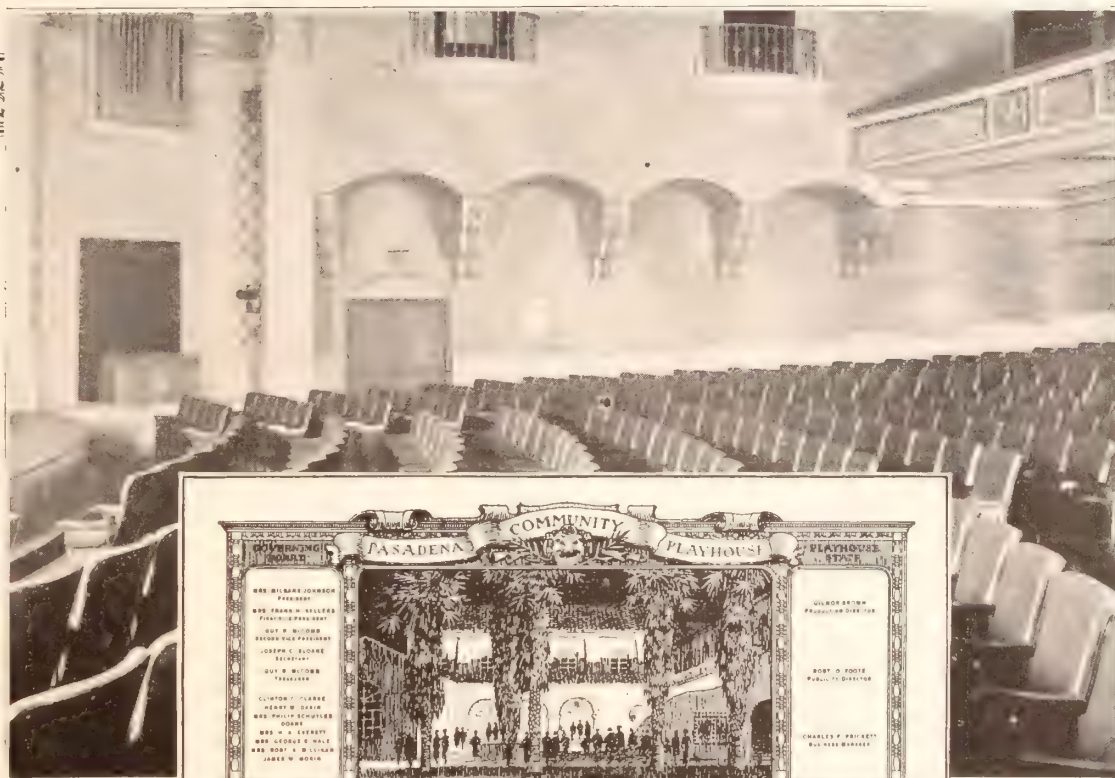
The "Fanchon and Marco Ideas," a few of which are shown in photos on this page, have gained a national reputation. Loew's Theatre, San Francisco, is at present the base of operations for the presentations. Marco's idea—and his stage acts are thus called—is that the numbers should go to the other extreme of the theme of the picture. For example—if the picture had a South Sea Island atmosphere, Marco would stage "Ideas of Geo. M. Cohan" as a stage attraction.



An "Idea" presented at Loew's State, Los Angeles, in which Victor Herbert's music was featured in a number of solo and choral singing and specialty dances.



A number specializing in Spanish effects, with dancers and a Marimba band, staged by Fanchon & Marco for West Coast Theatres, Inc., is shown above. At opening the musicians were seated on the stage, and following solo song, lattice effect in centre opened and revealed two dancers. At start of dance, musicians left stage and took their positions in frame of back drop, as shown in photo at right.



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Exterior view of Pasadena
Community Playhouse





The remodeled Keith-Albee theatre that was recently reopened. This house is located on St. James St., Boston and is now one of the finest houses in that town.

Keith-Albee Adds Another First Run House to Boston

With the opening of the St. James Theatre on Huntington avenue, Boston, the Keith-Albee interests have completed their second remodelling job within a single year and have added another first run motion picture and vaudeville house to Boston. Within the year three new first run houses have thus been added to Boston, the Metropolitan, the Keith-Albee New Boston, and the St. James Theatres.

As in the case of the New Boston Theatre, the St. James Theatre was a remodelling task. The New Boston was constructed within a building once used as a department store, but a modern building in every respect. The St. James Theatre was a stock theatre, before being purchased by the Keith-Albee group but the work of remodelling, once started, was almost as extensive as in the New Boston.

Probably the most important engineering difficulty which was surmounted was the construction and location of the projection booth. This booth or room is 42 feet long and 12 feet in width, is supplied with running hot and cold water and toilets, and

is equipped with three projection machines, two spotlights and a stereopticon. It is virtually a separate building in itself, strapped to the wall of the structure and supported, in addition, by steelwork. Exclusive of equipment, the steel booth weighs sixty-two tons.

Because of the construction of the building in which the St. James Theatre is located and because a large dance hall in the same building is built with its main support from the roof timbers, and to avoid any vibration which might result from the dance floor when in use, the engineers decided to strap the projection booth to the wall. This has been done so cleverly, however, that even an expert would not believe that it was not built into the theatre when the building itself was erected. There is not the slightest indication but what it is an integral part of the theatre.

To lighten the projection booth as much as possible, the framework was constructed of steel, the walls of gypsum block and the floors of poured gypsum, making it completely fireproof and yet eliminating all

excess weight. The walls of the booth form the attractive background to the spacious balcony.

The St. James Theatre is advertised as "The Intimate Theatre" because the matter of size has been sacrificed to comfort and hominess. The management wants the patrons to come again and again. It does not particularly cater to transients but to the community, the Back Bay of Boston, in which it is located. It has a seating capacity of approximately 2,000 and presents first run features, Fables, Topics, Comedy and News besides five acts of vaudeville. There is both orchestral and organ music.

The rebuilding process commenced in July, first planned to be on a small scale. When once the work got under way, however, it was determined to make it typically a Keith-Albee Theatre. This meant additional changes. A new front and marquis were constructed, the lobby was entirely rebuilt and refinished, even to the carved crystal chandeliers. Marble flooring was laid and recessed rubber matting laid. From the foyer new marble stairways were constructed and the walls were refinished in the rich, warm tones which characterize Keith houses. No greater change was made anywhere than in the rest rooms, lounges and toilets, which were practically completely rebuilt. The ladies' suites on both the main and mezzanine floors are now models of beauty with a combination of colors at once magnificent and pleasing. The walls are in cerise silk with ivory trimmings. There are individual toilet tables in the cosmetic room and there is at hand complete fittings for any taste in all cosmetics. The toilets are new throughout. The men's lounge and smoking rooms are finished in a rich cream with furnishings upholstered in brown leather. One is at once impressed by the spacious rest and toilet facilities of the theatre when one considers that the seating capacity is slightly less than 2,000.

With such extensive changes, one can well imagine the changes made in the auditorium itself. The old theatre auditorium was panelled. This panelling was all removed and there is now one big arch at each side of the house, gracefully blending with the lines of the new proscenium arch. Formerly this was square. Now it forms a graceful arch which was built on the old one making it six feet lower, yet giving fully as much height as other theatres. Even the old boxes, three in number, were ripped out and replaced with the Keith-Albee style boxes, two in number on each side.

Back stage the work was equally complete. The dressing rooms are all in tapestry, three bathrooms have been installed and two shower baths. A trunk lift raises the trunks to all dressing rooms where formerly they were hauled over the stairs.

New box offices were installed, a ventilating system was built which is operated by a ten horsepower motor and a fan located in a new fanhouse on top of the auditorium while heating is now done by the mushroom system. There are concealed aisle lights in both main floor and balcony. The stairways and floors are newly and richly carpeted. In fact, an entirely new theatre has been built where once the old St. James existed.

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To make sure pictures are printed on the genuine look in the margin for the black-lettered identification, "Eastman" "Kodak".

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Beautiful organ grill of the Palace theatre, recently opened in Gary, Ind. Note also the unusualness of the design incorporated in the proscenium. A Kilgen organ is installed.

Theatre Building Continues Active In New England Territory

NATHAN YEAMANS' new theatre in Fall River, Mass., which is located on North Main street opposite the Plaza theatre, is rapidly nearing completion and will probably be opened before the end of the month.

Two new theatres are under construction in Wollaston, Mass., one to be run by Fred Murphy, who operates the Quincy and Alhambra theatres in Quincy, Mass. It will have a seating capacity of about 1700.

Abe Spitz, owner and manager of several theatres in Greater Boston, has this week broken ground for a new theatre to seat about 1500 in Wollaston, Mass., next door to the Masonic building. Foundations will be put in during the winter so that construction work may go forward rapidly in the spring and the theatre be opened next fall.

The Colonial theatres, Inc., of Bristol, Conn., have had plans prepared and are soon to receive bids for a new theatre to be known as the Colonial theatre, with seating capacity of about 1800, to be built in that town. A site has already been purchased on Main street in the business center.

Excavations have been started at Hancock and Beals streets, Quincy, Mass., for a new theatre for W. Wilson of the Wollaston Palace theatre. The structure will be of

brick and cast stone and will be 200 by 60 feet. Plans were prepared by Tuck & Co. of Roxbury, Mass. The theatre will have a seating capacity of about 1600.

The Liberty Theatres Co. has been incorporated at Boston with a capital of \$25,000. Philip L. Markell is president of the company; Samuel M. Katze of Lawrence, Mass., is treasurer and Charles Morse is clerk of the corporation. The new corporation has acquired the Liberty theatre on Blue Hill avenue, Boston, formerly owned by William London and operated by L. M. Bowes.

Manchester, N. H., is to have a new theatre but the name of the owner is at present withheld.

Michael Shea Announces New Suburban Theatre

The Kensington section of Buffalo is to have the largest neighborhood house in western New York, according to an announcement by Michael Shea, head of the Shea Amusement company, who says that the new building, leased from the Bickford Realty company for a term of 20 years, will be located at Bailey and Kensington avenues, which point is fast becoming one of the busiest corners in Buffalo's great east side. The new house will be known as Shea's Kensington and will be completed by September 1, 1926. The building will have a seating capacity of 1,500 and will cost approximately \$500,000.

"The plans submitted by the Bickford Realty company," said Mr. Shea, "promise the last word in theatre construction. Stores and office building are a part of the plan. The Kensington district is growing at a rapid pace and in this new house, residents of that part of the city will be given the same pictures booked at the downtown Shea houses, with their accompanying presentations. A Wurlitzer organ of the latest type will be installed and every modern convenience will be adopted in its construction. In point of beauty and comfort, the new house will be one of the most luxurious."

Carrier Engineering Merges With Air Conditioning

The Carrier Engineering Corporation which has long specialized in the field of Air Conditioning Engineering has recently acquired all of the capital stock of the Atmospheric Conditioning Corporation of Philadelphia, Pa.

The entire Air Conditioning business of the latter company will be continued by the Carrier organization, while the Air Washer Business which the Atmospheric Conditioning Corp. formerly conducted has been recently purchased by Strandwitch & Scott, Inc. who will continue to manufacture and install Webster Air Washers with the Webster Dewpoint Control.

John F. Hale, president of the Atmospheric Conditioning Corp. has accepted a position as Representative and Engineer for the Aerofin Corp. with headquarters in Chicago.

H. A. Terrell, Treasurer of the Atmospheric Conditioning Corp., will have charge of a construction force for the consolidated Carrier Engineering Corp. and the Atmospheric Conditioning Corp. and will be located at Newark, N. J.

E. Nesdahl, former Chief Engineer and S. C. Bloom, Engineer in the Chicago office of the Atmospheric Conditioning Corp. will continue with the combined companies.

Fort Wayne, Ind. to Have Combination House

Plans are being completed for the erection of a million dollar theatre building to be erected on site of the old Trinity English Lutheran Church, Wayne and Clinton Streets, Fort Wayne, by the Keenan Hotel interests. The new theatre will be a vaudeville and movie house and will have a seating capacity of 3,100 persons. Architects drawing the plans of this new theatre are Charles R. Weatherhogg of Fort Wayne and Howard E. Crane of Detroit.

NO CASH LEAKS

WHEN THE GOLD SEAL IS ON GUARD

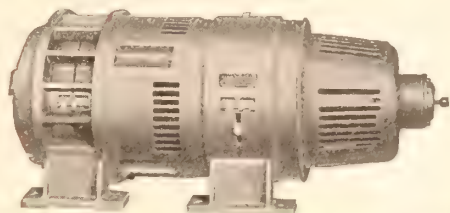
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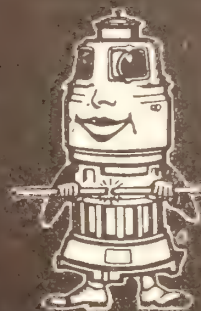
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Inquiries and Comments

Caught! B'Gosh



O E. P. Tinkham, (we hope the name is spelled correctly) Lake View, Maine, goes the enviable honor of having solved the question of where Vivien P. Baughn dug up that brain racking series of questions which he so recently shot at us without the slightest warning.

It appears that Friend Baughn *copied* them. Yes, indeed he did, so now he will have to stand the gaff of pitiless publicity. Serves him right for trying to high-hat us.

We are certainly glad that the astute Tinkham put us wise because, to be perfectly frank about it, we were secretly afraid that Baughn might come back with another batch. But we shall be fully loaded and waiting for him next time, so beware.

Having no books of our own to sell we can fearlessly stand forth and publish the name of the volume from which these questions were copied. It is contained in Friend Tinkham's letter which is as follows:

"Have just finished reading the Projection Department article of the News for the week of November 14th. In regard to brother Baughn's letter and questions I wish to say that I have located all of his questions as, no doubt, some of the other projectionists have.

"All of the questions asked and answered in the News may be found in a small book (price \$1.00) published by the Technical Book Company, New York City, and written by James R. Cameron. The title of this book is 'Examination Questions.'

"If you will obtain a copy of this book and turn to page 39 and examine questions 12, 18, 39, 47, 61, 63, 66, 69, 70, 72, 91, 95, 107, 114 and 128 you will find they are the same as those answered in the News.

"I notice, however, that the answers are not to be found in the book."

Not Fair

Well, Friend Baughn, we should say that the drinks were on you.

Immediately upon receiving Tinkham's letter we started hunting for a copy of the above named volume, which we knew was somewhere about the premises, and after a search of about an hour or so, brought it to light.

Sure enough, there were the questions, so that cinches that.

The sad part of this entire affair—and it has a sad part—lies in the nature of some of those questions. We do not doubt but what the author of the booklet was guided by the best of intentions and really believed that he was acting for the best interests of the projectionist by getting him to use his gray matter in solving the answers to the questions.

For the most part, they are all right, but many, too many, of them are "catch questions," pure and simple, and so can serve no other purpose than to utterly confuse the student. Catch questions, as such, have but little practical value and their solution is rarely, if ever, an indication of the answering person's intelligence, or even his knowledge.

No Indication of Intelligence

A rapid solver of cross-word puzzles, is not, necessarily, a brilliant person. There are many people on this earth who take great delight, and spend much time, unraveling puzzles, but who, when confronted with a real emergency that requires quick thinking and instinctive action, go into a blue funk.

The real test of a person's intelligence is this "What will he do when confronted with an emergency?" There is then no time to pick out a quiet, cozy, corner and maul over the pros and cons of the situation in an effort to find the best method of approach.

Action is the thing that is required and the way a man acts when placed in such a position is a measure of his brain power. It is this thing which distinguishes the leader from the follower.

Wars are never won by arm-chair military critics but by practical men doing practical things in a practical manner in the face of almost certain death.

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Wherein the Good?

What difference does it make whether the primary of a transformer is connected in series or in parallel in the feeder circuit? For what matter who cares? As a matter of fact, it can be considered as being either in series or in multiple whichever way one wishes to look at it.

It is enough for the projectionist to know that when the primary terminals of a transformer are connected to the feed wires, current can be drawn off the secondary terminals in inverse proportion to the ratio of number of turns on the two coils. Thus, if the primary has ten times the turns of the secondary the current in the latter will be approximately ten times that of the former and the voltage across the secondary terminals will be approximately only one-tenth that applied to the primary.

If he knows that, he knows plenty because he can then figure out for himself what the secondary voltage will be for any given applied voltage. Furthermore, knowing the secondary voltage for any given applied voltage, and dividing one by the other will give him the ratio of turns, which is constant.

Proper

The question involving the burning out of the neutral line fuse in a "balanced" 3-wire circuit at first thought appears irrelevant but a moment's reflection shows it to be a fairly proper one. If the projectionist has any idea at all of what a "balanced" 3-wire system is, he should immediately know that it is impossible for the neutral fuse in such a system to burn out for the simple reason that no current returns to the generator through this fuse. The answer is contained in the very meaning of the word "balanced."

No Meaning

Aside from the catch questions contained in this booklet, there are a number that, probably due to typographical errors, possess no meaning.

For instance, the number of "volts" that a No. 6 wire will "carry" is indeed a moot question and one which could well torture the best brains of the country.

Frankly, we have no means of telling just how many volts such a wire will, when pressed, carry.

What Is Needed

Forgetting these questions for the moment and speaking in a purely general manner, with no one in particular in mind, we are again prompted to call attention to the fact that there is not a single volume written in any language that explains in a simple truthful manner the phenomena encountered in picture projection. It is, indeed, extremely unfortunate that the projection field is, apparently, so unattractive that this long felt need cannot compel the attention of persons possessed of all the information necessary to clearly and concisely describe to the projectionist the fundamental principles.

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Proper Design of Projection Rooms Very Important

By J. H. Kurlander
(Continued from last week)

The first consideration in the design of a motion picture projection room is obviously that of safety. This element of safety can be looked at in two ways. It is first necessary to render the projection room fireproof, so as to confine therein any conflagration that may originate in the room itself. This is taken care of by the physical construction of the room. The second requirement is that of panic prevention. The film now in use, the precautions taken in handling it, and the improvements in projector construction have all contributed to reducing the fire hazard to such an extent that film fires are now few and far between. When they do occur they are largely due to gross negligence on the part of the projectionists. The greatest danger, when a fire starts, lies in possible panic among the audience. For this reason it is necessary to close all of the openings in the projection room which lead into the auditorium.

A commonly used method of securing such control consists briefly of a master bar to which are attached the drop shutters by means of tapered pins loosely fitted in holes drilled through the master bar. These pins are held in place by turning the master bar a quarter of a revolution by means of a control lever which lever is then held in place by means of a fused master cord to which are connected all branch fused cords. The release of any one branch line will release the control lever, whereupon the weight of the shutters will rotate the master bar, permitting the shutters to drop.

Generally speaking, the average architect when designing a projection room, is all right until he comes to the matter of laying out the portholes in the front wall of the room. He then usually finds it necessary to fit the ports to meet the local conditions, such as avoiding beams, chandeliers, and the like. This is obviously “placing the cart before the horse” to use a new and original phrase. Despite the fact that projectors are built as to allow some leeway in adjustment for height and angle of tilt, the proper thing to do is to first lay out the projection room ports, and then make the local conditions meet these requirements, whatever they prove to be.

Considerations of comfort and efficiency on the part of the projectionist demand that sufficient side and head room be allowed for in the projection room. With this in mind we have a key to the problem of locating the ports. All “spot” stereopticon lantern and projector ports should be spaced 3 feet apart. When but one projector is used 8 feet should be allowed for it. Making due allowance for clearance between front wall and projector, and projector and rear wall a total width of 10 feet is recommended.

Projection Room Summary

1. Choose a suitable location for the room so that the projection distance preferably will come within the easy range of the common projection systems now on the market. The nearer the screen the better, keeping in mind that nothing less than a 4½-inch equivalent focal length projection lens should be used.

2. Place the room so that the center line of the screen will come midway between the two projectors.

3. Avoid heavy vertical projection angles, keeping in mind that the limit is 12 degrees for results which are fully satisfactory.

4. Be sure that no obstructions are in the path of the light beam after the location is chosen.

5. The projection room should be absolutely fireproof. Safety shutters should fit snugly in their grooves and be cushioned to prevent banging.

6. A ventilating fan and exhaust pipe leading to the open air and having a minimum free opening of 18 inches should be provided to insure good service.

7. All doors to the projection room should be of the sliding gravity type self closing.

8. Toilet facilities should always be provided for the convenience of the projectionist.

9. The artificial lighting should be adequate, and preferably of the totally indirect type.

10. The ceiling should be painted a light cream, the two side walls and rear a light gray and the front wall (toward the screen) a dark gray.

11. A firm foundation for the entire room should be provided. This is highly important.

12. The floor should be varnished or better still painted a dark gray. This precaution is necessary, since the top surface of the floor (usually covered with 1 inch coat of neat cement) will powder and injure the film and projector mechanism.

13. The projection room should be easy of access.

14. All wires of the electrical system should be enclosed in conduit.

15. Power service to the projectors should be placed in conduits beneath the floor and emerging directly under the lamp of each projector.

16. A strong bench and metal cabinets should be provided, either in the projection room or in a special room immediately adjacent to it.

17. House telephones and the necessary signal systems to the manager's office and orchestra pit should be provided.

These suggestions cover briefly the important points governing the design of a suitable projection room. If adhered to, we may confidently look forward to the early disappearance of those three species of projectionists now commonly encountered;—the “camel-backed projectionist,” “the submarine projectionist” and the “rubber-necked projectionist.”

New \$500,000 Theatre for Hollywood, Cal.

William Allen, architect, is completing plans for the erection of a new \$500,000 theatre building with a seating capacity of 2,500 to be built on site 150 x 290 feet on the east side of Vermont, just south of Hollywood Boulevard, according to Fred Miller, president of the Far West Theatre Corporation. The structure will be erected by Ralph B. Lloyd, who will lease the building for 25 years.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet.	
American Pluck	George Walsh	Chadwick	5000 feet.	July 11
A's No Man Has Loved	Special Cast	Fox	7929 feet.	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet.	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet.	Oct. 31
Big Pal	William Russell	Ginsberg Dist.	4543 feet.	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet.	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet.	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet.	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet.	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp.	5677 feet.	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet.	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet.	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet.	June 27
Free to Love	C. Bow-D. Keith	B. P. Schulberg (S. R.)	4825 feet.	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet.	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict.	4488 feet.	
Havoc	Special Cast	Fox	9200 feet.	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O.	5669 feet.	
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet.	Sept. 26
His Master's Voice	Thunder (dog)	Gotham Prod. (S. R.)	5827 feet.	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O.	6006 feet.	May 23
Kentucky Pride	Special Cast	Fox	6652 feet.	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp.		
	(S. R.)		4901 feet.	
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet.	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet.	Sept. 12
Lost World, The	Special Cast	First National	9700 feet.	Feb. 21
Man of Nerve	Bob Custer	F. B. O.	4452 feet.	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet.	Sept. 5
Mystic, The	Pringle-Earle	M-G-M	6239 feet.	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet.	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S. R.)	4547 feet.	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet.	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet.	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet.	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet.	June 20
Phantom of the Opera	Lon Chaney	Universal	8464 feet.	Sept. 19
Plastic Age, The	Special Cast	B. P. Schulberg (S. R.)	6848 feet.	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet.	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet.	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet.	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet.	Nov. 14
Sealed Lips	Revier-Landis	Columbia Pict. (S. R.)	5770 feet.	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp.	6974 feet.	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet.	Aug. 29
Siege	Virginia Valli	Universal	6424 feet.	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet.	Sept. 19
S. O. S. Pills of the Sea	Elaine Hammerstein	Columbia Pict. (S. R.)	5303 feet.	Dec. 26
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet.	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet.	
Spook Ranch	Hoot Gibson	Universal	5247 feet.	May 12
Steppin' Out	Sterling-Revier	Columbia	5267 feet.	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet.	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet.	June 13
Teaser, The	Laura La Plante	Universal	6967 feet.	May 12
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet.	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet.	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet.	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet.	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet.	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet.	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet.	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet.	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet.	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet.	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Beautiful City	R. Barthelmess	First National	6460 feet.	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet.	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet.	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet.	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4800 feet.	
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet.	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet.	Aug. 22
Classified	Corinne Griffith	First National	6927 feet.	Oct. 17
Clothes Make the Pirate	Erol-D. Gish	First National	7000 feet.	Nov. 14
Compromise	Irene Rich	Warner Bros.	6586 feet.	Nov. 7
Desert Demon, The	Buffalo Bill, Jr.	Artclass Pict.	5012 feet.	
Dollar Down	Ruth Roland	Truait (S. R.)	5860 feet.	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet.	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet.	Oct. 17
Fate of a Flirt, The		Columbia (S. R.)		
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet.	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet.	Sept. 19
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4470 feet.	Sept. 26
Heads Up	"Lefty" Flynn	F. B. O.	5482 feet.	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet.	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp.	6084 feet.	Sept. 5
Hurricane Horseman, The	Wally Wales	Artclass Pict.	4440 feet.	
In Search of a Hero	Richard Holt	Gerson Pictures		
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp.	10424 feet.	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O.	6712 feet.	Oct. 17
Lew Tyler's Wives		B. P. Schulberg (S. R.)		
Little Annie Rooney	Mary Pickford	United Artists	8850 feet.	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet.	Aug. 15

Feature	Star	Distributed by	Length	Reviewed
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet.	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	4903 feet.	
Man on the Box, The	Sydney Chaplin	Warner Bros.	7282 feet.	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet.	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet.	Oct. 24
No Man's Law	Bob Custer	F. B. O.	4042 feet.	Nov. 21
Other Woman's Story	Calhoun-Frazier	B. P. Schulberg	6080 feet.	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet.	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet.	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet.	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp.	4603 feet.	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet.	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros.	6447 feet.	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet.	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet.	Nov. 7
Some Pun'kins	Chas. Ray	Chadwick	6500 feet.	Sept. 19
Storm Breaker, The	House Peters	Universal	6093 feet.	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet.	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet.	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet.	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet.	Oct. 17
Wandering Footsteps	Special Cast	Ginsberg Dist. Corp.	5060 feet.	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet.	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet.	
Winding Stair, The	Special Cast	Fox	6107 feet.	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp.	6550 feet.	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict.	4659 feet.	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet.	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O.	5519 feet.	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet.	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet.	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet.	Nov. 7
Bright Lights	Ray-Stärke	Metro-Goldwyn	6260 feet.	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet.	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet.	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib.	5600 feet.	Aug. 29
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros.	6478 feet.	Nov. 28
Cobra	Valentino	Paramount	6895 feet.	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels	
Durand of the Bad Lands	Buck Jones	Fox	5844 feet.	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet.	Nov. 21
East Lynne	Special Cast	Fox	8553 feet.	Oct. 10
Fifty-Fifty	L. Barrymore-H. Hampton	Assoc. Exhib.	5561 feet.	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4514 feet.	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet.	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet.	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet.	
Go West	Buster Keaton	Metro-Goldwyn	6256 feet.	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib.	5600 feet.	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet.	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib.	5400 feet.	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet.	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet.	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet.	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet.	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib.	5500 feet.	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet.	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet.	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet.	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet.	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet.	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp.	6300 feet.	Nov. 7
Perfect Clown, The	Larry Semon	Chadwick	5600 feet.	Dec. 26
Phantom Express, The	Special Cast	Ginsberg Dist.	4614 feet.	Dec. 12
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet.	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp.	9980 feet.	Nov. 21
Romance Road	Raymond McKee	Truait	5000 feet.	Aug. 8
Rose of the World	Special Cast	Warner Bros.	7506 feet.	Nov. 21
Saddle Cyclone	Buffalo Bill Jr.	Artclass Pict.	4728 feet.	
Satan in Sables	Lowell Sherman	Warner Bros.	7000 feet.	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet.	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros.	6286 feet.	Dec. 19
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp.	5070 feet.	Oct. 24
Sporting Life	Special Cast	Universal	6763 feet.	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet.	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet.	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet.	Oct. 24
Thank U	Special Cast	Fox	6839 feet.	Sept. 19
Transcontinental Limited	Special Cast	Chadwick (S. R.)		
Unchastened Woman, The	Theda Bara	Chadwick	6800 feet.	Jan. 2
Under the Rouge	Tom Moore	Assoc. Exhib.	6500 feet.	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet.	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp.	7373 feet.	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet.	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet.	Aug. 29
Wild Girl	Louise Lorraine	Truait (S. R.)	5800 feet.	
Winner, The	Charles Ray	Chadwick (S. R.)		
Wyoming Wild Cat, The	Tom Tyler	F. O. B.	5156 feet.	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Ancient Mariner, The	Special Cast	Fox		
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet.	
Blue Blood	George Walsh	Chadwick		

Feature	Star	Distributed by	Length	Reviewed
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet.	Dec. 12
Counsel for the Defense	Assoc. Compson	Assoc. Exhib.	7 reels	Nov. 21
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet.	Dec. 26
Desert's Price, The	Buck Jones	Fox	5709 feet.	Dec. 19
Flood, The	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet.	
Girl from Montmartre	La Marr-Stone	First National		
Golden Strain, The	Special Cast	Fox	5989 feet.	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet.	Aug. 22
Great Love, The	Dana-Agnew	M-G-M		
Handsome Brute, The		Columbia Pict. (S. R.)		
His People	Rudolph Schildkraut	Universal	8983 feet.	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet.	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet.	Dec. 5
Infatuation	Special Cast	First National	7 reels.	Jan. 10
Irish Luck	Thomas Meighan	Paramount	7008 feet.	Nov. 28
Joanna	Mackaill-Mulhall	First National		Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet.	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet.	Dec. 19
Lodge in the Wilderness		Tiffany (S. R.)	6500 feet.	
Lord Jim	Percy Marmont	Paramount	6702 feet.	Nov. 21
Lover's Island	Hampton-Kirkwood	Assoc. Exhib.		
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp.	5417 feet.	Nov. 14
Man Four Square	Buck Jones	Fox		
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet.	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet.	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet.	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet.	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib.	5 reels.	Jan. 10
Pals	Louise Lorraine	Truait (S. R.)	5800 feet.	
Pinch Hitter, The	Glenn Hunter	Asso. Exhibitors		Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet.	
Prince of Broadway	George Walsh	Chadwick	5800 feet.	Jan. 2
Prince of Pep	Richard Talmadge	F. B. O.	4911 feet.	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet.	Dec. 19
Silver Treasure, The	Special Cast	Fox		
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet.	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet.	Jan. 10
Splendid Road, The	Anna O. Nilsson	First National	7646 feet.	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet.	
That Royle Girl	Dempster-Fields	Paramount	10253 feet.	Dec. 19
Three Paces East	Goudal-Ames	Prod. Dist. Corp.	7369 feet.	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet.	
Time the Comedian	Cody-Busch	Metro-Goldwyn	4557 feet.	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet.	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7 reels.	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet.	Dec. 5
Wages for Wives	Special Cast	Fox	6352 feet.	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet.	Nov. 28
Woman of the World, A	Pola Negri	Paramount	6353 feet.	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet.	Jan. 10

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet.	Jan. 10
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet.	Nov. 21
Barrier, The	Kerry-Barrymore	Metro-Goldwyn		
Black Bird, The	Lon Chaney	M-G-M		
Blue Streak, The	Rich. Talmadge	F. B. O.		
Braveheart	Rod LaRocque	Prod. Dist. Corp.	7256 feet.	Jan. 10
Count of Luxembourg	George Walsh	Chadwick	5600 feet.	Dec. 26
Dance Madness	Windsor-Nagel	Metro-Goldwyn		
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp.		
Daybreak		Fox		
Demon, The	Jack Hoxie	Universal	4539 feet.	
Dixie Merchant, The	Special Cast	Fox		
Enchanted Hill, The	Special Cast	Paramount	6326 feet.	Jan. 9
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue	De La Motte	Prod. Dist. Corp.		
Fighting Edge, The	Harlan-Miller	Warner Brothers		
First Year, The	Special Cast	Fox		
Flaming Waters	Special Cast	F. B. O.		
Gilded Butterfly, The	Special Cast	Fox	6200 feet.	Jan. 10
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet.	Dec. 26
Hands Up	Raymond Griffith	Paramount	5883 feet.	Jan. 10
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib.		
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet.	
Husband Hunters		Tiffany	6500 feet.	
I Do	Harold Lloyd	Assoc. Exhib.		
Johnstown Flood, The	Special Cast	Fox		
Knockout Kid, The	Jack Perrin	Rayart (S. R.)	4901 feet.	Jan. 9
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Lady from Hell	Blanche Sweet	Assoc. Exhib.		
Little Giant, The	Glenn Hunter	Universal		
Mannequin	Paramount	Paramount	6981 feet.	Jan. 2
Man Rustin'	Special Cast	Film Book. Offices	4666 feet.	Jan. 10
Marrying Money	Bob Custer	Truait (S. R.)	5800 feet.	
Northern Code, The	Eva Novak	Lumas	5600 feet.	Jan. 9
Phantom of the Forest	Thunder (dog)	Gotham Prod.		
Queen O'Diamonds	Evelyn Brent	F. B. O.		
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet.	
Roaring Moon	Bowers-Lashman	Prod. Dist. Corp.		
Sea Beast, The	John Barrymore	Warner Bros.		
Shadow of the Law	Bow-Lewis	Assoc. Exhib.		
Sky High Corral	Art Acord	Universal		
Speed Limit, The	Raymond McKee	Gotham Prod. (S. R.)		
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet.	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp.	6680 feet.	Dec. 26
Stella Maris	Mary Philbin	Universal		
Stop, Look and Listen	Larry Seamon	Pathe	6 reels.	
Sweet Adeline	Charles Ray	Chadwick		
Traffic Cop, The	"Lefty" Flynn	F. B. O.		
Under Western Skies	Norman Kerry	Universal		
Western Pluck	Art Acord	Universal	4207 feet.	
What Happened to Jones	Reginald Denny	Universal	6700 feet.	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O.		
Where the Worst Begins	Ruth Roland	Truait (S. R.)	5800 feet.	Dec. 12
White Mice	Jacquelin Logan	Associated Exhib.		
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet.	

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Beautiful Cheat, The	Laura La Plante	Universal		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.		
Cave Man, The	Prevost-Moore	Warner Bros.		
Desperate Game, The	Pete Morrison	Universal	4400 feet.	Dec. 12
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet.	
First Year, The	Special Cast	Fox		

Feature	Star	Distributed by	Length	Reviewed
Half-Breed Hostler, The	Bob Custer	F. B. O.		
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet.	
King of the Turf	Special Cast	F. B. O.		
Light Eternal	Norma Shearer	M-G-M		
Little Irish Girl, The	Special Cast	Warner Bros.		
Lure of the Wild	Special Cast	Columbia (S. R.)		
Made for Love	Leatrice Joy	Prod. Dist. Corp.		
Man Upstairs, The	Monte Blue	Warner Bros.		
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp.		
Miracle of Life, The	Busch-Marmont	Assoc. Exhib.		
Money Talks	Special Cast	M-G-M		
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet.	
Night Cry, The	Rin-Tin-Tin	Warner Bros.		
Night Watch, The	Special Cast	Truait (S. R.)		
Palace of Pleasure	Special Cast	Fox		
Separate Rooms	Special Cast	Fox		
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib.	6800 feet.	
Siberia	Special Cast	Fox		
Silent Witness, The	Louise Lorraine	Truait (S. R.)	5800 feet.	
Sky High Corral	Art Acord	Universal		
Tony Runs Wild	Tom Mix	Fox		
Torrent, The	Cortez-Garbo	M-G-M		
Tough Guy, The	Fred Thomson	F. B. O.		
Trumpin' Trouble	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4800 feet.	
Two Can Play	Bow-MacDonald	Assoc. Exhib.		
Under Western Skies	Norman Kerry	Universal	7 reels.	

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truait (S. R.)	5800 feet.	
Blue Blazes	Pete Morrison	Universal		
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp.		
Chip of the Flying U	Hoot Gibson	Universal		
Cohens and the Kellys, The		Universal		
Coming and Going	Buffalo Bill, Jr.	Artclass Pictures	4800 feet.	
Dangers of a Great City	Special Cast	Fox		
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.		
Happiness	Special Cast	Film Book. Offices		
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Love Toy, The	Lowell Sherman	Warner Bros.		
Manhood	Special Cast	Fox		
Marriage	Special Cast	Fox		
My Old Dutch	Special Cast	Universal		
Oh, What a Nurse	Syd Chaplin	Warner Brothers		
Play Safe	Monty Banks	Assoc. Exhib.		
Red Dice	Rod La Rocque	Prod. Dist. Corp.		
Six Shooting Romance	Jack Hoxie	Universal		
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet.	
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet.	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Border Sheriff, The	Jack Hoxie	Universal		
Combat, The	House Peters	Universal		
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet.	
Isle of Retribution, The	Special Cast	Film Book. Offices		
Other Women's Husbands	Blue-Prevost	Warner Bros.		
Road to Glory, The	Special Cast	Fox		
Rustlers Ranch	Art Acord	Universal		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet.	Dec. 26
Streets of Sin		Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet.	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Click of the Triangle T	Hoot Gibson	Universal		
Footloose Widow, The	Irene Rich	Warner Bros.		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros.		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros.		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Sally in our Alley	Mary Philbin	Universal		
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet.	
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet.	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Escape, The	Pete Morrison	Universal		
Gilded Highway, The	Dorothy Devore	Warner Bros.		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros.		
Passionate Quest, The	Reginald Denny	Warner Bros.		
Rolling Home	Reginald Denny	Universal	4664 feet.	Dec. 5
Scrapin' Kid, The	Art Acord	Universal		
Social Highwayman, The	Harlan-Miller	Warner Bros.		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet.	Jan. 10
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet.	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	"Aesop Fable"	Pathe	1 reel	
Alice Plays Cupid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	

Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
All Abroad.	"Helen & Warren"	Fox	2 reels	Dec. 19	Just Spooks.	"Dinky Doodle"	F. B. O.	1 reel	
Bachelor's Babies.	Special Cast.	Educational	2 reels	Dec. 12	Kick Me Again.	Charles Puffy.	Universal	1 reel	
Back to Nature.	Charles Puffy.	Universal	1 reel		Klynick, The.	"Hey Fellas"	Davis Dist.	2 reels	Sept. 5
Badly Broke.	Charles Puffy.	Universal	1 reel		Ko-Ko Nuts.	"Cartoon"	Red Seal	1 reel	Sept. 5
Bad Man, The.	"Dinky Doodle"	F. B. O.	1 reel		Ko-Ko Packs 'Em In.	"Cartoon"	Red Seal	1 reel	Nov. 14
Barnyard Follies.	"Aesop Fable"	Pathe	1 reel	Sept. 5	Laughing Ladies.	Special Cast.	Pathe	2 reels	Dec. 5
Be Careful.	Jimmie Adams.	Educational	2 reels	Aug. 22	Lame Brains.	Alice Ardell.	F. B. O.	2 reels	
Be Careful Dearie.	"Our Gang"	Educational	1 reel		Lickety Split.		Educational	2 reels	
Better Movies.		Pathe	2 reels	Nov. 7	Lighter Than Air.	"Aesop's Fables"	Pathe	1 reel	
Between Meals.		Pathe	1 reel		Lion and the Monkey, The.	"Aesop's Fables"	Pathe	1 reel	Oct. 10
Beware of Your Relatives.	Neely Edwards.	Universal	1 reel		Little Brown Jug, The.	"Aesop's Fables"	P the	1 reel	
Big City, The.	Edna Marian.	Universal	2 reels		Little Red Riding Hood.	Baby Peggy	Universal	2 reels	
Big Kick, The.	Mohan-Engle.	Pathe	1 reel	Oct. 10	Live Cowards.		Educational	2 reels	
Bonehead Age, The.	"Aesop Fable"	Pathe	1 reel		Long Pants.	Glenn Tryon.	Pathe	2 reels	
Brainstorm, The.	Smith-Bennett.	Fox	2 reels		Love and Kisses.	Alice Day.	Pathe	2 reels	Oct. 3
Brotherly Love.		Educational	1 reel		Love and Lions.	Special Cast.	Fox	2 reels	
Buster Be Good.	Trimble-Turner.	Universal	2 reels		Love My Dog.	Arthur Lake.	Universal	1 reel	Dec. 19
Buster's Bust Up.	Trimble-Turner.	Universal	2 reels		Maid in Morocco.	Lupino Lane.	Educational	2 reels	Oct. 17
Buster's Nightmare.	Trimble-Turner.	Universal	2 reels		Maize Won't Tell.	Alberta Vaughn.	F. B. O.	2 reels	
By the Sea.	Chas. Puffy.	Universal	1 reel	Oct. 10	Merchant of Weenies.	Charles Delaney.	Bischoff, Inc.	2 reels	Sept. 12
California Here We Come.	"The Gumps"	Universal	2 reels		Min's Home on the Cliff.	Joe Murphy.	Universal	2 reels	
Camel's Hump.		Film Book. Offices.	1 reel		Min Walks In Her Sleep.	"The Gumps"	Universal	2 reels	
Captain Suds.	Eddie Gordon.	Universal	2 reels	Dec. 19	Misfit Sailor, A.	Billy Dooley.	Educational	2 reels	Oct. 3
Caretaker's Daughter, The.	Charles Chase.	Pathe	2 reels	Oct. 10	Monkey Business.	"Krazy Kat"	Winkler (S. R.)	1 reel	
Cat's Whiskers, The.	Neely Edwards.	Universal	1 reel		Moonlight and Noses.	Clyde Cook.	Pathe	2 reels	Oct. 3
Charley My Boy.	Charles Chase.	Pathe	2 reels		More Mice Than Brains.	"Aesop Fable"	Pathe	1 reel	
Cheap Skates.	Lige Conley.	Educational	2 reels	Dec. 12	Movies, The.	Lloyd Hamilton.	Educational	2 reels	Oct. 3
Chester's Donkey Party.	Joe Murphy.	Universal	2 reels		Muddled Up.	Charles Puffy.	Universal	1 reel	
Cleaning Up.	Johnny Arthur.	Educational	2 reels	Nov. 14	My Stars.		Educational	2 reels	
Closer Than a Brother.	"Aesop Fable"	Pathe	1 reel		My Swedie.	Neal Burns.	Educational	2 reels	
Cloudy Romance.	Special Cast.	Fox	2 reels	Oct. 10	No Father to Guide Him.	Charles Chase.	Pathe	2 reels	Sept. 5
Constant Simp, The.	Alberta Vaughn.	F. B. O.	2 reels		Nursery Troubles.	Edna Marian.	Universal	2 reels	Oct. 24
Control Yourself.	Smith-Bennett.	Fox	2 reels	Nov. 28	Nuts and Squirrels.	"Aesop Fable"	Pathe	1 reel	
Crowning the Count.	Eddie Gordon.	Universal	2 reels		Off His Beat.	Walter Hiers.	Educational	2 reels	Sept. 12
Cuckoo Love.	Glenn Tryon.	Pathe	2 reels	Oct. 17	Officer No. 13.	Eddie Gordon.	Universal	1 reel	
Cupid a La Carte.	Florence Gilbert.	Fox	2 reels	Dec. 26	Officer of the Day.		Fox		
Cupid's Victory.	Wanda Wiley.	Universal	2 reels		Oh Buster.	Arthur Trimble.	Universal	2 reels	Nov. 7
Cured Hams.	Jack Richardson.	Bischoff, Inc.	2 reels	Oct. 31	On Edge.	Lige Conley.	Educational	2 reels	
Dangerous Curves Behind.	Mack Sennett.	Pathe	2 reels	Nov. 7	On the Links.	"Fat Men"	F. B. O.	2 reels	
Day's Outing, A.	"Aesop Fable"	Pathe	1 reel		One Wild Night.	Neely Edwards.	Universal	1 reel	
Day's Pleasure, A.	Charles Chaplin.	Pathe	2 reels		One Wild Ride.	"Our Gang"	Pathe	2 reels	Dec. 12
Dinky Doodle at the Circus.		Film Book. Offices.	1 reel		Oo-La-La.	Bobby Vernon.	Educational	2 reels	
Dinky Doodle in the Hunt.		Film Book. Offices.	1 reel		Or What Have You.	Alberta Vaughn.	F. B. O.	2 reels	
Dog Daze.	Bowes-Marlowe.	Educational	1 reel		Over There-Abouts.	Mack Sennett.	Pathe	2 reels	
Dog's Life, A.	Charles Chaplin.	Pathe	3 reels		Papa, Be Good!	Glenn Tryon.	Pathe	2 reels	Dec. 5
Don't Butt In.		Pathe	1 reel		Parisian Knight, A.	Earle Foxe.	Fox	2 reels	Dec. 19
East Side, West Side.		Fox	2 reels	Dec. 12	Pawnshop Politics.	"East Side"	Fox		
Ebony Clean Up.		L. B. Cornwell (S.R.)	1 reel		Peacemakers, The.	"Helen & Warren"	Fox	2 reels	Nov. 7
Educating Buster.	Trimble-Turner.	Universal	2 reels	Aug. 29	Peggy in a Pinch.	"Sheiks and Shebas"	Davis Dist.	2 reels	
Eighteen Carat.	Edna Marian.	Universal	2 reels		Peggy's Heroes.	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Elsie in New York.		Fox	2 reels		Peggy's Pests.	"Sheiks and Shebas"	Davis Dist.	2 reels	
English Channel Swim.					Peggy's Putters.	"Sheiks and Shebas"	Davis Dist.	2 reels	
The.	"Aesop Fable"	Pathe	1 reel	Dec. 26	Pie Eyed Pie.	"Krazy Kat"	Winkler (S. R.)	1 reel	
Failure.	Special Cast.	Fox	2 reels	Nov. 21	Pike's Pique.	Alberta Vaughn.	Film Book. Offices.	2 reels	
Faint Heart.	Charles Puffy.	Universal	1 reel	Nov. 28	Piping Hot.	Al Alt.	Universal	2 reels	Oct. 10
Fair But Foolish.	Jimmie Adams.	Educational	2 reels	Nov. 21	Pleasure Bent.	Charles Puffy.	Universal	1 reel	
Fair Warning.	Al St. John.	Educational	2 reels	Sept. 26	Pleasure Bound.	Lige Conley.	Educational	2 reels	Aug. 22
Felix the Cat Busts Into Business.	"Cartoon"	Educational	1 reel		Prep School.	Arthur Lake.	Universal	1 reel	
Felix the Cat in Eats Are Wets.	"Cartoon"	Educational	1 reel	Nov. 21	Punch in the Nose, A.	Special Cast.	Pathe	2 reels	Oct. 31
Felix the Cat in The Cold Rush.	"Cartoon"	Educational	1 reel		Rainbow's End, The.	"Felix the Cat"	Educational	1 reel	Dec. 19
Felix the Cat on the Farm.	"Cartoon"	Educational	1 reel		Raisin' Trouble.		Arrow	2 reels	
Felix the Cat Flirts with Fate.	"Cartoon"	Educational	1 reel		Rainy Knight, A.	Jack Cooper.	Bischoff (S. R.)	2 reels	Oct. 31
Felix the Cat Kept on Walking.	"Cartoon"	Educational	1 reel		Roomers Afloat.	Billy Dooley.	Educational	2 reels	
Felix the Cat on the Job.	"Cartoon"	Educational	1 reel		Salty Sap, A.	Alice Ardell.	Film Book. Offices.	2 reels	
Felix the Cat Spots the Spooks.	"Cartoon"	Educational	1 reel		Salute.	Harry Langdon.	Pathe	3 reels	
Felix the Cat Tries the Trades.	"Cartoon"	Educational	1 reel		Saturday Afternoon.	Jimmy Aubrey.	F. B. O.	2 reels	
Felix the Cat Trips Thru Toyland.	"Cartoon"	Educational	1 reel		Saving a Safe.	Al Alt.	Universal	2 reels	
Fighting Dude, The.	Lupino Lane.	Educational	2 reels	Dec. 5	Scandal Hunters.	Special Cast.	Educational	1 reel	Oct. 17
Fighting Tailor, A.		Fox			Scrambled Eggs.	Special Cast.	Educational	1 reel	
Fire Away.	Al St. John.	Educational	2 reels	Nov. 7	Sea Scamps.	Big Boy.	Fox	2 reels	Aug. 29
Flaming Affair, A.	Special Cast.	Fox			Shoes.	Special Cast.	Pathe	2 reels	Nov. 14
Flyin' Fool.	Sid Smith.	Fox	2 reels	Dec. 26	Should Sailors Marry.	Clyde Cook.	Educational	1 reel	
For Sadie's Sake.	Jimmie Adams.	Educational	2 reels		Sky Hooks.		Educational	2 reels	
Framed.	Lloyd Hamilton.	Educational	2 reels	Nov. 28	Sky Jumper, The.	Earle Foxe.	Fox	2 reels	
Free Ride, A.	Arthur Lake.	Universal	1 reel		Slippery Feet.	Bobby Vernon.	Educational	2 reels	Oct. 31
Fresh Paint.	Neely Edwards.	Universal	1 reel		Slow Down.	Cliff Bowes.	Educational	1 reel	Nov. 28
From Rags to Riches.	Billy Bevan.	Pathe	2 reels	Dec. 19	Smash Up, The.	"The Gumps"	Universal	2 reels	
Going Good.	Wanda Wiley.	Universal	2 reels		Soapsuds Lady, The.	Alice Day.	Pathe	2 reels	Nov. 28
Gold Rush, The.	"Aesop Fable"	Pathe	1 reel		Soft Pedal.		Pathe	1 reel	
Good Cheer.	"Our Gang"	Pathe	2 reels		Solid Ivory.	Mohan-Engle.	Pathe	1 reel	Oct. 17
Good Morning Madam.	Ralph Graves.	Pathe	2 reels	Oct. 17	So Long Bill.	Billy West.	Arrow	2 reels	
Goofy Gob, A.	Billy Dooley.	Educational	2 reels	Oct. 31	Somewhere in Somewhere.	Special Cast.	Pathe	2 reels	Sept. 26
Gosh Darn Mortgage, The.		Pathe	1 reel		So's Your Old Man.	Alberta Vaughn.	Film Book. Offices.	2 reels	
Great Open Spaces, The.	"Aesop Fable"	Pathe	1 reel		Speedy Marriage, The.	Wanda Wiley.	Universal	2 reels	Nov. 14
Green-Eyed Monster, The.	Arthur Lake.	Universal	1 reel		Spooky Spooks.		Bischoff (S. R.)	2 reels	Sept. 12
Half Fare.	Arthur Lake.	Universal	1 reel		Spot Light.	Lige Conley.	Educational	2 reels	Oct. 24
Happy Go Lucky.	Neely Edwards.	Universal	1 reel	Dec. 5	Starvation Blues.	Clyde Cook.	Pathe	2 reels	Dec. 19
Haunted House, The.	"Aesop Fable"	Pathe	1 reel		Stranded.	Edna Marian.	Universal	2 reels	Sept. 5
Heart Breaker, The.	Special Cast.	Fox	2 reels	Oct. 24	Strong for Love.	Special Cast.	Fox	2 reels	
Helpful Al.	Al Alt.	Universal	2 reels		Sweet and Pretty.	Bowes-Marlowe.	Educational	1 reel	
Her Lucky Leap.	Wanda Wiley.	Universal	2 reels		Sweet Marie.	Special Cast.	Fox	2 reels	Aug. 29
Hero Wins, The.	"Aesop Fable"	Pathe	1 reel		Sweet Pickle, A.	Alice Day.	Pathe	2 reels	Oct. 24
His Own Lawyer.	Perry-Cooley.	Fox	2 reels	Dec. 26	Tailoring.	"Fat Men"	F. B. O.	2 reels	
His Wooden Wedding.	Charlie Chase.	Pathe	2 reels		Take Your Time.	Ralph Graves.	Pathe	2 reels	Nov. 21
Hollywoodn't.	Johnny Sinclair.	Bischoff, Inc.	2 reels	Sept. 12	Taxi War, A.	Eddie Gordon.	Universal	2 reels	Oct. 31
Hold Everybody.	Perry-Cooley.	Fox	2 reels		Tea for Love.		B'way Dist. Corp.	2 reels	
Hold Everything.	Special Cast.	Pathe	1 reel	Dec. 12	There He Goes.	Harry Langdon.	Pathe	3 reels	
Hold Tight.	Alice Ardell.	F. B. O.	2 reels		Three Blind Mice.	"Aesop's Fables"	Pathe	1 reel	
Honeymoon Hotel, The.	Neely Edwards.	Universal	1 reel		Three Wise Goofs.	"Fat Men"	F. B. O.	2 reels	
Honeymoon Squabble, The.	Edna Marian.	Universal	2 reels		Too Much Mother-in-Law.	Constance Darling.	Universal	2 reels	Sept. 12
Honor System, The.	"Aesop Fable"	Pathe	1 reel	Nov. 21	Tourist, The.	Johnny Arthur.	Educational	2 reels	Aug. 15
Horse Laugh.	Chas. Puffy.	Universal	1 reel		Transients in Arcadia.	Special Cast.	Fox	2 reels	Oct. 31
Hot Cakes for Two.	Alice Day.	Pathe	2 reels		Ugly Duckling, The.	"Aesop Fable"	Pathe	1 reel	Sept. 26
Hot Dog.	Arthur Lake.	Universal	1 reel		Uncle Tom's Gal.	Edna Marian.	Universal	2 reels	Oct. 3
Hot Doggie.	Walter Hiers.	Educational	2 reels	Nov. 14	Understudy, The.	Arthur Lake.	Universal	1 reel	
Hot Feet.	Cliff Bowes.	Educational	1 reel	Nov. 14	Uneasy Three, The.	Charles Chase.	Pathe	2 reels	Nov. 21
Hotsy Totsy.	Alice Day.	Pathe	2 reels	Dec. 26	Unfriendly Enemies.	Jas. Finlayson.	Pathe	1 reel	
How the Bear Got His Short Tail.		Film Book. Offices.	1 reel		Wandering Papas.	Clyde Cook.	Pathe	2 reels	
How the Elephant Got His Trunk.		F. B. O.	1 reel		Watch Out.	Bobby Vernon.	Educational	2 reels	Aug. 29
Humming Birds, The.	Buddy Messinger.	B'way Dist. Corp.	2 reels		Weak But Willing.	Walter Hiers.	Educational	2 reels	Dec. 19
Hungry Hounds.	"Aesop Fable"	Pathe	1 reel		Westward Ho.	Chas. Puffy.	Universal	1 reel	Oct. 3
Hurry, Doctor.	Ralph Graves.	Pathe	2 reels		What's the World Coming To.	Clyde Cook.	Pathe	2 reels	
In Deep.	Cliff Bowes.	Educational	1 reel	Oct. 10	What's Up.	Cliff Bowes.	Educational	1 reel	Dec. 12
Ian't Love Cuckoo.	Raymond McKee.	Pathe	2 reels	Dec. 5	Whispering Whispers.		Pathe	2 reels	
Jimmy Crickets.	Neely Edwards.	Universal	1 reel		Whistling Lions.	Parrott-Ralston.	Pathe	1 reel	
June Bride, A.	"Aesop Fable"	Pathe	1 reel		Who's Which.	Cliff Bowes.	Educational	1 reel	Oct. 10
					Wide Open Faces.	Ralph Graves.	Pathe	2 reels	
					Wildcats of Paris.	"Aesop Fable"	Pathe	1 reel	Nov. 21
					Window Dummy, The.	Ralph Graves.	Pathe	2 reels	Dec. 19
					Winning Pair, A.	Wanda Wiley.	Universal	2 reels	Oct. 24
					Working for the Rest.	Johnny Sinclair.	Bischoff (S. R.)	2 reels	Oct. 31
					Wrestler, The.	Earle Foxe.	Fox	2 reels	Aug. 29
					Yes, Yes, Babette.	Bobby Vernon.	Educational	2 reels	Dec. 19
					Your Own Back Yard.	"Our Gang"	Pathe	2 reels	Oct. 3

Short Subjects

Feature	Star	Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Spotlight)	Pathe		1 reel	
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All Tied Up	"Fat Men"	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Animated Hair Cartoons (Series)		Red Seal Pict.	1 reel	
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel	
At Home	"Our Gang"	Pathe	2 reels	
Baby Be Good	"Juvenile"	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe		
Barrier Busters (Spotlight)		Pathe	1 reel	Sept. 12
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Call of Hazard, The (Fred Humes)		Universal	2 reels	
Clever Feet (Spotlight)		Pathe	1 reel	
Colorful Fashions From Paris (Novelty)		Educational	1 reel	
Crook Buster, The (Mustang)		Universal	2 reels	
Cuba Steps Out (Variety)		Fox	1 reel	
Fight Within, The	George Larkin	Universal	2 reels	
Film Facts (Series)		Red Seal Pict.	1 reel	
Flame Fighter, The (Serial)	Herbert Rawlinson	Rayart	10 episodes	
Flashes of the Past		Pathe	2 reels	
Flirting With Death		Red Seal Pict.	2 reels	Sept. 26
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 10
Green Archer, The (Serial)	Ray-Miller	Pathe	10 episodes	Dec. 5
Hearts of the West	Edmund Cobb	Universal	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels	
In a China Shop (Variety)		Fox	1 reel	
I Remember		Short Films Syn.	2 reels	Sept. 26
Iron Trail Around (Variety)		Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)		Educational	1 reel	Nov. 14
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict.	1 reel	Oct. 3
Life's Greatest Thrills		Universal	2 reels	Sept. 26
Magic Hour, The		Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)		Educational	1 reel	
Man With a Scar, The (Fred Humes)		Universal	2 reels	
Marionettes (Hope Hampton)		Educational	1 reel	Dec. 5
Marvels of Motion (Series)		Red Seal Pict.	1 reel	Sept. 5
Montana of the Range	Josie Sedgwick	Universal	2 reels	
Mother Goose's Movies (Hodge Podge)		Educational	1 reel	
My Bonnie (Ko-Ko Series)		Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)		Fox	1 reel	Aug. 29
Outings For All (Spotlight)		Pathe	1 reel	
Perils of the Wild (Serial)		Universal	10 episodes	
Queen of the Hills	Josie Sedgwick	Universal	2 reels	
Raid, The (Mustang Series)		Universal	2 reels	Oct. 10
Range Law (Mustang Series)		Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)		Universal	2 reels	
River Nile, The (Variety)		Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)		Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopic)		Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)		Universal	2 reels	Nov. 21
Rustlin' Kid, The (Mustang Series)		Universal	2 reels	
Scarlet Streak, The (Serial)	Jack Daugherty	Universal	10 episodes	
Shakespeare (Gems of the Screen)		Red Seal	1 reel	
Shooting at Time (Spotlight)		Pathe	1 reel	
Shootin' Wild (Mustang Series)		Universal	2 reels	Oct. 24
Silvery Art		Red Seal	2 reels	Sept. 26
Sky Skidder, The		Bischoff	10 episodes	
Sky Tribe, The (Variety)		Fox	1 reel	
Songs of Ireland (Music Film)		Pathe	1 reel	
Starting an Argument (Spotlight)		Pathe	1 reel	
Story Teller, The (Hodge Podge)		Educational	1 reel	Oct. 3
Taking Chances (Mustang Series)		Universal	2 reels	
Then and Now (Spotlight)		Pathe	1 reel	
Toiling for Rest (Variety)		Fox	1 reel	
Too Many Bucks (Mustang Series)		Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)		Universal	2 reels	Dec. 19
Tricked (Mustang Series)		Universal	2 reels	Sept. 12
Uprising Generation (Spotlight)		Pathe	1 reel	
Walloping Wonders (Spotlight)		Pathe	1 reel	
What Price Touchdown (Spotlight)		Pathe	1 reel	
Whirlpool, The (Variety)		Fox	1 reel	
White Paper (Variety)		Fox	1 reel	
With Pencil, Brush and Chisel (Variety)		Fox	1 reel	
Wild Beasts of Borneo		Educational	2 reels	Sept. 12
Wild West (Serial)	Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	Pathe	2 reels	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Films	5000 feet	Jan. 10
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Atlantis		First National		
Auction Block, The	Boardman-Ray	M-G-M		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Barriers of Fire	Monte Blue	Warner Bros.		
Barshful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Bat, The	Special Cast	United Artists		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Behind the Front	W. Berry-Hatton	Paramount		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Beloved Pawn, The	Reed Howes	Rayart (S. R.)		
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 10
Beverly of Graustark	Marion Davies	M-G-M		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 23
Black Pirate, The	Douglas Fairbanks	United Artists		

Feature	Star	Distributed by	Length	Reviewed
Blind Goddess, The	Special Cast	Paramount		
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Border, Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O.		
Borrowed Plumes	Special Cast	Arrow		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R.)		
Brown of Harvard		Metro-Goldwyn		
Call in the Night, A		Truart (S. R.)		
Charity Ball, The		Metro-Goldwyn		
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Cleaner Flame, The		Arrow		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Cyclone Bob	Bob Reeves	Anchor Film Dist.		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Dancer of Paris, The	Special Cast	First National		
Danger Line, The	Special Cast	Astor Dist. (S. R.)		
Dangers of a Great City		Fox		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Desert Gold	Holt-Dove	Paramount		
Desert Healer	Stone-Bedford	First National		
Deserts' Price, The	Buck Jones	Fox	5709 feet	Dec. 19
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp.	5781 feet	Jan. 9
Detour		Prod. Dist. Corp.		
Devil Horse, The	Rex (orse)	Pathe		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O.		
Don Juan	John Barrymore	Warner		
Dumb Head		Tiffany (S. R.)	6500 feet	
Earth Woman, The	Priscilla Bonner	Davis Dist.-Vital		
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.		
False Pride		Astor Dist.		
Far Cry, The	Sweet-Mulhall	First National		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Buckaroo, The	Buck Jones	Fox		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Heart, The	Frank Merrill	Bud Barsky Prod. (S. R.)	5000 feet	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp. (S.R.)	4630 feet	
Flames	Special Cast	M-G-M		
Fleet Foot	Marilyn Mills	Davis Dist.-Vital		
Flivin' Thru	Al Wilson	Davis Dist.-Vital		
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)		Nov. 7
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
For Heaven's Sake	Harold Lloyd	Paramount		
Fort Frayne	Ben Wilson	Davis Dist.	5000 feet	Aug. 29
Four Stragglers, The	Special Cast	M-G-M		
Fresh Paint	Raymond Griffith	Paramount		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M-G-M		
Frivolity		B. P. Schulberg (S.R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp. (S.R.)	4700 feet	
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Eden, The	Special Cast	M-G-M		
Glorifying the American Girl		Paramount		
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Goose Man, The	Special Cast	M-G-M		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital		
Gritters, The	Special Cast	Warner Bros.		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Haven, The	Special Cast	M-G-M		
Hearts and Spangles		Gotham Prod. (S. R.)		
Heir's Apparent	Special Cast	First National		
Hell's Four Hundred	Margaret Livingston	Fox		
Her Big Adventure	Special Cast	Kerman (S. R.)	4800 feet	Jan. 10
His Woman	Special Cast	Whitman Bennett	7 reels	
Horses and Women		B. P. Schulberg		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart (S. R.)		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Inevitable Millionaires, The	M. Moore-Devore	Warner Bros.		
In His Arms	Special Cast	M-G-M		
In Praise of James Carbine	Special Cast	M-G-M		
Irene	Colleen Moore	First National		
Jason	Special Cast	M-G-M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Just Suppose	Richard Barthelmess	First National		
Kiki	Norma Talmadge	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn		
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	P. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital	4800 feet	Nov. 14
Law or Loyalty	Lawson Harris	Davis Dist. Div.	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6 reels	
Leave It to Me	Special Cast	Warner Bros.		
Les Miserables		Universal		
Let's Get Married	Richard Dix	Paramount		
Life of a Woman		Truart (S. R.)	6500 feet	
Lightnin'		Tiffany (S. R.)	6500 feet	
Lightning Jack	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)		
Lights of Monte Carlo	Ken Maynard	Davis Dist.-Vital		
Little Bit of Broadway	Ray-Starke	Metro-Goldwyn		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Lodge in the Wilderness		Tiffany (S. R.)	6500 feet	
Long Odds	Marilyn Mills	Davis Dist. Div.		

Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Loyalties	Special Cast	Fox			Shadow of the Wall	Special Cast	Gotham Prod. (S. R.)	5900 feet	Dec. 12
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17	Shadow of the Mosque	Odette Taylor	Cranfield & Clarke (S. R.)	6200 feet	
Lunatic at Large, The	Leon Errol	First National			Shave and Shave Alike	Jane Novak	Ufa	5750 feet	Dec. 26
Lying Wives	Special Cast	Ivan Abramson (S. R.)	7 reels	May 2	Shenandoah	Colleen Moore	Arrow		
Man and the Moment		Metro-Goldwyn			Shipwrecked		First National		
Man With a Thousand Faces	Special Cast	M-G-M			Shootin' Square	Jack Perrin	B. P. Schulberg (S. R.)		
Mare Nostrum	Special Cast	M-G-M			Siegfried		Prod. Dist. Corp.		
Married Cheats		Fox			Silence	H. B. Warner	Ambassador Pict. (S. R.)	5000 feet	Sept. 12
Memories	Ramon Novarro	M-G-M			Sign of the Claw		Ufa		
Memory Lane	Boardman-Nagel	First National			Sky Rocket The	Peggy Hopkins Joyce	Prod. Dist. Corp.		
Men of Steel	Milton Sills	First National			Smith of Cornell	George Walsh	Assoc. Exhib.		
Message to Garcia, A	Special Cast	M-G-M			Somebody's Mother	Special Cast	Chadwick		
Midnight Flames		Columbia Pict. (S. R.)			Song and Dance Man, The	Tom Moore	Rayart		
Midnight Special		Truett (S. R.)			Sons of the Sheik	Rudolph Valentino	Paramount		
Miss Brewster's Millions	Bebe Daniels	Paramount			Starlight Ranch	Wilson-Gerber	United Artists		
Million Dollar Doll		Assoc. Exhib.			Strange Bedfellows		Davis Dist.-Vital		
Mismates	Doris Kenyon	First National			Sunshine of Paradise Alley	Special Cast	Metro-Goldwyn		
Miss 318	Special Cast	M-G-M			Tale of a Vanishing People		Chadwick Pict.		
Miss Nobody	Colleen Moore	First National			Taxi Mystery, The	Roberts-Agnew	Tiffany (S. R.)	6500 feet	
Miss Modiste	Corinne Griffith	First National			Temptress, The	Special Cast	Ginsberg (S. R.)		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S. R.)	5000 feet		Tentacles of the North	Special Cast	M-G-M		
Monte Carlo	Special Cast	M-G-M			Ten to Midnight		Davis Dist.-Vital		
Mr. Battling Butler	Buster Keaton	M-G-M			Test of Donald Norton	George Walsh	Prod. Dist. Corp.		
My Own Pal	Tom Mix	Fox			Texas's Oath, The	Ken Maynard	Chadwick		
My Lady of Whims	Clara Bow	Arrow			That Old Gang of Mine	Maclyn Arbuckle	Davis Dis.-Vital		
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital			Thoroughbred	George O'Brien	Dependable Films	4900 feet	Jan. 9
Mysterious Island	Special Cast	M-G-M			Thoroughbred, The	Special Cast	Truett	5481 feet	Sept. 19
Mystery Lady, The	Special Cast	M-G-M			Three Pals	Marilyn Mills	Davis Dist. Vital		
Nervous Wreck, The		Prod. Dist. Corp.			Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Sten, Inc.	5600 feet	Nov. 21	Toilers of the Sea	Special Cast	M-G-M		
Nocturne	Special Cast	M-G-M			Tongo	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet		Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Oh, Horace	Billy West	Rayart			Too Much Money	Nilsson-Stone	First National		
Old Ironsides		Paramount			Tough Guy, The	Fred Thomson	F. B. O.		
Old Soak, The	Jean Hersholt	Universal			Trailing Shadows	Edmond Lowe	Fox Film		
On With the Show	Lowell-Russell	Lowell Prod.	7 reels		Travelin' Fast	Jack Perrin	Ambassador Pict.		
One of the Bravest	Ralph Lewis	Lumas Film (S. R.)	5679 feet	Dec. 5			(S. R.)	5000 feet	
Open Book	Special Cast	M-G-M			Travis Coup, The		Tiffany (S. R.)	6500 feet	
Ordeal, The	Special Cast	M-G-M			Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 15
Palace of Pleasure		Fox			Trip to Chinatown, A	Special Cast	Fox		
Paris	Charles Ray-E. Boardman	Metro-Goldwyn			True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Paris at Midnight	Special Cast	Prod. Dist. Corp.			Twentieth Century, Unlimited	Special Cast	First National		
Partners Again	Sidney Carr	United Artists			Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. 28
Passionate Youth	Special Cast	Truett (S. R.)	6 reels	July 11	Up and At 'Em	Jack Perrin	Ambassador Pict.		
Part Time Wife, The	Calhoun-Ellis	Gotham Prod. (S. R.)	5900 feet	Dec. 15			(S. R.)	5000 feet	
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital			Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital			Vengeance of Durand, The	Irene Rich	Warner Bros.		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital			Vienness Medley	Special Cast	First National		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital			Volcano, The	Bebe Daniels	Paramount		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital			Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital			Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital			Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital			Way of an Eagle, The	Special Cast	M-G-M		
Plumes	Special Cast	M-G-M			Wedding March, The		Paramount		
Poker Faces	Special Cast	Universal			What Will People Say		Metro-Goldwyn		
Poor Girl's Romance, A	Special Cast	Film Book. Offices			When Husbands Flirt	Dorothy Revier	Columbia	5500 feet	Dec. 5
Prince of Pilsen	Anita Stewart	Prod. Dist. Corp.			When We Were Twenty-One	Special Cast	M-G-M		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14	Whispering Canyon		Ginsberg Dist. Corp. (S. R.)		
Quality Street		Metro-Goldwyn			White Chief, The	Monte Blue	Warner Brothers		
Quo Vadis	Emil Jannings	First National		Nov. 28	White Fury	Marilyn Mills	Davis Dist.-Vital		
Racing Blood		Gotham Prod. (S. R.)			White Heat	Special Cast	M-G-M		
Rainbow Riley	Johnny Hines	First National			Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Reason Why, The	Pringle-Love	M-G-M			Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Reckless Lady	Belle Bennett	First National			Wife, The	Special Cast	M-G-M		
Red Clay	William Desmond	Universal			Winning of Barbara Worth		Principal Pict. (S. R.)		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2	With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Return of a Soldier	Special Cast	Metro-Goldwyn			Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Road That Led Home, The		Vitagraph			Wives of the Prophet	Special Cast	Lee-Bradford (S. R.)	6600 feet	Jan. 9
Rogue's Riches	Special Cast	Astor Dist. (S. R.)			Wives for Rent	Valli-O'Malley	Universal		
Romance of an Actress		Chadwick			Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Ropin' Venus, The	Josie Sedgwick	Universal			Woman Who Did Not Care		Gotham (S. R.)		
Rust	Special Cast	M-G-M			Women and Wives		Metro-Goldwyn		
Rustling for Cupid		Fox			World of Promise, The		Fox		
Sailors' Wives		First National			World's Illusion, The		Metro-Goldwyn		
Salvage		Truett (S. R.)	5800 feet		Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Sandy		Fox			Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Savage, The	Ben Lyon	First National			Wrong Coat, The		Tiffany (S. R.)	6500 feet	
Scarlet Letter, The	Special Cast	M-G-M			Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 10
Scraps	Mary Pickford	United Artists			Yoke, The	Special Cast	Warner Brothers		
Sea Horses	Special Cast	Paramount			You Too	Special Cast	M-G-M		
Sea Wolf, The	Ralph Ince	Ralph Ince Prod.	7500 feet	Dec. 19					
Second Chance, The	Nilsson-Frazier	First National							
Self Defense	Special Cast	Arrow Film Corp.							
Seventh Heaven	Special Cast	Fox							
Seward's Folly	Special Cast	M-G-M							

Newspaper Opinions on New Pictures

"Braveheart"—Pro. Dist. Corp. Forum, Los Angeles

Examiner: "With enthusiastic applause all through the picture and with frank and unmistakable tears at the dramatic conclusion, 'Braveheart' made its world premiere at The Forum. The story has the same human elements which made the play so popular."

Times: "'Braveheart' is the most delightful entertainment in the world—full of thrills, beauty, romance and adventure. Alan Hale is to be congratulated on the strength, smoothness and vividness of its direction. Rod La Rocque gives a most ingratiating performance, full of fire and charm. Pictures like 'Braveheart' are going to be of inestimable value some day because of the

Indian lore which they contain."

Record: "'Braveheart' is an excellent film! Rod La Rocque in the title role—bronze of skin and feathered of dress—is intensely gripping."

Herald: "Beaming with love, thrills and pathos, 'Braveheart' is different from average run of photoplays. Picture is full of action and has very clever love story. La Rocque gives one of best performances of his career."

Express: "Unlike many of De-Mille's productions, 'Braveheart' does not make its appeal in pageantry—rather in fundamental simplicity does it find its power. Love theme is a delightful forest idyl. Rod La Rocque is a splendid idealization of the

Indian—not the stoic of pioneer days but the bronzed hero of modern romance."

"Soul Mates"—M-G-M., Capitol, N. Y.

Sun: "'Soul Mates' is capably done, and there are handsome settings, clothes, and actors, as well as a generous portion of what Elinor Glyn calls 'it.' It is better directed and acted than the usual program picture."

Graphic: "'Soul Mates' is an entertaining and amusing romance. It owes much of its success to the very good acting of Aileen Pringle and Edmund Lowe. Mr. Lowe presents just the right combination of ardent lover and determined caveman with a plentiful sense of humor. Miss Pringle can always be counted on to

give an intelligent characterization, no matter what the role."

Telegraph: "'Soul Mates' is in Mrs. Glyn's lighter vein, and will be thought good entertainment by audiences at the Capitol and elsewhere for it combines those elements she knows well how to present in easily assimilated form—the aristocratic, well bred couple moving in an atmosphere of riches and refinement with flashes of daring in their impulses and actions when under the spell of amorous attraction."

American: "'Soul Mates' is a typical Elinor Glyn story produced in the typical Glyn style, and with a heroine enacted by Miss Glyn's favorite actress, Aileen Pringle, it makes up the sort of a picture that Elinor Glyn audiences expect."

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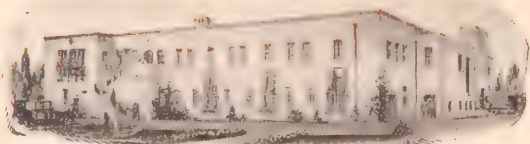
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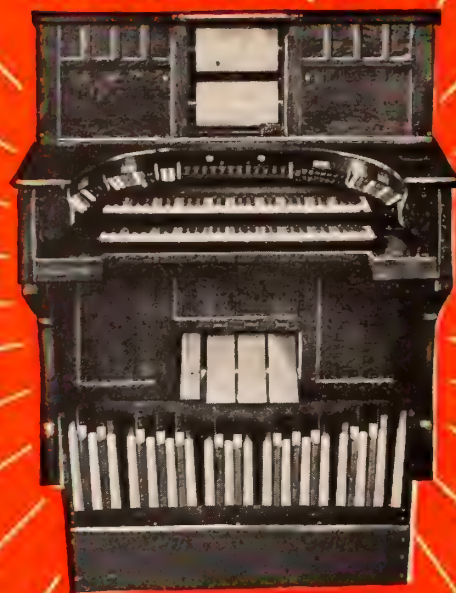
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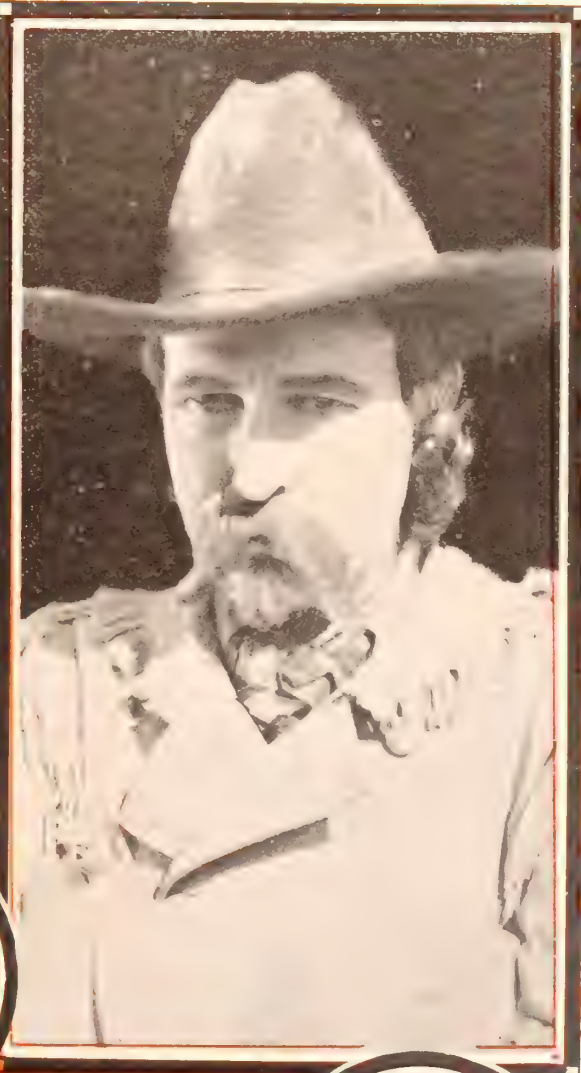
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PRESIDENT GRANT, GENERAL Sherman, Red Cloud and Sitting Bull appear in thrilling scenes, as well as various tribes of Indians, several troops of cavalry and thousands of people. A beautiful love story is interwoven in this pulsing, stirring American epic. For every American theatre!

AMERICAN! EPIC FOR
IN AMERICA!

CARL LAEMMLE

AN EDWARD SEDGWICK PRODUCTION

WELCOME

"YOU are marvelous, gloriously beautiful—the most glamorous of all! I knew that you would be gorgeous and charming, but you are more; you are breath-takingly superb. I welcome you to the spotlight of popular acclaim of the truly great."

*The PHANTOM
of the Opera*

A DIMITRI BUCHOWETZKI
PRODUCTION

Presented by

CARL LAEMMLE



TO OUR BIG SISTER



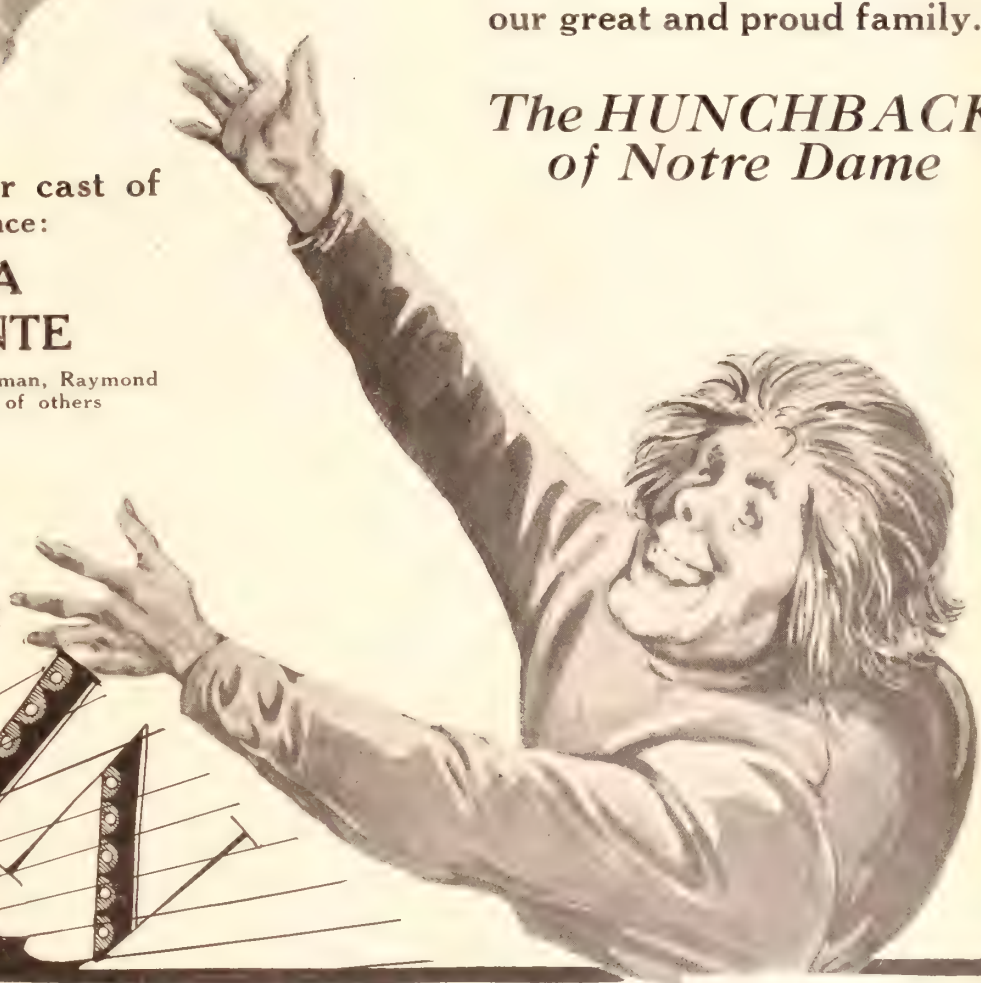
With an all star cast of
rare brilliance:

**LAURA
LA PLANTE**

Pat O'Malley, George Siegman, Raymond
Keane, and hundreds of others

"WELCOME to the aristocracy of motion pictures; welcome to the select circle of blue-blooded box office successes. I am proud of your magnificence and I know that your achievements will surpass even those of the other illustrious members of our great and proud family."

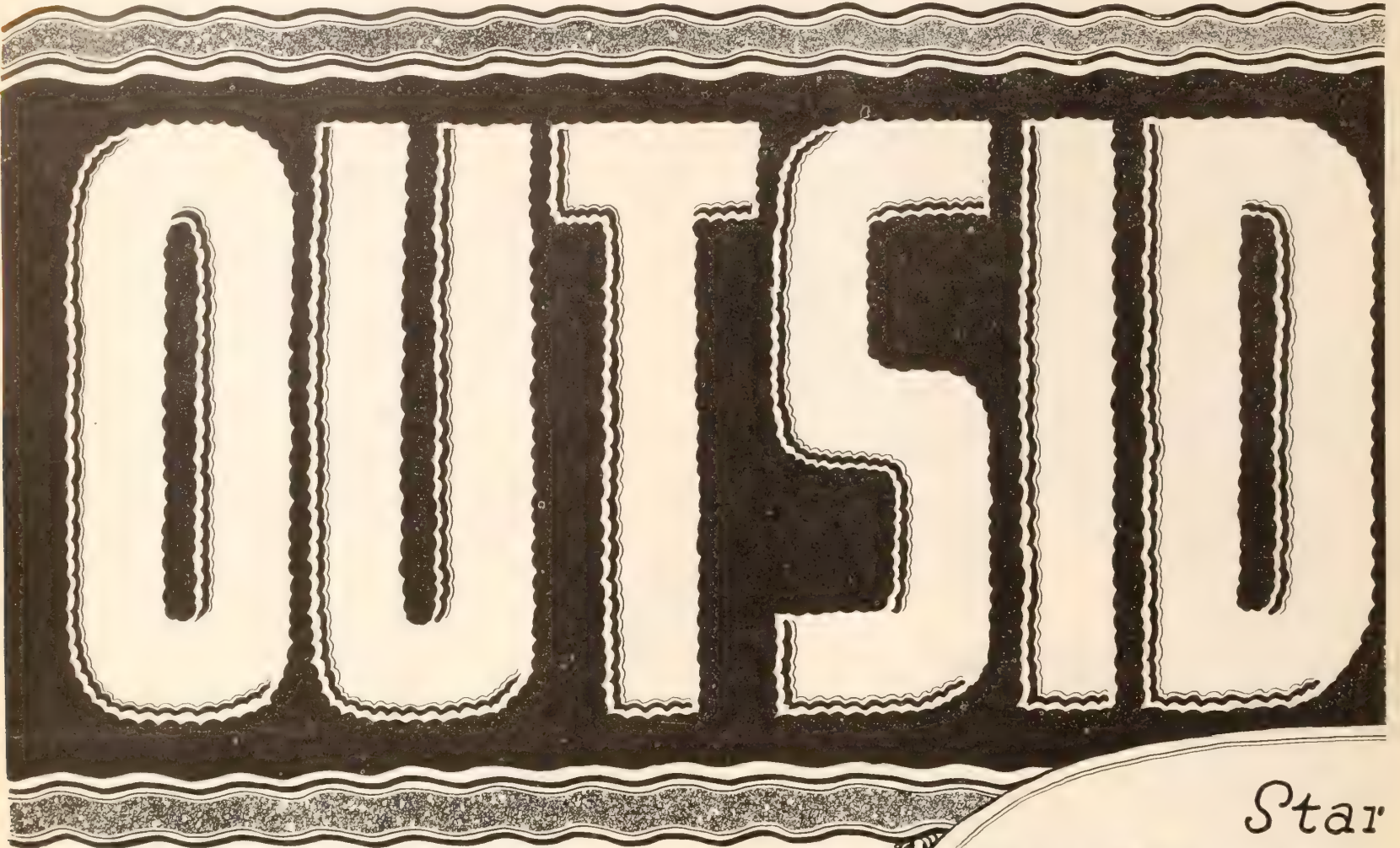
*The HUNCHBACK
of Notre Dame*



**THE
SUN
PRODUCTION**

EXHIBITORS

Universal tested it at the box office and now



READ WHY THIS GREAT PICTURE IS BEING RE-RELEASED!

Hundreds of exhibitors repeatedly ask Universal to re-release "Outside the Law." In answer to an unprecedented demand Universal finally decides to re-release it.

A hard-boiled Universalite asks, "How about its box office power today?" And so Universal answers its own question by putting the picture to the hardest, the most exhaustive, the most conclusive test possible. Just to prove that the picture is all that any exhibitor could ask for—to prove that it is more than most exhibitors expect. Read what happened:

At the Cameo Theatre, in Pittsburgh, one of the toughest show towns in the country, without advance paper or advertising or exploitation, without special presentation or accompanying features, in the worst weather of the Winter (cold, wind, snow, sleet, rain) this picture HAS JUST BROKEN EVERY HOUSE RECORD FOR ATTENDANCE AND RECEIPTS—EXCEPT THOSE PREVIOUSLY ESTABLISHED BY "THE PHANTOM OF THE OPERA."

That's why one of the greatest box office successes the industry has ever produced is now ready to be re-released—now ready to clean-up again for every exhibitor everywhere.

UNIVERSAL JEWEL

Star
PRISCILLA
DE
Support
LON CH
Directed by

DEMANDED IT!

offers you the great sensational clean-up



ring

AN
ted by
ANEY
Tod Browning

EVERYTHING NEW—Prints—Paper Accessories—Press Books!

Everything is new on this picture—all the way from new prints to new accessories of all kinds. A line-up of powerful box office aids unsurpassed for color, action and every element of box office appeal.

Remember what this picture did in Pittsburgh, one of the most difficult show towns in the whole country, under conditions that were positively cruel—and yet "Outside the Law" came through with the second finest engagement that that theatre has ever had. And that without the new prints, new accessories, new everything that will be at your disposal when you play it!

It is the opportunity of a life-time for an extra clean-up; another tribute to Universal showmanship. Now booking at your Universal Exchange!

Presented by **CARL LAEMMLE**



To you exhibitors who want your theatres properly lighted

Buy Good Lamps

*To get full value from
the current you buy use
Edison MAZDA Lamps.*

*They give maximum
light at minimum cost
because they maintain
their initial efficiency
over a long period of
time.*

*There is a right Edi-
son MAZDA Lamp for
every fixture in your
theatre.*

We place our staff of lighting experts at your service with-
out charge or obligation.

You may be overlooking great possibilities in decorative
or utility lighting.

Our engineers will plan new lighting to fit your individual
requirements. It will cost you nothing to have them make
recommendations regardless of the size or type of your
theatre.

Good lighting writes off its own cost in the added attract-
iveness it brings to your lobby, stage, auditorium or wher-
ever it is applied.

Edison Lamp Works
of General Electric Co.,
Harrison, New Jersey.

Please have your local repre-
sentative call and inspect the
lights in my theatre. It is un-
derstood that this request does
not obligate me in any way.

Name

Theatre

Address



Have your lighting designed by experts. Just
drop a line to the Edison Lamp Works of Gen-
eral Electric Company, Harrison, N. J., or mail
the coupon.

EDISON MAZDA LAMPS
A GENERAL ELECTRIC PRODUCT

"THREE FACES EAST triumph for Jetta Goudal"

Los Angeles Examiner



HERE is a three-fold triumph—a box-office triumph, an artistic triumph and a triumph for Jetta Goudal, Cecil B. DeMille's exotic star.

Read the reviews and be convinced.

Book the picture—and turn this conviction into dollars at the box office!

"Should prove a winning box office card for any theatre." *M. P. News*

"Not for many years has there been a picture in which suspense is so uniformly maintained."

Harrison's Reports

"Jetta Goudal does some of the best work of her entire career."

Los Angeles Herald

"Holds the interest of the audience from the first foot of celluloid until the grand climax. A success? Well, one should say so!" *Los Angeles Daily News*

"The direction of Rupert Julian is of exceptionally good quality. Indeed, in many ways, he has done a more effective piece of work in this than in 'The Phantom of the Opera.' * * * The inscrutable appeal of Jetta Goudal which first brought her to the fore in 'The Bright Shawl' is used to considerable advantage."

Los Angeles Times

Jetta Goudal

CECIL B. DEMILLE presents

"THREE FACES EAST"

Adapted by C. Gardner Sullivan
and Monte Katterjohn
From the play by
Anthony Paul Kelly

with
JETTA GOUDAL
ROBERT AMES
HENRY B. WALTHALL
and CLIVE BROOK

A RUPERT JULIAN Production

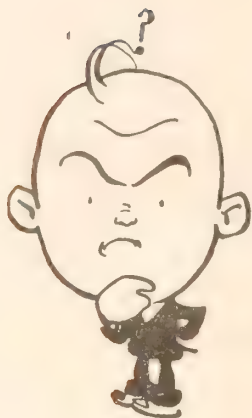
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F. C. MUNROE, President RAYMOND PAWLEY, Vice-President and Treasurer JOHN C. FLINN, Vice-President and General Manager

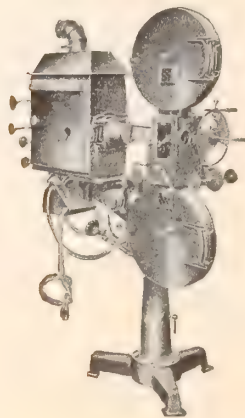
Member of Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President

Foreign Distributors
Producers International Corporation
130 West 46th Street., New York, N. Y.

—some figures!



"During the last week of last year our distributor for the New York territory sold 65 Simplex Projectors"



Simplex
TRADE MARK PATENT

Here's the Point

The exhibitors who bought those Projectors were laying the foundation for many prosperous new years.

They realized that the public now demands the best projection that can be provided. They, themselves, wanted Projectors that would give years of unfaltering performance. So, naturally, they selected Simplex.

If you would like more facts and statistics, write us and we'll tell you point by point why so many exhibitors are now installing new Simplex Projectors.

SIMPLEX DIVISION
INTERNATIONAL PROJECTOR CORPORATION
90 Gold Street, New York City



Lee-Bradford Corporation

ARTHUR A. LEE, President

PRESENTS

BETTY BLYTHE

WITH CARLYLE BLACKWELL AND MARY ODETTE IN
SIR H. RIDER HAGGARD'S

"SHE"

National Distributors
Lee-Bradford Corp.
701 Seventh Ave., New York

Greater New York and Northern N.
Unique Foto Film
Suite 408, 723 Seventh Ave.

Produced by A to X Products

ASTOR HOTEL

SAT. EVE., FEB. 6th.

SIXTH ANNUAL
AMPA
**NAKED
TRUTH
DINNER**

Oh Boy—What a revel

Speculators will positively not get their
hands on any of these tickets.

TWO MARVELOUS ORCHESTRAS
SOUL TO SOLE DANCING
THE TWELVE MOVIE IMMORTALS
THE WHOLE INDUSTRY WILL BE
"RAZZED"

Charlie Einfeld at 383 Madison Ave., N. Y.,
has the tickets

Nat Rothstein of F. B. O. Chief Announcer
and Master of Ceremonies

Tickets per Person
\$10.00

Tables Seating 10
\$100.00



William Fox
presents

The **Grand Army Man**

One of
**DAVID
BELASCO'S**
*solid stage
successes*

by
David Belasco
Pauline Phelps
Marion Short

*Keep your eye on these
FOX new season
announcements -
they're amazing!*

For the Season
1926 ~ 1927

Another play that brought
fame and fortune to the two
Davids—*Belasco and Warfield.*

Another great title in stage
history—another shining
magnet for box-office dollars.

Another wise FOX purchase
for FOX 1926-27 supremacy.

Fox Film Corporation.

No.
11

*—and still
they come!*

No.
12

*will be
published
next week*

WILLIAM FOX
presents

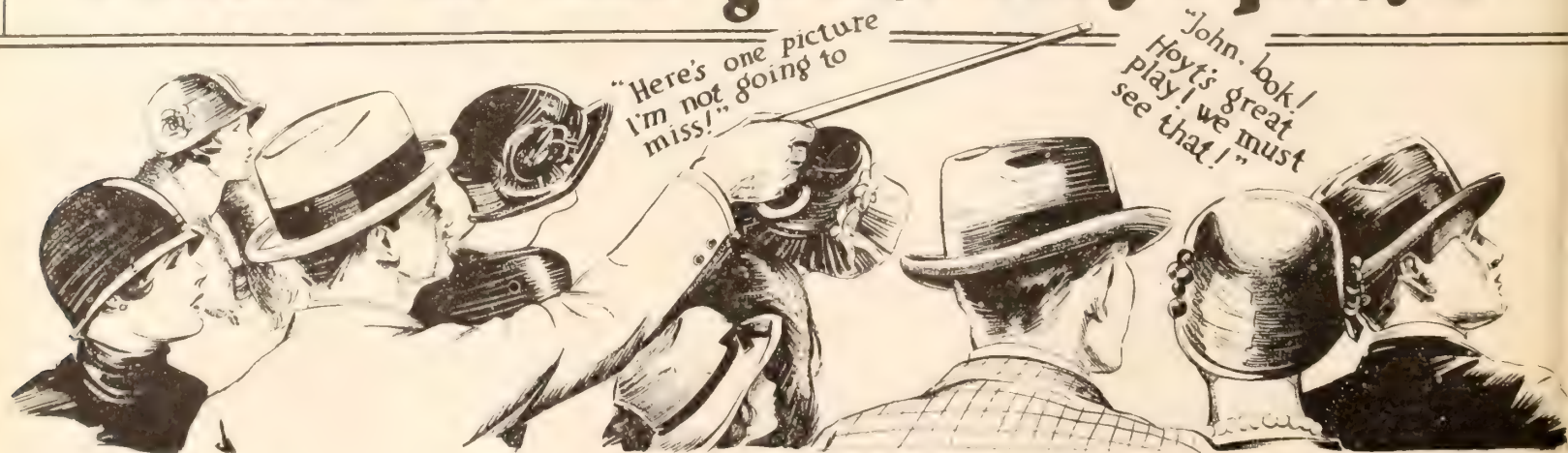
A ROLICKING,
MOTION PICTURE
CHARLES HOYT'S

A TRIP CHINA

SCENARIO BY
BEATRICE VAN

ROBERT P. KERR
PRODUCTION
SUPERVISED BY
GEORGE MARSHALL

FIRST of the great Hoyt plays



Fox Film Corporation.

THRILLING
VERSION OF
PLAY

TO TOWN

WITH
MARGARET LIVINGSTON

AS THE WIDOW -
EARLE FOXE -

ANNA MAY WONG - J. FARRELL MACDONALD
MARIE ASTAIRE - HAZEL HOWELL -
AND A CAST OF AMERICAN BEAUTIES



becomes great FOX picture !



Fox Film Corporation.

Member of Motion Picture Producers and Distributors of America, Inc. Will H. Hays, President



Presented by
Associated Exhibitors Inc.
Oscar A. Price Pres.

From Leroy Scott's
Famous Novel

Directed by Burton King
Personally Supervised
by Edward Sifton

Betty Compson

with House Peters and Jay Hunt

in

Counsel *for*

-any one of these

Betty Compson
House Peters
Jay Hunt

would mean money in your box-office

—and here you have all three of them in one picture—THREE of the biggest stars of the screen! Betty Compson in her greatest role since “The Miracle Man”—House Peters, always a sure-fire box-office attraction—and Jay Hunt, more famous and beloved than ever since “Lightnin’.” With a sensational novel by a successful author as their vehicle.

the Defense

*The western star that
steady business*

8 BOB LIGHTNING



Exclusive Foreign Distributors:
R C Export Corporation
1560 Broadway
New York
AGENTS
FBO Pictures GMBH
253 Friedrichstrasse Berlin
Germany
R C Export Corp. 20-21 D'Arbly St. London
England
Société Anonyme des Films FBO
107 Boulevard St. Denois Paris
France

Produced by
INDEPENDENT PICTURES

Under the
Personal Supervision of
JESSE J. GOLDBURG

It's written in the Stars—Exhibitors are waiting for it—
MARCH IS F. B. O. MONTH

*millions love will underwrite
for you with every release —*

BOOST F.B.O.'s

CUSTER

ACTION WESTERNS

The Two latest releases of which are

“MAN RUSTLING”

A rapid fire action drama packed with thrills, and

“BEYOND THE ROCKIES”

A western thriller that will pack 'em in

Regular as clock work—week after week—Bob Custer packs thousands of theatres, because of Custer's magnetic personality, his hard riding, straight shooting and his reputation as a red hot scrapper. Millions of fans love his pictures, because they are jampacked with ACTION . . . and all fine stories. Have you played these former releases.



“NO MAN'S LAW”

“THE RIDIN' STREAK”

Watch For These Coming Releases

“THE VALLEY OF BRAVERY”

“THE DEAD LINE”

“THE DEVIL'S GULCH”

All Custer Pictures are Distributed by

FILM BOOKING OFFICES

OF AMERICA, INC.

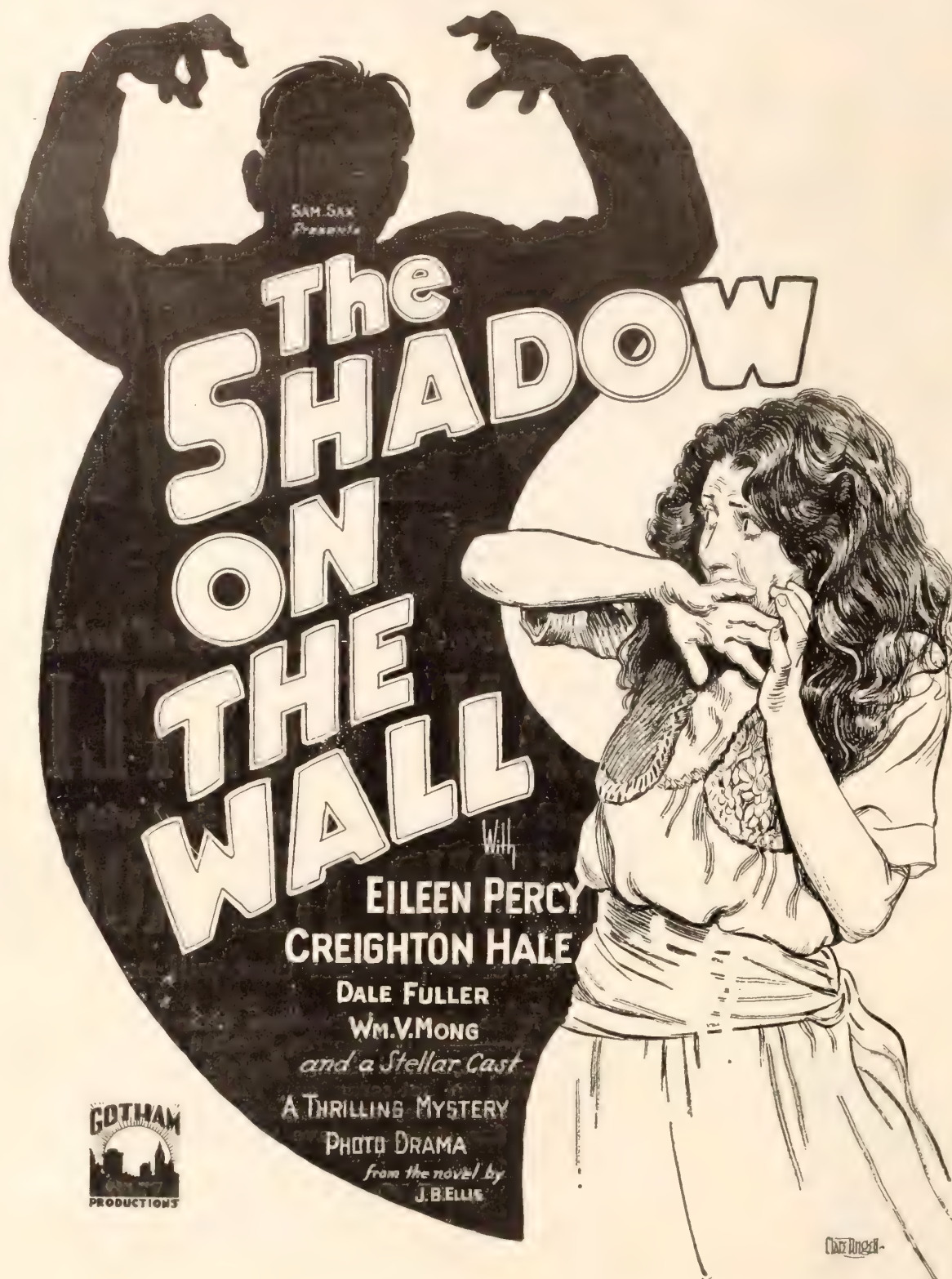
1560 Broadway, New York

CHILLS! THRILLS! MYSTERY!

AND THE REAL **GOTHAM** BOX-OFFICE PUNCH

NOW
BOOKING

READY
NOW



Released by

LUMAS FILM CORPORATION

1650 Broadway

SAM SAX, President

New York City

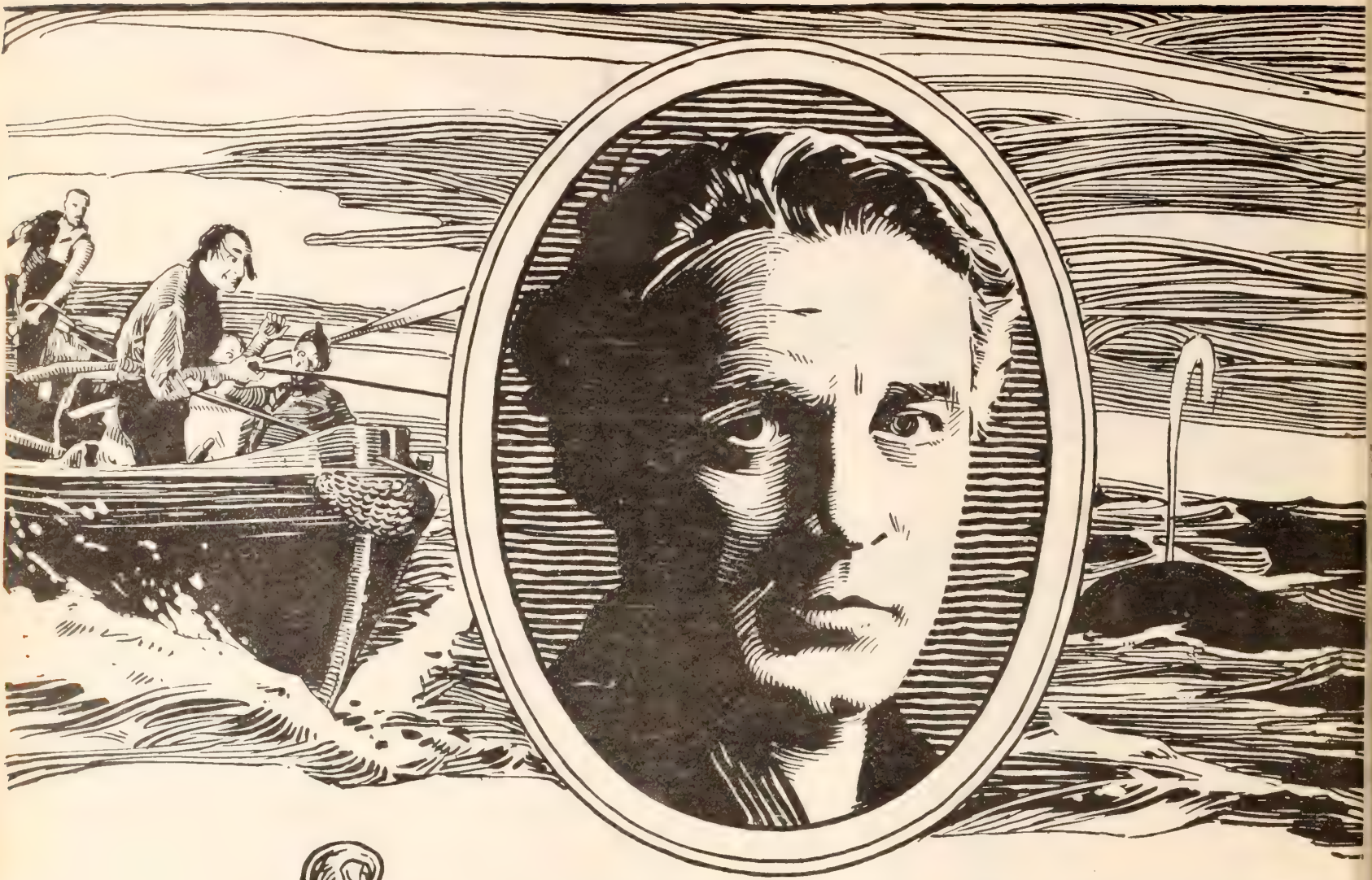
And Distributed by Thirty Live Wire Independent Exchanges.

Foreign Rights Controlled by
INTER-OCEAN FILM COMPANY, L. W. Kastner, Pres., 218 W. 42nd Street, New York City
Cable Address "Inofilms"

of course~



You expected "THE SEA BEAST" to be a BIG picture;
something unusual. You expected from JOHN
BARRYMORE perfect acting and tremendous
audience appeal.
BUT — Its enthusiastic reception at its
opening on Broadway proves it
BIGGER than big; appealing it
almost without prece-
dent; the HIT
of HITS!



January 15th JOHN BARRYMORE in "THE SEA BEAST" smashed in on Broadway at the Warner theatre. And what a smash! A welcome back from Barrymore fans after the star's two year absence! A cheering theatreful of screen critics, thrilling to its storm scenes and the whale hunt, tender at the most powerful love story ever filmed, and stamping it by their enthusiasm the HIT of HITS of the season.

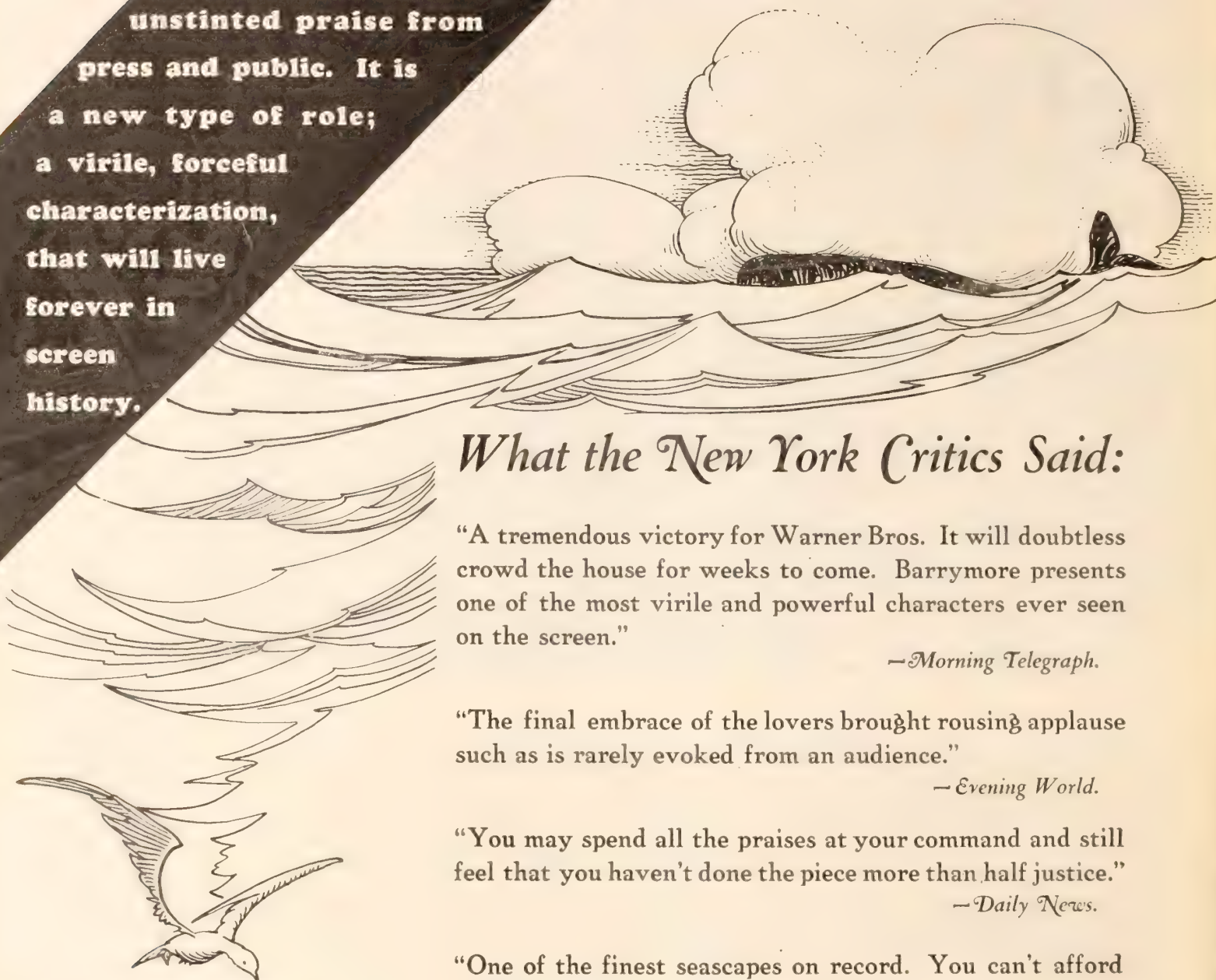
John Barrymore



"THE SEA BEAST" is big enough to change the Warner theatre from a continuous run to two-a-day. It's big enough to sell out at every performance at two dollar top and set a new record for advance sales. And that means big enough to take its place among the screen classics of all time and to be the biggest money maker available to exhibitors this season.

in "The Sea Beast"

John Barrymore's only
stage or screen appear-
ance this season is a
performance that won
unstinted praise from
press and public. It is
a new type of role;
a virile, forceful
characterization,
that will live
forever in
screen
history.



A picturization of Herman
Melville's immortal story
of New Bedford whaling

"Moby Dick"

with

Dolores Costello

Directed by Millard Webb

What the New York Critics Said:

"A tremendous victory for Warner Bros. It will doubtless crowd the house for weeks to come. Barrymore presents one of the most virile and powerful characters ever seen on the screen."

—*Morning Telegraph.*

"The final embrace of the lovers brought rousing applause such as is rarely evoked from an audience."

—*Evening World.*

"You may spend all the praises at your command and still feel that you haven't done the piece more than half justice."

—*Daily News.*

"One of the finest seascapes on record. You can't afford to miss seeing John Barrymore."

—*Evening Telegram.*

"Dolores Costello is one of the finest actresses of the screen. She has youth, beauty, individuality."

—*New York American.*

"A fine picture with drawing power, through itself and by virtue of the magic of the Barrymore name, as well as his performance. The picture without Barrymore would have stood up — with him it's that much stronger."

—*SIME in Variety.*

A Warner Bros. Production

WILLIAM S. HART

IN

"TUMBLEWEEDS"

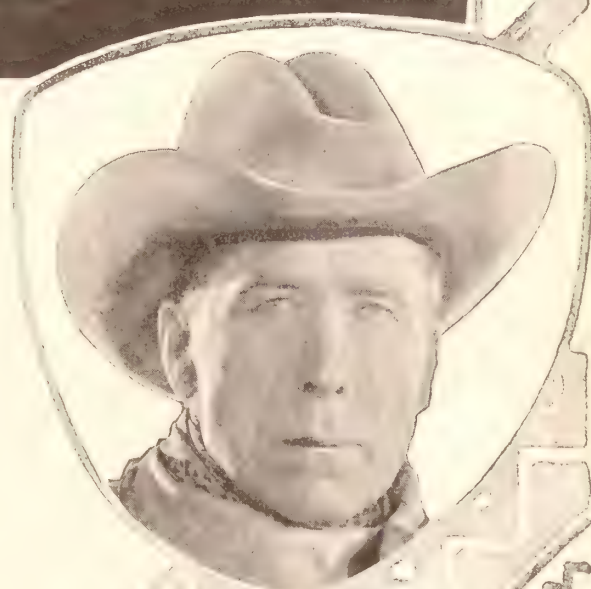
Story by HAL G. EVARTS

Adapted for the screen by C. GARDNER SULLIVAN

Directed by KING BAGGOT

"More Real Money"

"'Tumbleweeds' very good. The cream of the Westerns. Hart surely came back with a knockout. One of our best. Made us more real money than any picture we have run. Don't be afraid to step on it."—R. D. Young, Polo Theatre, Polo, Ill., in Exhibitors Herald.



NOW BOOKING
UNITED ARTISTS CORPORATION

Mary Pickford
Douglas Fairbanks
Joseph M. Schenck
Chairman, Board of Directors

Charles Chaplin
D.W. Griffith
Hiram Abrams
President



the one overwhelming
CURI
on the part of millions of
to

NATACHA

Mrs. **RUDOLPH**

The World's Most Romantic Figure—In Her First

"When Love

*is the tremendous force that
throughout the entire*

EVERY EXHIBITOR KN

Backing up this tremendous psychological force
that surpasses any publicity received by any star
is set for a national clean-up.

Directed by HARRY O. HOYT—Produced under per
—Distributed by FILM BOOKING OFFICE

and irresistible power of

OSITY

women, girls and flappers
see

RAMBOVA

VALENTINO

Picture—Laura Jean Libby's Famous Story

Grows Cold"

will jampack every theatre
Nation—and what's more—

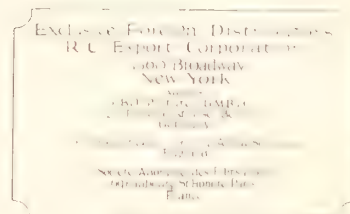
DWS THIS TO BE TRUE

is a campaign of front page newspaper publicity
in all the history of motion pictures. Everything

under the general supervision of DANIEL CARSON GOODMAN
of America, Inc., 1560 Broadway, New York



CUTE
BROOK



Another News' Year!

Again during 1925 Motion Picture News far outstripped its competitors in paid advertising carried. A great recognition from the space buyers of the industry to the trade journal which leads in selling value through a thorough understanding of the field backed by the biggest distribution of any trade journal.



Corinne Griffith
presented amid Egyptian
glamour, has now created
such a role as exhibitors
have always hoped for.



CORINNE GRIFFITH PRODUCTIONS, Inc. present

CORINNE GRIFFITH

in "INFATUATION"

Cairo—incensy, languorous City of Wonderful Night. Corinne—the orchid of the screen—her beauty unforgettable even among the bewildering beauties that surround her! Wife of one man, idol of another! What a splendid creature of drama Somerset Maugham achieved when he wrote this play! And how Irving Cummings has directed it, with Percy Marmont, Malcolm McGregor and Warner Oland superbly cast.

A PICTURE BIG THEATRES ARE PROUD TO PLAY!

A First National Picture



If I were an exhibitor I would put one item at the head of the slate this year for thoughtful business consideration—and that is the matter of short subjects. It's a business matter, plain and simple. . . . What do you, an exhibitor, intend to do about short subjects in 1926?

WM. A. JOHNSTON
in Motion Picture News.

Well, what's the answer? What do you intend to do?

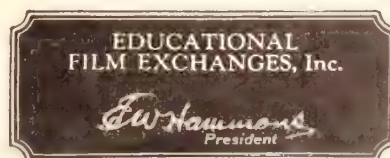
To offer Short Features to your patrons as so much added entertainment "thrown in"—

Or to *sell* them to your patrons the same as you do the longer features—and make added profit out of them?

If you're going after added profit, of course you'll have to book GOOD Short Features to begin with—and then exploit them.

Apparently the answer to Mr. Johnston's question is that most showmen are going to do more about—and with—Short Features this year than ever before.

At any rate, *right now* there are one hundred exhibitors every week joining the thousands who are already showing *Educational Pictures*—the best Short Features that any exhibitor can get for entertainment and box-office value.



Member, Motion Picture Producers and Distributors of America, Inc.
Will H. Hays, President

NORMA SHEARER The

WITH LEW CODY



Norma Shearer
as
Ruth Lawrence
the typist

HIS SECRETARY

If you are a Norma Shearer fan—
And who isn't?

You have a new thrill coming to you
When you see "His Secretary."

For, with their usual discrimination,
Metro-Goldwyn-Mayer

Chose a story that gave Norma
Real opportunity to display her genius

And she did!

From start to finish

Her superb acting in this picture establishes her
As a star of planetary proportions.

You must see her!

And then there's Lew Cody

And Willard Louis,

HOBART Henley's super direction

And a whale of a story by Carey Wilson.

In short

It's a Metro-Goldwyn-Mayer Picture

In every respect—

And you know what *that* means!



First aid
to the injured



The boss
(Lew Cody)
neglects business



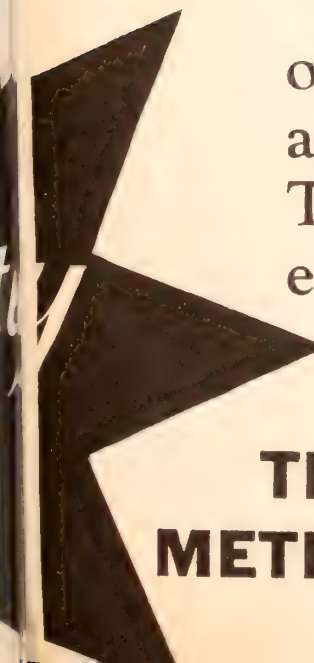
Metro-Goldwyn-Mayer
"More Stars Than There Are In Heaven"

The
Quality
52

Talk of the Public!

ONE of the most effective advertisements which has ever been placed in the national fan magazines is shown on the opposite page.

IT will appear in the March issues of Photoplay, Motion Picture Classic, Motion Picture Magazine, Movie Monthly, Film Fun, Screenland, Picture Play Magazine and Movie Magazine.



"HIS SECRETARY" drew \$64,520.75 in one week at its Capitol (N.Y.) Premiere and was held over for a second week. The public interest in this production is extraordinary.

**THE OUTSTANDING HITS ARE IN
METRO-GOLDWYN-MAYER'S QUALITY 52**

Day Message	Blue
Night Letter	Nite
	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Form

CLASS OF SERVICE	
Telegram	\$1
Day Letter	B
Night Message	N
Night Letter	N

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT

SAMUEL SPRING
FIRST NATIONAL PICTURES
383 MADISON AVE
NEW YORK CITY

ST LOUIS MISSOURI

JANUARY 19 1926

I WAS NOT ONLY PLEASED BUT AMAZED AT THE STARS STORIES ETC FOR
OUR SPRING RELEASES THE LINEUP TO MY WAY OF THINKING IS THE
BEST FIRST NATIONAL HAS EVER OFFERED TO ITS CUSTOMERS I KNOW
YOU WILL MEET WITH NOTHING BUT THE BEST OF SUCCESS IN THE
SPRING SEASON KINDEST REGARDS

S P SKOURAS

and big as we
knew they were
they're proving
even BIGGER
than anyone
could have
foretold ~

for instance
WATCH



First National Pictures

The Greatest Line-Up The Industry Ever Saw!

Motion Picture News

Volume XXXIII

ALBANY, N. Y., AND NEW YORK CITY, January 30, 1926

No. 5

The Public Decides

PLANS are moving along in the highways and byways of New York, and in another six months the present war map of the industry will have settled down into pretty definite lines.

Maybe it will take longer, maybe less time. One strategist hinted at four months. But, at any rate, we shall see in due time the present imaginary or indistinct lines in solid black.

And thus will be set another era in this fast plunging business. It will last for its due and appointed time—and then, of course, we'll get another era.

* * *

What will this forthcoming era be?

Well, there's but one, though a general, answer to that—general, but highly definite and important.

The era will be the result of what the public wants, just as every past era in the business has been determined and every future era will be determined.

What the public wants!

* * *

The kind of theatres we shall have and the kind of entertainment they will give will be decided by what the public wants and will pay for. And the men who will own the theatres and supply the entertainment will be the men with the courage and vision to see and foresee what the public wants and will pay for.

* * *

In the meantime a lot of slush will be printed—unconsciously or deliberately misinformative. We'll talk about plots, schemes, personalities, mergers, trusts, etc. We'll view the situation from every angle but the true one.

We'll talk about trade moves and trade objectives and forget all about the thing upon which the whole business rests and that which alone determines its big moves—and that is the public.

* * *

We who are vitally concerned will look at it all from our own business standpoint—from where the shoe pinches. If we're hurt we will yell out good and loud, whether or not we are in the right line of march and whether or not our own equipment is right, and in order. That of course, is natural, but it isn't going to change the march of events one bit.

The best theatres—best located, built and run, will win out. And many will line up in chains. Of course, that can't be prevented and it has its advantages. But, also, chains won't solve or control the situation. Their danger, like that of factory production, is the killing of initiative and individuality. The moment you standardize entertainment to the point that the audience hears the click of the gears—then the public won't respond. And the public, we repeat, is the key to the whole situation.

* * *

Pictures and stage acts will be the entertainment, and the best of each will win out—whether or not they come from concerns that own theatres. And whatever the stage acts are, and whatever their glitter and expense, the picture will be the supreme entertainment. Why? Simply because the public wants pictures, that's all. Good ones, of course.

W. A. Johnston

A GOOD deal of interest centers in the presence here of J. D. Williams. He has brought with him and will endeavor to put in distribution here "Nell Gwynne," with Dorothy Gish, produced by Wilcox in England and purchased by his company, "British National." If he is successful, and perhaps also in contracting for the outlet here of more British pictures, he will prove his own contention and at the same time effect what seems the most practical and best solution of the British production problem.

Commenting upon the "quota" schemes to stimulate British production, *The Kinematograph Weekly* says:

"It need not be assumed, of course, that to this commercial problem a commercial solution cannot be found without Government interference. A big step has already been taken by J. D. Williams to prove the truth of his belief that the American market is already open to British films of the requisite quality. He will almost certainly sell 'Nell Gwynne' there, and sell it to advantage—and he has made plans to market in the U. S. any worth-while film made at the 'British National' studios at Boreham Wood.

"Those who believe that the solution of the British production problem is to be found in the American market, and in joint selling by British producers in that market—and they have weighty facts to support their opinion—should watch the 'British National' scheme closely. We have an idea that it is built on an idea which, properly understood and applied, would make a quota look ridiculous even to Sir Philip Cunliffe-Lister."

We are frank to say that we not only hope, but believe, that J. D. Williams will succeed in the important undertaking he has tackled in England. He has the vision, courage, experience and determination to go through with what is obviously a big job and one of big consequences. We will say this, that no one in the entire film industry is better equipped or more likely to succeed.

The stills of "Nell Gwynne"—principally of Dorothy Gish in the title role—make fine promise for the picture, a special showing of which will be given Monday evening at eight-thirty at the Hotel Ritz-Carlton.

* * *

WILLIAM ALLEN WHITE wrote us some time ago declining to sit upon a motion picture contest committee because he knew nothing about pictures. He had not, for instance, he said, ever seen Mary Pickford or Douglas Fairbanks on the screen. So, much as we admire the Sage of Emporia as a journalist, we can't get excited over his article in *Collier's* on "Are the Movies a Mess or Menace?" If they are one or the other or both, surely we won't get a solution from a man who doesn't see them. Perhaps, however, Blanco Bill has been sneaking into theatres, of late. A good many who look down upon the movies do this: but they don't seem to select the artistic pictures.

AN EDITOR

The Week in Review

EVERY so often someone does the thing that is widely talked about—and does it well. The First National publicity staff is to be congratulated upon the radio performance of "Too Much Money." This thirty-minute skit came over the air through WJZ and its big relay stations last week, and must have interested greatly millions of listeners. It was good. Music was cleverly brought in while the principal characters gave the lines of an interesting part of the play, selected so as to intimate what had gone before and what the play was about, but also to intrigue the listener to know more and especially the outcome—a teaser advertisement, in other words, like the scenes in a trailer. The idea is excellent; but now we have its actuality.

This same sort of thing, varied in treatment of course, will be done each week by First National. One picture a week will be represented just before the Sunday of release.

* * *

S. S. HUTCHINSON arrived in New York last week from Hollywood, with a print of "The Nut Cracker," which Associated Exhibitors will release as a comedy "special." The picture features Edward Horton, and the story was a Bobbs Merrill "best seller." It is well spoken of. The fact that it is made by a veteran producer, S. S. Hutchinson, speaks for its showmanship qualities.

* * *

A PICTURE that is already forecasted as a hit is "Three Faces East," a Producers Distributing Corporation release made from Anthony Paul Kelly's stage play of the same name.

It is an exceedingly fine Secret Service melodrama, presenting an enthralling conflict of wits between the German and British Intelligence departments during the World War, remarkably well directed and acted. The action takes place behind the lines, so that it cannot be rated as a battle picture, but the fighting thrill strikes home nevertheless, for there are shots of a Zeppelin attack on London, dropping flaming bombs, with the anti-aircraft guns repelling the assault, that register as the limit in spectacular appeal.

The narrative is strong in human interest, with Jetta Goudal giving a striking performance as a British girl in Government employ, who loves a German spy, but sacrifices her heart instincts to the impulses of loyalty. This "love versus duty" idea is really the big thing in the picture, as sentimentally effective as it is convincing. That old-time favorite, Henry Walthall, is seen in a role which, during one short situation, when he greets his wounded son, recalls his wonderfully affecting pantomime as the little Colonel in "The Birth of a Nation," a performance still lingering in old-timers' memories as an emotional masterpiece.

ON BROADWAY

By William A. Johnston

The picture certainly possesses audience appeal in the most thorough sense of the phrase, is superbly photographed and gives every indication of proving a big box office success.

The premiere performance of "Three Faces East" will be given at the Hotel Plaza, New York, under the direction of Hugo Riesenfeld as part of the Carnival staged by the Film Mutual Benefit Bureau.

* * *

WINFIELD R. SHEEHAN returned this week from the Fox studios at the Coast where he has been engaged in the exceedingly important work of speeding up production. Some of the biggest studio news of the year has come from the film colony as a result of Mr. Sheehan's visit there. As we have already pointed out editorially from time to time, the Fox organization is concentrating on very fine literary and play material with a view to continuing its record of outstanding pictures. Mr. Sheehan also enlisted the services of a group of excellent screen artists. Altogether, his stay at the Coast was productive of large results which have been and will continue to be shown on the screen.

* * *

PRODUCERS are turning more and more to the picturization of history. Universal announces this week that the life of George Washington will be brought to the screen; definite plans are already under way. The purpose will be to show the Father of His Country in a human light.

History is one of the richest sources for material from which pictures may be made, is the opinion of Jesse L. Lasky.

"Let us look back at the box office successes of the last few years," he says. "Many of the biggest pictures, the pictures which have had the widest popularity and in turn have made the most money for producers and exhibitors have been those productions based on historical themes.

"The fact that 'The Covered Wagon' is historical is the reason for its longevity. Pictures, for the most part, which deal with modern problems are in the theatres today and on the shelves tomorrow. But not so with historical productions. They are lasting for history itself is lasting.

"Take 'The Ten Commandments.' It is history—Biblical history. Although there is a modern sequence in this production I am convinced that, like 'The Covered Wagon' it will remain a popular attraction for years to come.

"More recently we have had 'The Pony Express' and 'The Vanishing American,' two attractions destined to follow the lead of their predecessors. One relates to that period in American history before the laying of the transcontinental railroad. The other is a vivid portrayal of the history of the Indian.

"So successful have these pictures been that Paramount is now planning to make screen records of two other important chapters in American history, the one a thrilling spectacle pre-

senting a vivid story of the exploits of the frigate Constitution. The other will preserve on the screen the adventures of Theodore Roosevelt and his followers in the Spanish-American war.

"We have elaborate plans for both of these productions. James Cruze has just returned from Tripoli and other European locations where he gathered a world of data in connection with the activities of 'Old Ironsides' in its stand against piracy. A great volume of historical data also has been placed at the disposal of Paramount by the government."

* * *

THE acquisition of Emil Jannings for the American screen by Famous Players, as announced exclusively in this publication last week, is of more than passing importance. Virtually every important American company has angled for his services at one time or another, without success heretofore. When a representative of the NEWS was in Berlin last summer, Jannings expressed the fear that an American company would put him in stereotyped roles and not give him an opportunity for the expression of his versatility.

Evidently S. R. Kent convinced him that such would not be the case with Famous Players, since he is due to come here in April, according to our Berlin correspondent. Jannings is further protected by the fact that he will be permitted to return to Berlin each winter to make one picture for Ufa and to appear on the Berlin stage, where he is as popular as on the screen.

Jannings, curiously enough, was born in Brooklyn, N. Y., of American and German parentage. His father died when Jannings was but an infant, and his mother, alone and friendless, returned to her relatives in Germany. Young Emil was accordingly raised there, and in due time became an actor at the renowned Grosses Schauspielhaus, then presided over by Max Reinhardt, who staged "The Miracle."

Jannings achieved great popularity on the speaking stage for his pantomimic ability and vital performances. Pictures claimed him, though he continued to appear on the legitimate stage each winter with Reinhardt. When Famous Players formed a German production unit, a few years ago, under the name "Efa" Jannings was one of the contract players. These contracts were all bought off, however, when internal difficulties weakened the venture.

As an actor, Jannings is almost unbelievably versatile. Consider his roles in "Passion," as Henry VIII in "Deception," as "Othello;" in "One Arabian Night," as Pharaoh in "The Loves of Pharaoh," the doorman in "The Last Laugh," and more recently as the circus trapeze artist in "Variety" and in the title role of "Tartuffe"—and ask how many actors could run such a gamut of characters and make each a clear-cut, distinctive, individual performance—if any.

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Speaking Editorially

ELSEWHERE in this issue will be found a very interesting article by H. M. Richey, General Manager of the Michigan M. P. T. O., on the plight of the small theatre owner. Summed up, Mr. Richey, as a result of a tour of 175 towns in his State, says that theatres in communities of 3,000 and under are facing extinction. He assigns several reasons for this situation; we advise reading of the whole article to gain complete grasp of the view which Mr. Richey forcefully presents.

What we are concerned with here is his conclusion, if we may call it that: namely, the industry should not permit these little houses to be closed up. Mr. Richey sees them as creators of the patrons of tomorrow in the exodus now in progress from country to city.

The whole subject is one of great interest. Two years ago, MOTION PICTURE NEWS began a survey of the theatre field; and the trend away from small houses has been evident throughout our investigation. There is, of course, a clearly marked swing toward the bigger theatre in the more populous center. No doubt about that. But Mr. Richey's article brings emphatically to the notice of everybody in the industry this outstanding consideration:

* * *

THEATRES in the smaller towns fulfil, beyond a shadow of question, a very definite mission. They ought for that reason, among others, to be



The president of the Black Cat club, daredevil flyers of Hollywood, pins the badge of membership on Reginald Denny, Universal star, who is a crack flyer. Like the other members, Denny's name has thirteen letters.

preserved. But it ought also to be clear by this time that, in order for them to be preserved, in order that they may function properly, they should be given special consideration, special service, to fit their needs.

For our own part, we are striving to do that very thing. Some months ago, as a result of our theatre survey, we established MOTION PICTURE NEWS MID-WEEK, for the specific purpose of giving the smaller theatres a paper especially suited to their needs. The response has shown that our view was correct.

The small exhibitor, so-called, is important—very important—so much so that we believed he needed and would appreciate a paper of his own. The growth of MID-WEEK proves we were right.

So we say that this point may well be considered by all elements in the industry: special service for the small town theatre. Mr. Richey has opened up discussion of one of the industry's vital problems.

* * *

MR. HAYS, in a statement at Los Angeles, stresses the need for and development of man-power in the industry. Man-power and woman-power. Right. This is assuredly an industry and an art of personality, more so than any other activity in existence at the moment. Development of new talent all along the line stands at the top of the list of imperative necessities. Progress has been made, as Mr. Hays points out. More is needed.

* * *

FROM an exhibitor with a small store show Carl Laemmle has risen to a position of great influence in the screen world. All the industry will gladly join in the celebration of the twentieth anniversary of his association with it. His is a remarkable story—one of the great stories of ambition, enterprise and achievement in America.

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"Lefty" Flynn, after conferences with F. B. O. executives, has decided to return to that name and drop the "Maurice." His next is "The Traffic Cop."



Frances Lee, one of the petite beauties of the Christie comedy lot, now appearing with Bobby Vernon in his comedies for Educational release.



Dolores Costello, daughter of Maurice Costello, whose work opposite Barrymore in "The Sea Beast" (Warner Bros.) is said to make assured her position on the screen.

PICTURES AND PEOPLE

W KNEW WHAT HE WANTED, BUT—

WHEN Arthur Brisbane, prominent editor, sent a young man by the name of Clarence Thompson to Carl Laemmle with a letter of introduction, young Thompson was convinced that he wanted to be a scenario writer. A Harvard graduate and coming from a prominent Boston Back Bay family, he felt that there was a real opportunity in the scenario field. Laemmle talked with him and then and there decided that his clean-cut appearance and manner would get him ahead more rapidly on the screen than in the script department. He sent him to Universal City, where he put him in Laemmle University for tutelage. Recently, as a test, he was cast for a role in "Mavericks," and has acquitted himself more than creditably. You never can tell—in this industry.

"SIBERIA"

FOX wants absolute accuracy and realism in "Siberia," which is Victor Schertzinger's latest and most pretentious productions for that company. The director likewise agreed that anything save truth to the slightest detail would mar the picture. As a result, a staff was assembled which did not have to guess at any detail. Herman Bing, assistant to F. W. Murnau, the German directorial wizard, was appointed to "sit in" with Schertzinger. Dan Makarenko, Russian actor and former member of the Czar's military family, was made technical assistant, while Nicholas A. Dunaev, Russian director and playwright, aided with the script. In addition, scores of Russians were used in the various street and cafe scenes, and Russian children were photographed in the school sequences.



Olive Borden, whose rise has been meteoric, culminating in her signing a long-term contract with William Fox. She will star first in "Yellow Fingers" for that company.



Doris Kenyon as she appeared in character on location at Birmingham, Ala., for First National's forthcoming special, "Men of Steel," in which she is featured.



Jesse L. Lasky, vice-president in charge of production at Paramount, is sworn in as a major in the officers reserve of the signal corps by Major Stanley James and Colonel Edward Hartman.



Marcus Loew (right) and Fred Niblo, the director, were two mighty happy people the day after the opening in New York of "Ben-Hur" (Metro-Goldwyn-Mayer).

J SPEAKS ON FOREIGN FILMS

JOHN S. ROBERTSON, the director, spoke before the A.M.P. A. at its luncheon on Thursday, January 14th, and having recently returned from a tour of Europe his talk dealt principally with conditions abroad. He stressed the fact that the universal popularity of American films had created a wide market for other American products. He decried statements to the effect that America had boycotted foreign productions and said that it was simply a question of entertainment value, or lack of it.

"Dunhill pipes and Rolls-Royces," he declared, "are widely used in America. When England makes Dunhill and Rolls-Royce pictures they will enjoy just as great a popularity as these products."

He remarked that many remarkable backgrounds were to be obtained abroad, as well as government co-operation, and that many pictures would no doubt be produced abroad.



Four of the Universal feminine stars who made their start in Western drama stage a little tableau depicting the days when men were men and women were gun-toters. They are Virginia Valli, Mary Philbin, Laura La Plante and Marian Nixon.

F RING AROUND THE STUDIO

FOUND: the ideal author. So says Thomas Meighan, and the object of his praise is Ring Lardner, well known humorist, who has written the new Meighan vehicle, "The New Klondike," a tale of Florida water and land sharks. According to the Gaelic star, Mr. Lardner's estimable qualities are:

1. He admits he doesn't know anything about motion pictures.
2. He never hangs around the studio with a worried countenance.
3. He never says, "Here, let's try this," thereby suggesting some impractical and costly idea.
4. He has never tried to get any of his friends in the cast.
5. He wrote the story in less than a week.
6. He has never tried to change it since.

Now there should be an avalanche of hopeful producers descending upon Mr. Lardner.

I FLORIDA BREEZES

IRVIN WILLAT, the director, and Billie Dove, charming screen player and his wife, were recent sojourners at Boca Raton, the Florida development, en route to Havana and Mexico City between pictures. Florida is becoming the Mecca of film folks at the present time, and some interesting theatre deals seem to be pending, as well. The roster of executives down there from the theatre departments reads like a "Who's Who."

K WATCH MISS BORDON

KEEP your eye on Olive Borden—not that that should be at all difficult, for Miss Borden is a most decorative person and distinctly easy on the vision. MOTION PICTURE NEWS was one of the first to call attention to her remarkable beauty and potential ability, which should be fully realized under her new starring contract with Fox.



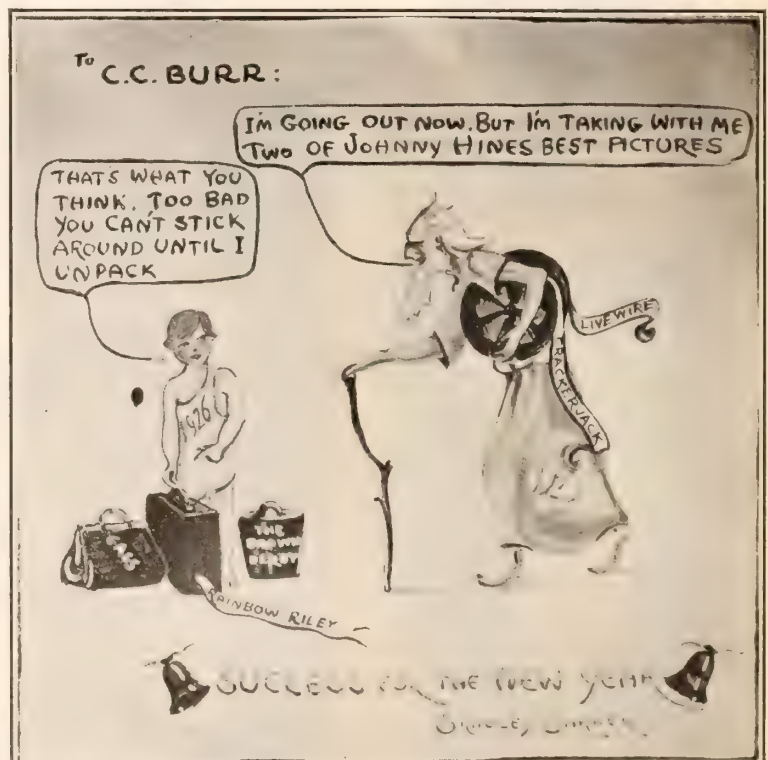
Associated Exhibitors shipped the first print of "Hearts and Fists" to the Rialto Theatre, Tacoma, by air mail. Postmaster Backus is here delivering it to H. T. Moore, president of the Moore Amusement Company.

T JUNIOR STARS BACK

THE Paramount Junior Stars, who are by way of becoming seasoned veterans after several weeks of uninterrupted work before the camera on "Glorious Youth" under the direction of Sam Wood, have returned to the Long Island studio after a three weeks' sojourn at Lake Placid Club, Essex county, N. Y. Byron Morgan, author, returned with them. They were due to leave late this week for Red Bank, N. J., to film the ice boat racing sequence.

T TWO BIG 'UNS

THE battle of the giants—long a catch phrase—will become an actuality in First National's "Men of Steel," for in this picture a fistic encounter of no mean proportions will be staged by Victor McLaglen and John Kolb. The former stands six feet three, while the latter measures no less than six feet seven inches.



Bradley Barker, who has appeared in the last four Johnny Hines pictures, including "Rainbow Riley" (First National), and is something of an artist in the bargain, sent this clever New Year card to C. C. Burr, the producer.



While Allene Ray was appearing in the leading role of the Pathe serial, "The Green Archer," at the Long Island studios, she made such a hit with families living thereabouts that several mothers named their offspring after her. Here are two of the lately christened "Allenes."

CASTING "WHAT PRICE GLORY?"

RAOUL WALSH, who will direct "What Price Glory?" for Fox, arrived in New York this week, to put the final touches on the script and to make screen tests prior to casting the leading roles. Many prominent players, it is understood, have applied for consideration for the parts of Capt. Flagg, Serg. Quirk and Charmaine. Walsh states that he is still of an open mind as regards these roles, and will still consider applications and make tests. He expects to be back on the lot in Hollywood at work by February 10.

CUSTOM MADE, NOT FACTORY

PICTURES must be custom made these days to be distinctive, says Louis B. Mayer, head of the Metro-Goldwyn-Mayer studios, who asserts that the days of factory production have passed forever. "It is just the same analogy as the tailor," he says. "He can send his suits out to jobbers to finish up, because it makes no difference who does the stitches—but everything depends upon how the suit is cut. So with pictures, we apply the very acme of factory system to the mechanical labor and avoid it studiously in the creative labor."



Richard Barthelmess, star of the Inspiration picture "Just Suppose" (First National), which will be giving a showing for the benefit of the Babies' Ward in the Tonsil Hospital, New York, together with Betty Nixon and Constance Fox, two of the society girls giving of their time to assist at this hospital. (Photo by Underwood & Underwood.)

MADGE JOINS FLAPPER RANKS

NO MORE proper, sedate and shy young lady has graced the screen than Madge Bellamy, who has ever been the embodiment of the innocent ingenue. It comes as something of a shock, therefore, to learn that Madge has abandoned the unsophisticated heroines and in "Sandy" will blossom forth as a rival of Colleen Moore, Clara Bow and Dorothy Mackaill. She has learned the Charleston; sacrificed her wealth of hair for a sleek bob; reduced 15 pounds via the lamb chop and pineapple route; and discarded crinolines for knee-lengths. Fox is making elaborate plans for "Sandy," and the metamorphosis of Miss Bellamy should lend added interest to an interesting picture.



Six of the fashion models in the style show sequence of "When Love Grows Cold" (F. B. O.), displaying elaborate fur wraps from Merle. Natacha Rambova (Mrs. Rudolph Valentino) is starred in the production.

BOX-OFFICE TITLES

MARIE CORELLI, author of "The Sorrows of Satan," had a most unusual flair for the creation of box-office titles, according to William LeBaron, associate producer in charge at the Paramount Long Island studio. In connection with plans for the Griffith production, LeBaron looked over her other works up to the time of her death in 1924, and found such titles as these: "Barabbas," "Boy," "Eyes of the Sea," "God's Good Man," "Holy Orders," "Innocent," "The Life Everlasting," "The Master Christian," "The Murder of Delicia," "My 'Little Bit,'" "The Secret Power," "The Treasure of Heaven," "Woman, or Suffragette" and "The Young Diana."

"ROCKING MOON" WINS

OUT of a long list of prominent features reviewed this week by the National Board, the only one selected to receive the little asterisk denoting excellence is the Producers Distributing Corp. release, "Rocking Moon." This picture was made with a great deal of care, and exteriors were actually filmed in Alaska at the silver fox farm with which the story deals. Location trips of this sort are getting so common as to cause little comment, but that this striving for accuracy and atmosphere pays is shown by the reception accorded "Rocking Moon."

BAR MEN AT STUDIO

MEMBERS of the American Bar Association, including some of the leading legal lights of the country, in convention at Los Angeles were the guests of Louis B. Mayer at the Metro-Goldwyn-Mayer studios last week. The attorneys and counsellors were shown about by the male stars and directors, while their wives were convoyed around by the feminine players. It would seem to us, offhand, that the jurists and their wives would have gotten more of a "kick" from the visit with this reversed, but we may be wrong.



Ruth Clifford, who will play the principal feminine role in "Brooding Eyes," starring Lionel Barrymore; a Banner production for release by Ginsberg Dist. Corp.



Laura La Plante, Universal star, brings a new loveliness to the screen in "The Midnight Sun," in which she plays the premiere ballerina of the Imperial Russian Ballet.



Lois Moran, leading lady in "Just Suppose," made by Inspiration for First National, photographed in a setting befitting her youthful charm.



Marceline Day, one of the most promising of the rising young players, will be seen as Necia in Metro-Goldwyn-Mayer's picturization of "The Barrier."



Mary Philbin, the charming Universal star, who has recently completed what is said to be one of her finest pictures, "Stella Maris."



Ricardo Cortez will hardly be recognized by his admirers as he appears in the closing sequences of "Ibáñez Torrent," a Cosmopolitan production for Metro-Goldwyn-Mayer.

RENEE'S ROLES

SO-CALLED "fat parts," the hope of every player, seem to have been coming the way of Renee Adoree lately. After struggling along for some time in mediocre productions, or indifferently cast in better ones, she was given the role of Melisande in "The Big Parade," and more than one critic has credited her with stealing the spotlight in that production. An important part in "La Boheme," the leading feminine role in "The Black Bird," and now the feminine lead in Phil Rosen's untitled picture for M-G-M have come her way since. An influenza attack kept her out of the studio for a short time but she has now returned. She will bear watching.

"WHISPERING SMITH" HELPS

ANOTHER instance of the striving after realism and accuracy which is replacing old slipshod methods is furnished by the production of "Whispering Smith," in which both Joe LeFors, the original of the name character, and Frank H. Spearman, the author, are assisting. LeFors' exploits as a U. S. Deputy Marshal served as the model for "Whispering Smith." He is assisting Director George Melford in all the exteriors and will help stage many episodes in which he himself figured. Spearman, the author, has assisted the studio forces both in the treatment of his story and in casting true to type.

UNIQUE TESTIMONIAL

WHEN Charles L. Eyton left Hollywood en route to Europe, after many years of service as general manager of the West Coast Famous Players-Lasky studio, he was presented with an impressive testimonial by the employes. The gift was an immense book of parchment; inscribed with the names of every employee of the studio and bearing the signatures of more than one thousand stars and featured players who were at one time or another associated with Paramount while he was at the studio. The presentation was made by Hugh McKenna, veteran caretaker, while Theodore Roberts voiced the appreciation of the personnel.

FRENCH TALENT

IF THE French atmosphere in "Paris at Midnight," which Frances Marion is making for P.D.C., isn't correct it won't be the fault of the personnel making it. To begin with, the story is adapted from Balzac's "Pere Goriot." Five members of the cast are French: Jetta Goudal, Emile Chautard, Mathilde Comont, Jean de Briac and Charles Raqua. Another member, Lionel Barrymore, also knows his Paris intimately, as does E. Mason Hopper, the director, who studied there as an art student. E. J. Babille, the assistant production manager, is as French as his name.



Vera Steadman, principal leading lady at the Christie studios, tunes up the Christie hydroplane for the winter races. She is the girl champion of the coast.

Small Town Theatres Facing Crisis, Richey Declares

Urges Industry to Save Them as Creators of Future?

By H. M. RICHEY

General Manager, M. P. T. O. of Michigan

Detroit, January 19

(Special Telegram to Motion Picture News)

I HAVE been in the business nearly five years. During that time I have heard small town exhibitors called everything in the motion picture vocabulary from "thief, cheat, bicycler, sobber," and on down the line, but after visiting one hundred and seventy-five smaller theatre owners in their "own haunts," I want to add a new word—indispensable.

If I could have had every producer and every sales manager of every company with me on this trip, I think they would have opened their eyes. I did. I had heard so many times that the average small town theatre was a "dump;" that its proprietor spent most of his time on the strong end of a fish-pole, that he did not deserve any business. When I visited them and saw the other side of the story I was more than amazed. I was chagrined that I might have allowed myself to ever be sold such an idea.

Business conditions in the State generally are good but that does not go for the small towns. With good roads leading into big cities only twenty miles away, radios offering programs that keep hundreds home, abnormal protection being asked by bigger communities, the high cost of delivering a print to the theatre and the tactics of some salesmen, together with fifty-dollar minimums for big pictures, the future of the theatre owners in the towns under 3,000 is anything but promising.

Yet they are carrying on, and for the life of me I cannot see why. Unless there has come over them that rosy feeling that comes from being a servant to your fellowman. Most of them are engaged in some other business in order to make both ends meet. Most of them are proud of their little theatre and are sincere in their efforts to provide for the people of their community the very best they can, many times knowing they will have to take the profits from Saturday night to pay for the picture they ran Thursday and Friday and yet through it all they did not sob.

They have heard it said so often that it costs from \$3.50 to \$5.00 to lay a print down to them that they are resigned, hoping through some stroke of Providence things will be better tomorrow. The "dumps" I heard about dwindled to one out of ten and I found many little theatres that were a surprise for neatness and beautiful simplicity.

When the big brains of the industry start making more distribution plans, or plans to save money, the

next plan should be a plan that will cut down distribution and production costs to the smaller theatres and here is the reason:

The patrons of that little theatre today are the young country folks of tomorrow who going to the city, will become the fathers and mothers of the theatre-going public in the next generation. It is the old story of the daily exodus to the city.

I do not care what you say; if it is true that they could not make a living if the films were given to them, this I do know: The motion picture industry cannot afford to see them closed up.

The initial interview with Mr. Richey on the crisis of the small town theatres appeared in *The Film Daily*. In response to a request from MOTION PICTURE NEWS Mr. Richey wired the above statement. Other points made by him in the *Film Daily* interview follow:

"If the producers of the United States, if every sales manager who sits behind a mahogany desk could have seen what I have during the past two months, could see the important place that motion pictures occupy in that community, see the effort the little fellow is putting forth to give his community the best he can afford, I believe all of them would agree that we cannot afford to have them closed, even if they have to give them the pictures. For the picture fan of tomorrow is the one who today is in the smaller community and who tomorrow will be attracted to the big cities, from which the major producers expect to get the bulk of their business.

"I did not find them 'sobbers,' I found most of them honest, worthwhile citizens, who though they live modestly, were facing the situation with an optimism that is uncanny, once you see their books as I have seen them.

"The \$50 minimum on big pictures is a thing of the past for many of these smaller communities who, unless there is a change in the situation, cannot longer afford to buy and show the big pictures. The money is not there.

"Radios, of course, have hurt, and hurt badly. It is the old story of the daily exodus to the city. Just as the young people of the communities are leaving the farm and the smaller towns for the city, so the motion picture theatre-going public of these communities, motor clad, are spending a lot of their amusement money where they can get 'three acts and a feature' for a quarter.

"The situation for the smaller theatre owner in the smaller towns is certainly 'not so good'."

D. W. Griffith Picks Menjou for Satan Role in His Forthcoming Production

D. W. GRIFFITH has concluded a six weeks' search for an actor to fill the role of Satan in "The Sorrows of Satan," his next production for Paramount. He has decided upon Adolph Menjou as the one best qualified to portray this character from Marie Corelli's book.

Griffith decided several days ago that he wanted Menjou, but the latter is now completing "A Social Celebrity" under the direction of Mal St. Clair and was scheduled to start next month on "The Ace of Cads." The production schedule has been rearranged however, so that Menjou could first work in "The Sorrows of Satan."

The only other member of the cast chosen to date is Carol Dempster, who will play the part of Mavis Claire, the English Novelist. Griffith is now seeking a man suitable for the role of Godfrey Tempest, the young writer who comes under the influence of Prince Lucio Rimanez-Satan.

Farley Gets Schenectady House Lease

Just before leaving for Miami last week for a six weeks' stay, W. W. Farley, of Albany, took over the lease of the Van Curler theatre in Schenectady, which has been operated by the Berinstein brothers for the past year, or so. This gives Mr. Farley complete control of Schenectady, outside of the vaudeville field. He will make no change in the policy of the Van Curler, and road shows will be booked for the house. Dell Raechell, who has been handling the Van Curler, will be transferred to one of the other Berinstein houses, and in all probability, James Roach, who is handling the four Farley motion picture houses in Schenectady, will include the Van Curler with his other duties.

Fox Theatres Apply for Exchange Listing

Fox Theatres Corporation made application this week to the New York Stock Exchange for the listing of 800,000 shares of non-voting, no par value Class A common stock of the Fox Theatres Corporation.

Christy Cabanne has signed Eugene Borden, stage and screen actor for the role of Varvo in "Monte Carlo," which Cabanna is directing for Metro-Goldwyn-Mayer. Borden has just finished a road engagement in "Little Kitty Kelly" to re-enter pictures.

Ottawa Theatre Adds Stage Orchestra as Attraction

Manager Pete Kehayes of the Capitol Theatre, Ottawa, a downtown house, has installed a 10-piece orchestra by way of special attraction, the band being placed on the stage for all performances. Manager Kehayes recently discontinued the presentation of vaudeville and replaced the five acts with another feature picture, giving two features for a show along with short subjects. Programs are changed twice weekly.

Eugene Borden Signs for "Monte Carlo" Cast

"Monte Carlo" is described as a satirical-comedy dealing with the actions of Americans abroad. Lew Cody and Gertrude Olmstead have the leading roles, while in the supporting cast are Roy D'Arcy, Harry Myers, Karl Dane, Cesare Gravina, Trixie Friganza, Zasu Pitts, Henri Lagarde and Arthur Hoyt.

Naked Truth Tickets Go Fast

Tremendous Success Already Assured Annual Dinner-Dance of A. M. P. A.

PREPARATIONS are now well under way and success is assured for the sixth annual Naked Truth dinner and dance of the Associated Motion Picture Advertisers to be held at the Hotel Astor, New York, the night of February 6th. Celebrities of the picture industry and the Broadway legitimate stage have expressed their intention of being on hand for the occasion and they will be introduced to the guests by Nat G. Rothstein of F. B. O., who will serve as official announcer.

Among the usual features of the affair will be a burlesque news reel wherein the entire industry will be kidded. Some of the best laugh specialists in the business are lending their services to the preparing and editing of this picture. Victor Shapiro of

the Samuel Goldwyn offices is editor-in-chief.

Among the biggest features of the occasion will be the presence of the "twelve immortals," composed of such universally known figures as Adolph Zukor, Sam L. Rothapfel (Roxy), D. W. Griffith, Mareus Loew, Sidney R. Kent, William Fox, Joseph M. Schenck, Will Hays, Richard A. Rowland, Carl Laemmle, Sam Katz and Jesse Lasky.

With the admission tickets limited to one thousand, indications are that the available supply will be exhausted well in advance of the date set for the dinner-dance. Those in the industry are warned to make their reservations early through Charles Einfeld of First National at 383 Madison Avenue, who is in charge of the sale.

Big Theatre Boom in Omaha

Building Plans Greatest Territory Has Known; Two \$1,000,000 Houses in Program for 1926

ACCORDING to plans announced by individual theatre operators and circuit owners, the Omaha territory this year will witness the greatest building program it has ever known. Among the large operations in theatre construction which have been launched are two large cinema palaces, each to be erected at an estimated cost of \$1,000,000. One of these is the A. H. Blank theatre now being built at 20th

and Farnam Sts., and the World Realty Company's structure to be built at 16th and Douglas, Omaha.

Throughout the territory new suburban houses are under way or are planned for the near future. Epstein Bros., operators of the Orpheum and the Roseland in South Omaha, have plans for six more houses. At Grand Island there are two large houses being built, one by Universal and the other by Famous Players. The Universal project will cost in the neighborhood of \$250,000 and Famous will spend over \$300,000 on the theatre to be built on West Second St. there.

The Minne Lusa, now being built in Omaha, is scheduled to open about March 1. The house which Peter Bribilis and Henry E. Hower are building at 33d and California is also to be opened soon. Plans for a theatre at 49th and Military have been announced by Ernest A. Harms.

In addition to the Omaha theatre, A. H. Blank will build a new theatre in Des Moines. The theatre, which will seat about 3,000, will cost over a million dollars to build.

McNamee F. B. O. Sales Promotion Chief

F. B. O. has appointed Edward McNamee sales promotion director to succeed R. K. Bartlett, who recently resigned. McNamee is a veteran of the motion picture industry and has seen service in many capacities. For several years he was affiliated with First National and Fox Film Corporation as exploitation and publicity man. He is also a contributor to many of the national magazines.

Gus Edwards to Produce Acts for Publix

GUS EDWARDS, producer of musical revues, has signed a contract with the Publix Theatres Corporation to produce three stage revues to be presented in leading Publix theatres throughout the country.

The first production, called "The Garden of Girls," and including about thirty people, will have its first presentation at the Rivoli Theatre, New York, the week of February 14. Mr. Edwards will prepare the other two productions for presentation at intervals of about six weeks.

Industry to Observe Laemmle's Twentieth Anniversary

Entered Screen World in 1906 as Small Exhibitor

ONE of the most important events of the film year will be the celebration of Carl Laemmle's Twentieth Anniversary. He entered the film world February 26, 1906, as the proprietor of a small store show in Chicago. He is now a figure of world-wide importance as the head of one of the industry's biggest production, distribution and exhibition companies.

Twenty years ago, when Laemmle entered the motion picture business, it was struggling along in an infancy of store-front grind shows, short, split-reel pictures, mostly of the novelty variety, and erratic production and distribution. Much of the progress since that date has found Laemmle and the organization at his command, well to the forefront. His far-sightedness and consistent driving power and his progressive steps towards the advancement of the industry offer striking reasons for celebration, not only by the Universal organization, but by the entire industry.

Laemmle's twentieth anniversary celebration will not be limited to his Universal associates. His admirers and well-wishers of the entire industry and out of it will join with him.

Already he is receiving congratulatory wires and letters, felicitating him upon the approaching anniversary.

Will H. Hays, at the head of the Motion Picture Producers and Distributors of America, was one of the first to communicate with the Universal chief. George Eastman, head of the Eastman Kodak Company, was equally as ardent in his praise and congratulations. Other communications are pouring in from prominent exhibitors, from the heads of various film companies and other important figures in the industry.

The Universal chief is now in Europe, but will sail for America next week aboard the Steamship Olympic. He will arrive in New York February 2nd, to be on hand for the many activities which will take place in connection with the 20-year celebration.

Laemmle's entry into the film world was the opening of the White Front Theatre on Milwaukee Avenue in Chicago. It was a crude little affair with only 190 seats—camp chairs rented from a neighboring undertaker. No blare of trumpets in the daily papers heralded this enterprise; no electric marquee flashed its beckoning beacon to the crowds; no imposing front drew them in.

The crowds came, however, and it is fortunate for Carl Laemmle that they did, for the erstwhile clothing store manager of Oshkosh had invested every nickel he had in the world in that enterprise. His investment amounted to about \$3600. In twenty years this modest sum has grown to millions and has evolved into a globe encircling institution employing many thousands of people.

The little White Front theatre did so well that Laemmle acquired another. Within a few months he was operating four in all. Exhibitors remembering the difficulty of getting film in those days realize why he finally took the bull by the horns and opened a small exchange, partly to acquire a sufficient supply of film for his own houses, and also to help out other exhibitors in similar circumstances.

Having a film distributing service, he next found difficulty in getting enough films to

distribute. The next step for the present Universal chief, was to essay production on his own part, in a small way at first, but rapidly increasing. He never let go of his theatres, however, and although the original White Front Theatre and its humblebrothers not long since has been superseded by more pretentious houses, there or elsewhere, Laemmle has continued to retain his interests in the exhibiting end of the game.

Laemmle has an invigorating outlook on the motion picture business. In his recent letter to his Universal associates, in which he anticipated his approaching anniversary, he said:

"It's a wonderful business. It's a crazy business, not half so crazy as it was in the early days, but still a bit daft in spots. It's a business of big figures. It's a business of terrifically hard work. But I love it.

"It has a lure no one can resist. And it still has boundless possibilities. It has never been plumbed to the bottom. It will go on improving and improving with each year. You can't get away from it. I've seen many men leave it forever—only to come back to it.

"Standing off to one side and getting a better perspective view of these twenty years of ceaseless activity, I wonder how we have all weathered the innumerable gales and tempests we have struck. Attacks from within and attacks from without have all been met and overcome—and the old business goes smoothly, beautifully, triumphantly on its way.

"Twenty years of glorious friendships: All the money in the world could not induce me to give up the friendships I have found in this industry. Friendships in every possible walk of life, in every corner of the civilized globe—friendships among the rich and the poor, the high and the lowly.

"All the greed we have battled against—all the intolerance, all the hatred and envy and opposition of every description—all



Carl Laemmle, President of Universal Film Corporation.

these are cast aside from the memory when faced with the goodness, the fineness, the sportsmanship and the friendships!

"Do you wonder I love it? Do you wonder that I view these twenty years with pride and joy and a softness of the heart?

"Well—here goes for another twenty years even better than the first twenty!"

Carl Laemmle's rise to fame and fortune from his humble beginnings twenty years ago is regarded as one of the most colorful stories of success in the entire business world. He, however, attributes his success in no small degree to the fact that he has always retained the exhibitor's point of view.

It is said of him on good authority that he often has passed up handsome profits in order to give small exhibitors the break. The best instance of this is his 1925 Complete Service Contract policy, by which he agreed to supply exhibitors with the entire Universal output at a nominal weekly rental. This move astounded the industry and was characterized as a throwback to the early days of film distribution. The thousands of letters of thanks and praise which have reached him from small exhibitors, who, without this Complete Service, might have been forced to the wall, is regarded by Laemmle as ample recompense for the move.

Alan Crosland Will Again Direct Barrymore

Alan Crosland, having completed the direction of "Don Juan" with John Barrymore, has been assigned by Warner Brothers to direct the same star in "The Tavern Knight," which will follow "Don Juan" on the 1926-27 schedule of Warners.

MIKE LEEVEE NOW PRODUCER

Plans Three Specials a Year

WITH the transfer of the United Studios to Famous Players last week, Mike Levee, president of the United, and the man who built those studios from a series of ramshackle bungalows will hereafter devote his time to producing.

According to present plans, Levee will make from two to three special productions per year, and will produce as an independent unit, his first production going through First National. This initial picture will be a comedy adaptation of the novel, "Buccaneers of the Bahamas" which ran serially in the Saturday Evening Post. The screen version will be exhibited under the title of "Molasses."

In the cast will be such prominent players as George Sidney, Charlie Murray, Mary Carr, Kate Price and others. Al Santell will make the picture for Levee.

For the present Levee will work at United, and it is planned to finish the picture before Paramount takes possession of the studios early in May. Each of the M. C. Levee productions will be backed by extensive advertising and exploitation campaigns. Camera work on "Molasses" will start early next month.



M. C. Levee

More Companies Acquire N. Y. Charters

Motion picture companies incorporating in New York state during the past week included the following, according to charters granted by the secretary of state: Oriam Film Corporation, \$25,000; Murray E. Visco, Daniel Portnova, Robert Fannelle, New York city; F. G. Short Films, Inc., \$5,000; Jennie, Felix and Louis Goldfarb, Far Rockaway.

Silo Enterprises, Inc., \$1,000, Esther M. Gurin, William E. Keating, Jean Casalboro, New York city; Parward Productions, Inc., capitalization not specified, Charles Beale, Harry Stearns, L. P. Randall, New York; Aitken Properties, Inc., capitalization not stated, K. A. McGuire, S. Frank, G. D. Murphy, New York city.

Eyolf, Inc., capitalization not stated, J. F. Wharton, Odin Gustafson, D. L. Whitney, New York; Jewish Educational Pictures, \$250,000, Herman Einhorn, Emma Sachs, David Kornbluth, New York city; Schulman-Goldberg Theatrical Corporation, \$150,000, Nathan Schulman, Louis Goldberg, Abraham H. Sarasohn, New York.

R. E. Pritchard Dies Suddenly

Prominent Member of Industry Meets Tragic End—Fire in Hotel Room

FLAMMES originating presumably from a cigarette accidentally dropped on the floor of his room caused the death of Robert E. Pritchard, a former employee of MOTION PICTURE NEWS, and a prominent member of the motion picture industry, Monday morning, January 18th.

Mr. Pritchard had resided at the Richmond Hotel, New York for several years. Monday morning at 3 o'clock he rang for ice water which was delivered immediately. At that time he was sitting in an easy chair, partially attired, smoking a cigarette. Scattered around the chair were the Sunday papers.

Fifteen minutes later, employees of the hotel smelled smoke and upon investigation found Mr. Pritchard's room in flames. The hotel fire apparatus was used in combating the blaze and the city fire department called. After the fire was extinguished, Mr. Pritchard's body was found still in the chair. He had evidently made no attempt to escape and was suffocated by smoke, presumably while asleep.

After the regulations of the city authorities had been complied with the body was prepared for burial and shipped to Chattanooga, Tenn., where Mr. Pritchard's relatives reside. A sister, Miss Margaret Pritchard, was seriously ill at the time of her brother's tragic death and had not been informed of her bereavement at the time this was written.

Robert E. Pritchard was born at Madisonville, Tenn., the son of Robert Pritchard, a former prominent attorney of Chattanooga. He entered newspaper work early in life and served on the staffs of Chattanooga and New Orleans papers.

While on the New Orleans Item, he took charge of the motion picture department and in 1916 came to MOTION PICTURE NEWS where he inaugurated the Exhibitors' Service Bureau. At this post he was remarkably successful, attracting wide attention to him-

self and the NEWS by his handling of the department. In 1919 he accepted an attractive offer from the Adlen Circuit at Toronto and a year later returned to New York to become Advertising Manager for Educational Pictures Corporation. For the past three years, he has been with First National, doing sales promotion and exploitation work in the First National studios both in New York and on the Coast.

At the time of his death, Mr. Pritchard was unemployed, having left First National just prior to January 1st. He had not been in the best of health for several months and for the past two weeks had been ill enough to keep him confined to his room the greater part of the time. His illness however had nothing to do with his untimely death. All evidence points to the theory that immediately after the bell boy's visit with the water, Mr. Pritchard fell asleep in his chair, the cigarette dropping to the floor among the loose papers scattered about. He evidently had been reading up to the time he called the bell boy as his bed was undisturbed.

The deceased who was 47 years of age, is survived by his sister, and several cousins, all residing in Tennessee. Mr. Pritchard's father, his last surviving parent, died about 12 years ago.

Fred Martin Passes Away in Chattanooga

Fred Martin, well known in southeastern film circles, passed away on January 15th in Chattanooga, Tenn., after a lingering illness following a series of operations. He had a varied career in the film industry, having been for many years connected with the Jake Wells chain and later with Albert Sottile. During the past several years he has traveled the southeast with several major companies, including Metro-Goldwyn-Mayer and Fox. Martin leaves no relatives.

K. C. Manager Bandit Victim for Third Time

W. O. Lenhart, manager of the Linwood theatre, large suburban house of Kansas City, for the third time in three months was the victim of bandits this week. Monday two bandits entered the theatre through an alley door about noon, rushed into the door of the office in the front part of the building and, with several persons in the street looking on, not knowing it was a hold-up, took \$985.05, the receipts of Saturday and Sunday, which Mr. Lenhart just had taken from the safe. About \$100 in the safe was overlooked by the bandits. The loss was covered only up to \$300 by insurance.

Kansas House Destroyed by Fire

Fire destroyed the Royal Theatre, Bonner Springs, Kas., Monday night, the loss being estimated at \$30,000. The house was owned by Charles German. The blaze at one time threatened the entire block.

M. P. T. O. Issues Convention Itinerary Booklet

AN elaborate thirty-page booklet, prepared by the New York Central Railroad under the personal supervision of George F. Stanton, which describes in detail the itinerary of the National M. P. T. O. Convention to be held in Los Angeles in the Spring, is on hand at the National Headquarters of the Motion Picture Theatre Owners of America, 745 Seventh Avenue, New York City.

Hourly details of the trip, from the time the train pulls out, at three-five P. M. on May 23, until the return at eleven A. M. June 23, the places the conventioners will tour and the places they will be entertained are all included in this prospectus of the trip which may be procured at National Headquarters.

Sam Sonin, Chairman of the expedition urges all in the East who are contemplating the trip to make reservations early. It is claimed the prices are unusually low for a trip of this type.

Bill Would End News Reel Censoring

Republican Measure Introduced in New York; Governor Smith Appoints Walrath, But Says Attitude is Unchanged

THE first bill pertaining to the motion picture industry to be introduced at the present session of the New York state Legislature, made its appearance in the Senate on Wednesday, January 20, being introduced by Senator J. Griswold Webb, a Republican from Dutchess county. The bill modifies the provision of the present censorship law in New York state, to the extent that it exempts news reels from examination. In some quarters the bill is viewed as the opening wedge of a movement calling for the abolishment of the commission, the bill being introduced by a Republican, naturally being accorded support from members of that party.

Governor Alfred E. Smith named John H. Walrath, former Mayor of Syracuse, to the New York State Motion Picture Commission on Monday night of this week. Mr. Walrath will succeed George H. Cobb, of Watertown, who has been chairman of the commission since it began to function in August, 1921. Mr. Cobb will return to his home in Watertown and take up the practice of law. The position pays \$7,500 but there is a possibility that the commission will be wiped out of existence this year by either Governor Smith or the reorganization plans.

All three heads of the commission are now Democratic politicians and leaders in their respective cities. Mr. Walrath was for many years a leading business man in Syracuse and served as Mayor for several terms, being defeated last fall. Mrs. Elizabeth V. Colbert, also one of the heads of the commission, is Democratic vice-chairman of Albany county, while Arthur Levy, secretary of the commission is a Democratic politician of New York.

Although Governor Smith has named a person to succeed Mr. Cobb, he let it be known that he is firmly convinced that censorship should go and that he was still standing on the same policy of years past in declaring that motion picture censorship was absolutely unnecessary. When Mr. Walrath was selected for the position, he was acquainted with the situation and the possibility of the position being little more than a temporary one.

Riesenfeld to Direct Carnival Benefit

HUGO RIESENFELD will have complete charge of the premiere showing of "Three Faces East," which will feature the entertainment at the Motion Picture Carnival of the Film Mutual Benefit Bureau to be staged at the Hotel Plaza, New York, February 3rd. In addition to directing the performance, Riesenfeld will write the music score and direct the orchestra.

The picture is a Rupert Julian production based on the stage success written by Anthony Paul Kelley. Jetta Goudal, Robert Ames, Henry B. Walthall and Clive Brook are in the cast.

Members of the motion picture industry and the society world are expected to attend the carnival, the proceeds of which are to be turned over to charity. In addition to the preview the entertainment will include a midnight ball and carnival features in which debutantes will impersonate film stars.

Washington Censorship Bill Killed

QUICK action by the Motion Picture Theatre Owners of Washington, and the Northwest Film Board of Trade of Seattle, effectively eliminated the censorship bugaboo that cropped up for its annual breathing spell recently in the State of Washington legislature's yearly session. The bill was killed in committee, due primarily to the efforts of J. M. Hone, executive secretary of the M. P. T. O. W., assisted by part of the association's legislative committee, including F. J. Talabere of Walla Walla, C. E. Farrell of Ellensburg and J. A. Quimby of Bellingham, as well as L. A. Drinkwine of Tacoma, president of the body.

The plan as outlined by the leading Republican majority in the Assembly as well as the Senate according to the best authorities is that no action will be taken or the Republican attitude on censorship will not be known until the Charles E. Hughes non-partisan reorganization committee files its report with the Legislature.

The proposition is to see what this committee decides relative to the consolidation of the state departments. It is reported that the Hughes committee will not recommend the abolition of the commission entirely, but will recommend that the functions of the censor board be transferred to the State Department of Education.

The report of the New York State Motion Picture Commission, just submitted to Governor Smith, outlining the work of the commission during the last twelve months, there were 4,236 eliminations made by the commission during the last twelve months, these consisting of 3,868 scenes and 368 titles. All told the Commission examined 8,949 reels. Eliminations were made from 712 films, while 2,598 films were approved by the commission without elimination. There were 592 permits granted without examination and 3,310 original licenses issued, while duplicates were issued to the extent of 36,039.

Twelve features were condemned in their entirety by the commission. Eliminations were made on the following grounds, in some cases eliminations being made on more than one ground: Indecent, 656; inhuman, 1,438; tending to incite to crime, 1,804; tending to corrupt morals, 318; sacrilegious, 20.

Of the eliminations made by the Commission, 428 came from dramas; 149 from comedies; 61 from comedy dramas; 65 from serials, two from news reels, two from educational; one from cartoons and 13 from miscellaneous. During the year 32 appeals from decisions of the Commission were made by producers seeking a review by the entire commission.

The report of the commission to the Governor stresses the fact that it is a revenue-producing body and calls attention to the fact that during the period of its existence from August, 1921, to January 1, last, the receipts of the censoring body amounted to

\$853,986.85 and that its running expenses over the same period amounted to \$373,927.97, leaving a profit to the state of \$480,058.88. During the past year receipts amounted to \$197,049.34, the largest in the history of the commission, but its operating expenses of \$89,956.33 were also the largest.

In connection with the Commission's report, a portion is devoted to the aid that has been given the commission by state troopers who visit the theatres in the smaller communities and who report directly back to their head, on any violations of the law. The same recommendations were made by the Commission as a year ago, which include one giving the Commission power to stop the showing of pictures in which criminals or persons of a debased character appear.

The commission also calls attention to a question as to the power of municipalities to prevent the exhibition of films that have been licensed by the state. It appears that there have been one or two complaints of this sort coming from the municipality which has a censoring board of its own, and where persons in charge insist that different eliminations be made from the picture other than deemed necessary by the Commission.

According to the Commission pictures have shown great improvement since the censorship became effective in New York state, the report closing with a declaration to the effect that on account of the millions invested in motion picture theatres, that there is even greater need of censorship and clean, wholesome pictures than ever before, not only to protect the public, but also to protect those whose fortunes are invested in the theatres.

Lawrence, Mass., House to Show Films and Sketches

The Cosmopolitan Theatre at Lawrence, Mass., is closed for minor alterations and improvements and is to reopen with a program of pictures supplemented by short plays or sketches in Italian.

K. C. Censors Handle 366 Miles of Film

ACCORDING to Miss Emma Viets, chairman of the Kansas State Board of Motion Picture Review in Kansas City, Kas., 366 miles of film passed through the board's office during the year 1925, statistics compiled by her show.

The censors reviewed 1,801 pictures. There were 4,013 other pictures, duplicate copies, which went through the board's hands, but were not reviewed unless eliminations had been ordered. Only five pictures were rejected entirely. Eliminations were made on 338 pictures. Under a ruling authorized by the state legislature at its last session, news reels were exempt from censorship and the fee for censoring educational and scenic reels was cut from \$1 to 25 cents.

Fees received during the year totaled \$23,454.50. Of this, 10 per cent was transferred to the general fund of the state and the remainder used to pay salaries and maintain the board.

Coal Strike Closes or Curtails Fifty Theatres in Mining Territory

NEVER in the history of the motion picture industry in the territory comprising Eastern Pennsylvania, Southern New Jersey and Delaware, has there been such a violent reaction against the exhibitor as has been experienced as an outcome of the anthracite coal strike.

Following the declaration of the strike in September, business showed a decided improvement, due to the fact that the idle miners, flush with earnings, patronized the motion pictures liberally. As time wore on, however, the attendance has gradually diminished until at the present time more than fifty theatres in the territory have been obliged to either close their doors or curtail their shows. Upwards of fifty houses have reduced their shows from six to four days a week and almost as many that have been running a fewer number of days a week have shut down entirely.

Philadelphia exchanges are daily receiving notices of cancellation from exhibitors in the coal belt and it is predicted that within another month more than one hundred theatres will have either closed down or curtailed their shows.

To add to the troubles of the exhibitors in Wilkes-Barre and Tunkhannock, public health officials have issued orders forbidding children under sixteen years of age at attend motion picture theatres. The quarantine in the former place is the result of an epidemic of measles, while in Tunkhannock, scarlet fever is very prevalent.

The general slump in the coal section has been so pronounced the last three weeks that Philadelphia exchanges are severely hit by loss of rental.

Kansas-Missouri Fix Problems

Admit Producer-Owner Theatre Managers and Decide Arbitration Matter

THE admittance as members of managers of producer-owned theatres into the M. P. T. O. Kansas-Missouri and the decision not to represent in any way exhibitors, who are non-members of the exhibitor body, in joint board of arbitration cases were two important developments in the meeting of the board of directors of the M. P. T. O. K.-M. in Kansas City Tuesday.

The date of the next convention, which probably will be in Topeka, Kas., or Wichita, Kas., in April, was left to a committee composed of A. F. Baker, Electric Theatre, Kansas City, Kas.; Jay Means, Murray and Prospect Theatres, Kansas City, Mo.; R. R. Biechele, Osage Theatre, Kansas City, Kas., and C. E. Cook, business manager of the exhibitor organization. The last convention having been held in Kansas City, Mo., the next one naturally will be in the state of Kansas.

While the resolution adopted, favoring the admittance into the organization of managers of producer-owned theatres, does not become effective until the by-laws are changed at the next convention, the work remaining to be done is little more than routine. As to voting power, producer-managers will be on the same basis as all members, virtually the only exception being that no producer-manager will be eligible to hold office.

The arbitration board stand is the outgrowth of long agitation. John Coreoran, Midway theatre, Kansas City, Kas.; F. Amos, Westport theatre, Kansas City, Mo., and L. J. Lenhart, Roanoke theatre, Kansas City, Mo., exhibitor members of the arbitration board, will continue to sit on the board in hearing cases of non-members, but that is all. There will be no advance investigation of the cases and, to bare the facts, no interest whatever displayed in cases except where exhibitors are M. P. T. O. K.-M. members. Also, the exhibitor body will urge a revision of the rules of the arbitration board to harmonize with existing conditions in the Kansas City territory, ignoring altogether the procedure of similar boards in

other cities, unless such procedure should be deemed beneficial to Kansas City.

It also was decided at the meeting that the association will obtain an attorney, who will act as counselor to represent the M. P. T. O. K.-M. in all legal matters, to be retained on an annual retainer fee basis. R. R. Biechele, president, and A. F. Baker, member of the board of directors, were appointed to select the attorney.

Approval in no uncertain tone was voiced at the meeting of the tie-up with P. D. C. last month, known locally as "Exhibitors' Month," in which the M. P. T. O. K.-M. received a percentage of all P. D. C. product sold during the month, the exhibitors aiding in obtaining bookings.

Paramount Manager Heads Milwaukee Board

George Smith, Milwaukee manager for Paramount, was elected president of the Milwaukee Film Board of Trade at the annual election held Monday. Frank De Lorenzo, branch manager for the Producers Distributing Corporation, was named vice president; Max Stahl, Educational branch manager, secretary and treasurer, and John Ludwig of the Ludwig Film Exchange, sergeant-at-arms. Ben Koenig, legal advisor of the Board, was re-elected as executive secretary. All the officials for the coming year rank very high in the esteem of local filmdom, and under their guidance the Board expects to go through a very useful year.

Quirk Acquires Photoplay and Opportunity

James R. Quirk has completed arrangements with R. M. Eastman and E. M. Colvin, all joint owners of Photoplay and Opportunity Magazines, whereby Quirk will purchase both publications. Quirk has held a large minority interest in the magazines and has been editor and publisher of Photoplay since 1914. It is announced there will be no changes in any department of the publications.

Plan Provides Income for Kansas-Missouri

A plan, whereby a permanent monthly income will be obtained for the M. P. T. O. Kansas-Missouri, is being worked out by C. E. Cook, business manager, and unofficially has been approved by the exhibitor body.

The plan consists of a permanent tie-up of the M. P. T. O. K.-M., and an exchange, the name of which was not divulged, due to the fact that the plan is in embryonic stage, in which the exhibitor body will do all the booking of a certain short subject in the Kansas City territory and reap a percentage income on the earnings of the product. The short subject is a weekly issue product and the stability of the project has so appealed to Mr. Cook that a contract may be entered into within the next ten days.

Child Welfare Committee Stages Showing

The Child Welfare Committee of the Woman's Literary Union of Portland, Me., has arranged a series of motion picture entertainments for children, the first of which was given at Keith's Theatre, Portland, Saturday morning. They will be continued from time to time. "Big Game Hunting in Africa" was the feature with a comedy and news reel completing the program.

For these specials admission of 10 cents only is charged, the theatre management and the Union cooperating to bring the series of pictures within the reach of all children of the city.

Gordon's Olympia Returns to 3 Shows Daily

Gordon's Washington Street Olympia Theatre, Boston, has returned to its former policy of three shows daily after trying out a four-show policy for several months. There are now shows at two, five and eight o'clock with vaudeville only at the last two shows and an extra picture in place of the vaudeville at the first show, giving two feature films at the first show and one feature film, comedy and news with vaudeville at the other two.

M. P. T. O. A. Establishes Honor Roll

FOR the first time in its history, National Headquarters of the Motion Picture Theatre Owners of America is establishing for its affiliated units an Honor Roll. Only State Organizations which are 100% paid up in their dues to the National Organization will be eligible for placement on this roll, which will occupy a permanent and conspicuous place in the Official Bulletin of the Motion Picture Theatre Owners of America.

The announcement in the Official Bulletin of this Honor Roll has already created spirited competition among the States Units affiliated with the present organization, the headquarters of which are at 745 Seventh Avenue, New York City. Western Pennsylvania, Maryland and New Jersey already head this list. There are a number of other State Units which are 95% and 98% paid up in their contribution for the maintenance of their National Organization.

\$2,000,000 Detroit House for Fox

Many New Theatre Transactions are Also Reported From the Mid-West and West Coast Theatres Organization

AMONG the news items with regard to theatre expansion and the building of new houses in various parts of the United States is one announcing that Fox will start construction immediately on a two million dollar house in Detroit. The site is on the west side of Woodward Avenue, between Columbia and Montclair, according to Walter Shafer, manager of Fox Washington theatre in Detroit. The new house will have a seating capacity of five thousand. It is expected to open in September, 1927.

St. Louis film circles have been informed that Balaban & Katz have taken over the Washington Square theatre in Quincy, Ill. The price paid has not been revealed, but it is said to have run well into six figures. It is anticipated that Joseph Desberger will continue as manager of the theatre.

Grand boulevard in St. Louis is to have a 3000-seat independently operated first run picture palace. Confirmation of rumors to this effect has been obtained, but for the present the identity of the operating company is being withheld.

The new theatre will be a part of a large office building structure to be erected at the northwest corner of Grand boulevard and Delmar boulevards by the Knights of Pythias.

The American Bond and Mortgage Co., Inc., is floating a \$1,250,000 issue of 6½ per cent first mortgage serial gold bonds to finance four theatres planned on the East Side, New York, by the Delancey-Clinton Realty Co., Inc. The bonds will mature in from two to fifteen years, will carry interest payable twice a year and are being sold in denominations of \$1,000, \$500 and \$100.

The theatres are: A combination theatre and commercial building at 180-186 Suffolk Street, running through to 11 Clinton Street; the theatre proper will seat 1,220. The storehouse building at 195 Rivington Street, will be remodeled to contain an exit for a theatre to be built on the remainder

Theatre Construction is Heavy in St. Louis

THEATRE construction played a prominent part in the establishment of a record building year for St. Louis during 1925. Of the grand total of \$54,877,013 permits for 61 theatres totaled \$3,247,680, while alterations to theatres totaled \$496,825.

of the plot; the house will seat 600. A 1,700-seat theatre will be built at 126-128 Clinton Street with a roof garden seating 1,000; there will be a commercial building in connection with it. The fourth will be at 185-191 Avenue B and 602 E. 12th Street and will seat 600.

The officers and directors of the company are also majority stockholders of the Bijou Holding Corp. which guarantees the completion of these various projects.

That the city of Hawthorne, California, will soon be graced by a \$150,000 theatre and store building is the announcement issued by Abe Gore of the Venice Investment Co., and vice president of West Coast Theatres, Inc.

Gore states that construction work will start immediately on a lot 150 by 175 feet on Hawthorne Boulevard, 300 feet north of Broadway. The theatre will be known as "The Roosevelt."

Plans and specifications executed by John Paxton Perrinne, architectural engineer, were approved by Gore Brothers, and Sol Lesser, Adolph Ramish and D. B. Vanderlip. Lew Zuckerman, realtor and one of the principal owners of the Commercial Exchange building of Los Angeles, handled the purchase of the new property.

According to D. B. Vanderlip, one of the executives who also was interested in the closing of the deal, the theatre will seat over 1000. It will contain a stage large enough for any road show as well as for the perfect staging of West Coast Theatres presentations, produced by Fanchon and Marco.

The East Coast Theatres Company, of which Oscar Neufeld and Sam Stiefel are the principal stockholders, recently acquired the Roxborough theatre, Roxborough, Pa.; the Karlton theatre, Pleasantville, N. J.; the Embassy, Swedesboro, N. J.; the Fire Hall, National Park, N. J., and the Palace theatre, Glassboro, N. J. The Palace, Glassboro; the Fire Hall, National Park, and the Karlton, Pleasantville, N. J., have been acquired on leases from the Stiefel Amusement Co., Inc.

Incorporation papers for a state wide theatrical circuit were granted last week in Columbus. The papers name as incorporators the Coshoc-ton-Cinderella Theatre Company, Dover-Webber Theatre Company, Logan-Ruble Theatre Company, Muskingum Theatre Company, and the Sidney-Majestic Theatre Company, Lawrence M. Rich, Max L. Fishel, J. C. Luckay, L. Clark and L. London of Cleveland. Rich states that the company would include the operation of a number of Ohio theatres other than those named.

From Minneapolis comes word that F. and R. through William Hamm, one of the

wealthiest and most powerful figures in that section are pushing much building activity. L. J. Johnson, an architect, has been hired to devote all of his time to the planning of new theatres. The company is reported dickering for a site at Minot, N. D., with a number of other deals under consideration. While there has been some discussion of Minneapolis suburban theatres to be erected by the circuit, no decision has yet been made.

The World Realty Corp. of Omaha is out after a chain of combination houses in 15 Nebraska cities, starting with Columbus and Fremont. The Columbus theatre will cost \$100,000 and Fremont, \$150,000. All new theatres are to seat 1,000, except in the case of Hastings and Grand Island where the capacities will be larger.

A theatre and office building to cost \$150,000 will be erected at once in Montabello, California, according to the announcement of Harry M. Sugarman, general manager and secretary of the West Coast Junior Theatre Circuit. Papers have been signed by Oliver P. Justie, whereby his lot with a 75 foot frontage on Whittier Boulevard, and 150 feet on Spruce will be covered by a theatre building seating 900, and contain offices and stores.

Plans for the structure are being executed by Richard M. Bates, Los Angeles architect. West Coast Junior Theatre Circuit has signed a long term lease with Justie for an aggregate rental of \$200,000.

According to Sugarman, the location is ideal, inasmuch as Spruce Street is to be cut through at once, opening northerly and crossing over Whittier Boulevard. This street opening will place the theatre on the northeast corner of Whittier Boulevard. Michael Rosenberg, vice president of West Coast Junior theatres will shortly announce a plan to award \$150 in cash to the person suggesting the best name for the theatre; a name that will be fitting and proper in keeping with the fast growing town of Montabello.

This marks the opening of a gigantic building plan on the part of the West Coast Junior Theatre Circuit which will mean that several other leading Southern California towns, such as Whittier, Ventura and Santa Maria will be accorded new theatres, said Sugarman.

Ground Broken for New Warner House

WITH more than a thousand persons in attendance, including many city officials, Warner Brothers broke ground last week for their Hollywood Theatre, which is to be one of the finest in California. Fitting ceremonies marked the occasion.

Motley H. Flint, vice-president of the Pacific Southwest Trust & Savings Bank, of Los Angeles, turned the first shovelful of earth and ground was broken also by Harry M. Warner, Jack L. Warner, Bennie Zeidman and all the Warner Bros. stars and directors who were on the west coast at the time.

All the events on the program were broadcast by the new Warner Bros. portable radio station 6XBR as they took place.

The new theatre is to be in the heart of Hollywood, at Hollywood Boulevard and Wilcox Avenue, and will cost two million dollars. It will be six stories in height, with a frontage of 196 feet on Hollywood Boulevard and 223 feet on Wilcox Avenue.

Chicago Referendum On Daylight Saving

DAYLIGHT saving which for five years has worked a handicap on Chicago Moving Picture Theatres during the summer months, will be put to a referendum vote for the second time in five years at the November election. This decision was arrived at by the City Council following a hearing by the Committee on Judiciary at which organized labor demanded a repeal of the present law.

The decision of the City Council means that daylight saving will be in effect during the coming summer starting the last Sunday in April and continuing to the last Sunday in September.

Craver Sells 35% of First National Franchise to Sams, of Winston-Salem

R. D. CRAVER, prominent figure in Southern exhibition circles, informed MOTION PICTURE NEWS this week that he had disposed of a thirty-five per cent interest in his First National franchise to A. F. Sams of Winston-Salem, N. C., lawyer, State Senator from Forsyth County, and owner of the Capitol Theatre in the Carolina city.

Mr. Craver is engaging in the real estate business in Florida. He had previously sold his theatres to Warner Brothers.

This means Mr. Craver's virtual withdrawal from active participation in the film industry, although he of course still holds the controlling interest in the First National franchise, for his territory, which is included in the Charlotte exchange district.

Slump Hits St. Louis Houses

With One Seat to Every 7.05
Persons Business Shows Falling Off

AN average of one seat for every 7.05 persons may be causing a slump in St. Louis, of which exhibitors of that city are complaining, but at the other end of the state in Kansas City an entirely different situation exists.

A check up of about a year ago in Kansas City revealed that there was a seat for every 4.05 persons. Since that time approximately 8,000 seats have been added to the total, with more than 6,000 more—not plans, but actual construction—to come by the middle of next summer. And business is good, not theoretically, but in physical fact, as the lobby of any down town first run house will prove almost any night. Kansas City has a field to draw from which includes a population of about 600,000.

Important announcements were made this week concerning the new 4,000 seat Midland Theatre, construction on which starts in a few weeks. Herbert M. Woolf, president of the Midland Theatre and Realty

Company, which is constructing the house at Thirteenth and Main streets, announced that M. B. Shanberg, president of the Shanberg Poster Advertising Company, would manage the new theatre. Mr. Shanberg manages 12 other theatres of the Midland chain.

There no longer exists any doubt concerning the fact that the new theatre's booking will be controlled by Metro-Goldwyn, although the actual financial interest which Metro-Goldwyn has in the house has not been disclosed. Thomas O. Lamb of New York City, theatre architect, and Robert Boller of Kansas City are preparing plans for the new house.

With the removal of all doubt concerning the building of the Midland theatre and the affiliation with Metro-Goldwyn, comes the announcement from Harry Warner of Warner Brothers, who was in Kansas City this week, that the proposed plans of Warner Brothers, to build a large first run house in Kansas City have been abandoned. Mr. Warner was on his way from Los Angeles to Europe, being accompanied by Motley Flint, executive vice-president of the Pacific Southwest Trust and Savings Company of Los Angeles.

Haas is Named Paramount's Colorado Circuit Manager

Jay A. Haas has been appointed the Circuit Manager of Paramount theatres in Colorado. Mr. Haas, for the past two years, has been Exploitation Manager for Famous Players in Portland, Oregon. He has been in the show game for many years, having managed Levey's Orpheum in Seattle; The Orpheum in Butte, Montana; The Grand Theatre in Portland, and a number of other amusement houses. Mr. Haas will assume his new duties immediately with headquarters at the Rialto Theatre, Denver. The Paramount theatres of Colorado are located at Denver, Greeley, Colorado Springs and Pueblo.

Kansas City Globe Suffers Big Fire Loss

Fire starting back-stage in the Globe theatre, first run motion picture and vaudeville house of Kansas City, early Sunday morning resulted in \$15,000 damage, as well as the loss of \$12,000 in receipts for the week, according to William and N. J. Flynn, managers. It was necessary to close the house for a week.

Albany Film Clubs Hold Annual Ball

The first annual ball of the Associated Film Clubs of Albany, held at the Hotel Ten Eyck last Friday night, attracted fifty or more couples and proved both enjoyable and successful. The proceeds of the affair are to be used in establishing a fund which can be used in case of emergency such as sickness or unemployment.

The programs were furnished by G. A. Woodard, former manager for Fox in Albany, and who is now running a printing and advertising establishment. Six acts of vaudeville from one of the local theatres were featured during the evening. The committee in charge of the affair consisted of J. H. MacIntyre as chairman, Ted O'Shea, H. C. Bissell, Herman Stern, F. T. Lawlor, Ray Smith, Arthur Goldsmith and C. Eastman.

Overheated Furnace Causes Theatre Fire

The Grand theatre Duquoin, Ill., was destroyed by fire on January 14. An overheated furnace is believed to have been the cause. The fire started about 5:15 p. m., an hour before the usual opening for the evening show.

The theatre was the property of the Redd-Yemm-Hayes Circuit and seated approximately 1200 persons on two floors. It was erected but a few years ago at an estimated cost of \$150,000.

Hoosick Falls Exhibitor Passes Away

Charles A. McCarthy, of Hoosick Falls, N. Y., one of the oldest and best known exhibitors in this part of the state, died at his home last week, following an illness of several months. He was a familiar figure along Film Row up until a year or so ago, when he leased his house to Lew Fischer, of Fort Edward, and announced that he intended to take life a bit easier.

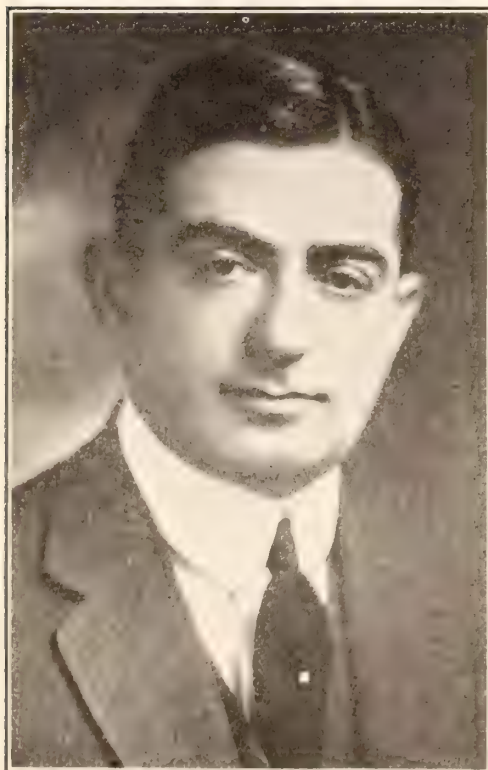
New York Village Votes For Sunday Pictures

The residents of Canastota, N. Y., recently voted in favor of Sunday motion pictures. There is but one theatre in town, this being run by M. J. Kallet, who also has a house in the neighboring city of Oneida.

Zanft on Directors Board of Ascher Bros.

COMMISSIONER John Zanft, vice-president and general manager of the Fox Circuit of Theatres, has been elected a member of the board of directors of the Ascher Bros. circuit in Chicago.

Mr. Zanft, who has been the ostensible head of the Fox theatre circuit for many years, has taken an active part in directing the expansion program of that organization from a local string to one of national importance. In addition to his theatrical activities Mr. Zanft takes an active interest in local and state affairs. He holds the honorary title of Commissioner by appointment of Gov. Smith to the Board of Managers of the New York State Reformatory at Elmira, N. Y.



John Zanft, Director of Theatres for Fox, elected to the Board of Directors of Ascher Brothers, Chicago.

Motion Picture News Prize Contest For Branch Managers and Film Salesmen

MOTION PICTURE NEWS hereby announces the offer of a prize of One Hundred Dollars for the best article from any branch manager or film salesman on the subject:

"How MOTION PICTURE NEWS Helps Me in My Contact With Exhibitors."

The competition is open immediately. It will close at midnight on July 1, 1926. Articles should be typewritten and limited to 1,000 words, if possible. They may be as short as the contestant desires. The judges will be the editorial staff of MOTION PICTURE NEWS.

In case two or more articles are deemed of equal merit, the full amount of the prize will be given to all articles so tying. The winning article will be published in full together with a short history of the winner's career. Articles deserving honorable mention will also be printed.

Competing articles should be addressed to the Editor, MOTION PICTURE NEWS, 729 Seventh Avenue, New York City, and the name and address of the contestant should be written on the first page.

All branch managers and salesmen are eligible to compete. Manuscripts cannot be returned. Copies should be kept by contestants. MOTION PICTURE NEWS cannot be responsible for loss of manuscripts in transit. Proof of mailing will not be considered proof of receipt.

Selig Studios Bought by P. A. Powers

Will Be Known as Associated Studios, Inc.; Two Producers Now Working on Productions for Associated Release

P. A. POWERS, Chairman of the Board of Directors of Associated Exhibitors, has purchased the Selig Studios on Mission Road, Los Angeles. Final details of the transaction were consummated last week, and the plant, now undergoing a thorough rejuvenation will henceforth be known as the Associated Studios, Inc.

The property, comprising ten acres in addition to which Powers has secured the use of Luna Park, giving the studio a total of thirty acres, was purchased by him to house the production activities of the various West Coast units making pictures for Associated Exhibitors release. In addition to these units it is likely space will be available for leasing companies Powers' plan being to maintain an institution that will give producers an opportunity to make pictures without an exorbitant overcharge.

Considering the space and the equipment at hand no studio in Los Angeles has better facilities for economical production than the Associated it is claimed. There are four immense stages with a total of approximately 100,000 feet of stage space. The mill, carpenter shop and paint shop are the last word in modern construction.

There are dressing rooms sufficient to accommodate all the principals and extras of the largest production. In the administration building there are 30 offices in addition to the executive offices. Besides the dressing rooms there are modern bungalows of

"U" Opposes Change in City Name

OFFICIALS and employees of Universal City are opposing a move on the part of the Chamber of Commerce outside of the plant to change the name of that community to Cahuenga. The name Cahuenga was decided upon partly because of the proximity to Cahuenga Pass, and partly in commemoration of the signing of the Treaty of Cahuenga some seventy-five years ago, in which General Pio Pico formally surrendered California to General John C. Fremont on a spot just opposite the main entrance to the studio.

The Universal Corporation and its employees are opposing the movement with a lively enthusiasm, and officials of the studio point out that if the big plant had not been built there there would be no Universal City.

three rooms and bath each for the use of stars.

There are six cutting rooms, four film vaults, two projection rooms, in addition to camera vaults, still rooms, portrait gallery, etc.

In the electrical department there are four generators, 5 G. E. rotaries and two sun arcs. Included in the smaller equipment are 120 breads, 120 spots and a practically unlimited number of banks.

Already making their production headquarters at the Associated Studio are A. A. Hutchinson, who has just completed "The Nut Cracker," starring Edward Everett Horton and Mae Busch; Bert D. Carber, who is to make a series of western features starring Bill Cody, and Thomas L. Griffith, who is to co-star two well known players as yet unnamed. The product of all of these will be distributed by Associated Exhibitors. Several other producers are making arrangements now toward the transferring of their activities to the Associated.

Emil Offeman, West Coast representative of the Associated Exhibitors, is in complete charge of the new studios as general manager. W. I. Heywood is studio manager while others of the executive force are George Morris, comptroller; Fred Stark, superintendent of construction; Harry Campbell, chief electrician; Ed Forrest, scenario editor; W. J. Finn, head of the photographic department; Henry Stahl, head of the paint shop and Ben Estland, director of publicity.

M. P. T. O. of Texas Calls Meeting for Feb. 5

W. S. Waid, manager of the Motion Picture Theatre Owners Association of Texas has called a meeting of the Board of Directors for February fifth, to be held at Dallas, Texas.

Universal Completes Research Work For George Washington Special

PRELIMINARY research work has been completed by Universal for the forthcoming super production to be built around the great national figure, George Washington. Much of this work has been conducted by Edward Moffat, will known novelist now at Universal City.

Moffat has sought out many interesting diaries touching upon Washington's various character phases, and has drawn material from a vast number of sources of information. A thorough search of early Americans has been made in preparation for this picture, which will reach the screen as a Universal super-production.

Actual production work will be started as soon as Carl Laemmle arrives in Universal City. The Universal chief is now in Europe and will return to this country within the next few weeks.

Shea Opens New Buffalo House

Gala Occasion Marks Opening Performance of New \$2,000,000 Theatre

MICHAEL SHEA'S new theatre in Buffalo, Shea's Buffalo, was formally opened last Friday night with every one of the 4,000 seats occupied. It was a gala occasion which brought out Buffalo's "400," civic representatives, and representatives of the motion picture industry, the stage and the press.

The performance was scheduled for 8 o'clock, but as early as 7 the streets adjoining the house were lined with automobiles. One of the early arrivals was Adolph Zukor.

At 8:30 Daniel J. Sweeney, deputy superintendent of education, came upon the stage and after thanking Mr. Shea in behalf of the business men in the vicinity in whose behalf he presented a loving cup, introduced Mayor Frank Schwab who complimented Mr. Shea on behalf of the people of Buffalo.

The program was opened with the playing of The Star Spangled Banner by the orchestra of 50 pieces under direction of Harry Wallace who for several years has been wielding the baton at Shea's Hippodrome. The orchestra is on a platform which is raised and lowered at will. Tschaikowsky's

"1812" overture followed and was played in masterful manner. Then came the news reels and later the organ console was raised into view on a platform just like the orchestra and the soloist played a number to demonstrate that the big Wurlitzer can do anything—even talk.

Then came the John Murray Anderson presentation, "The Melting Pot," which went over big with the audience. Gorgeously costumed and snapped up it was enthusiastically applauded. Nathaniel Finston conducted the orchestra during the revue. Then followed "The King on Main Street," an appropriate title for the opening picture. "Laughing Ladies," a comedy closed the bill and as the folks departed, the orchestra played "Shea's Buffalo Theatre March," composed by M. I. Gordon, solo cellist and dedicated to Mr. Shea.

Shea's Buffalo was built at a cost of \$2,000,000 of which over \$350,000 was spent in furnishings and interior decorations. On January 14, 1925, just a day from the opening date a year later, the first sod was turned by Mr. Shea in preparation for the erection of the house. Since the beginning an army of workmen has been engaged 24 hours a day in rushing the house to completion.

Pommer Resigns as Ufa Chief

E. A. Dupont Sails; First Three Famous-Ufa Releases Are Announced

ERICH POMMER, one of the directors of Ufa, with charge of production and of distribution outside of Germany, has resigned from that company, according to a cablegram received this week from the Berlin correspondent of MOTION PICTURE NEWS.

This was not unexpected, and was forecast in the NEWS some time ago as the necessary outcome of internal differences as to policy. It is regarded as unlikely, however, that Dr. Felix Kalman will return to his former position at the head of the company, owing to his advanced age.

Pommer, one of the best known production executives in Europe, although still a young man, started in the film industry in Paris 16 years ago. From cutting and editing he rapidly progressed to important studio executive work. Returning to Germany, he rose during the war to a commanding position at the head of Decla-Bioscop, then Ufa's chief rival. A consolidation of

the two companies was brought about, and Pommer amalgamated the resources of the firm, including the studio properties at Tempelhof and Babelsberg, respectively.

The cablegram also stated that E. A. Dupont, Hanns Winter, Mae Murray and Rudolph Valentino were sailing on the Leviathan for New York. This might indicate that Dupont, a leading German director, will take up his work with Universal, or it may merely mean that he will bring a print of "Variety," his latest production.

A story in the Berliner-Zeitung-am-Mittag states that Famous Players will release as its first three Ufa pictures in America: "The Waltz Dream," "Variety" and "The Farmer from Texas," the last named having been made by Joe May with Edward Burns and Pauline Garon in the cast. The story also states that Famous will distribute these in all other countries throughout the world where Ufa has no distribution machinery of its own.

Motion Pictures Great Aid to Navy

Motion pictures contribute 42.6 per cent of the recreation, contentment, amusement and comfort of enlisted men in the Navy, the House committee on appropriations was told by Rear Admiral William R. Shoemaker, Chief of the Bureau of Navigation, during its hearings on the Navy appropriation bill for the fiscal year beginning July 1, next.

So interested are the men about this form of entertainment that they have voluntarily contributed \$322,000 from the profit made by the ships' stores in order that the supply of films might be unobstructed.

The Navy buys the output of four large concerns and also secures pictures through twelve independent producers, getting a rate of 6½ cents a foot. So extensive are the two circuits maintained by the Navy, the committee was told, that it requires three years for a picture to make the rounds.

Warners Will Sell Three Theatres in N. C.

Ed Turner, president of the Carolina Theatres, Inc., has announced that his organization will take over the Warner theatres in Concord, Lexington and Columbia, effective February 1st. On this same date they will take over the theatres at Elizabeth City, Statesville, Rock Hill and the beautiful suburban theatre at West Asheville. They also operate the theatres at Hickory, Lincolntown and Newton. The home office of the Carolina Theatres, Inc., is located in Ashville.

At the Warner Bros. home office in New York it was stated that final papers had not been signed but that a representative was now on his way south to do so.

Universal of India Formed as Delaware Corporation

An incorporation of the week in Delaware was Universal Pictures of India, capital \$10,000. The attorney was the Corporation Trust Company of Wilmington. It was stated at Universal that this represented no change whatever in that company's distribution in India, or in the personnel there, but simply involved the formation of a separate corporation for its handling.

Schad Again Heads East Penn. Exhibitors

HJ. Schad, head of the Carr & Schad theatres operating in Reading, Pa. and vicinity, was re-elected president of the M. P. T. O. of Eastern Penna., Southern N. J. and Delaware at the annual meeting of the organization held in the rooms of the joint arbitration board.

Wm. E. Cohen, M. E. Comerford and Floyd Hopkins were elected vice-presidents; M. Lessey treasurer and Jack Rosanfeld, Jay Emanuel and George Kline members of the board of managers. The next meeting of the Board will be held on January 28th, at which time the question of percentage bookings will come up for a large share of the discussion.

European Situation is Discussed

Fraenkel Tells of Low Standard of Houses and Showmanship in Exhibiting Business in Central Europe

By Heinrich Fraenkel

Berlin Correspondent, M. P. News

IN dealing with the general European trade situation the crux of the whole problem must necessarily be seen in the state and development of the exhibiting business. It goes without saying that satisfactory receipts can only be extracted out of a market, the theatres of which are playing to capacity and at good prices. I am sorry to say that, from this point of view, things are leaving rather much to be desired on these fields, the fault lying entirely with the, generally speaking, deplorably low standard of the exhibiting business.

In all the European territories, apart of Great Britain, Germany seems to be the only notable exception to the rule; anyhow she has, undoubtedly, made considerable strides within the last two years. As shortly back as that—any American showman who ventured into the country at that time will remember it—even Germany seemed to be hopeless in that respect, the exhibiting business averaging on a standard where it ought to have been 10 years ago. Since that time, however, or rather within the very last year, things have considerably improved in Berlin and in some others of the country's larger cities. Although exploitation is not nearly yet where it ought to be, there are still some few halls built and run on more or less modern lines of exploitation—which shows that the thing can be done and that more improvements can be reasonably expected within the near future. In the provinces, it is of course much worse. I have, within the last 18 months seen about 300 German theatres in 3 dozen cities and towns of every size. And most of what I saw—of the halls as well as of exhibitors' personalities—was not very encouraging. Still, there seems to be springing up a new generation of exhibitors with the right knack for exploitation methods; and if they are well taught they will, in due time, get acquainted with that

far from easy art of putting over a film and catering to their public.

Things are much worse in most of the other European countries and especially so in the eastern territories of Central Europe. I have lately toured several of those countries in order to organize First National Publicity in Czecho-Slovakia, Austria, Hungary and Poland. Having, incidentally, closely studied the exhibiting situation and seen about 30 different halls in Prague, Vienna, Budapest, Warsaw, I am bound to admit that, what I saw, did not even come up to my rather pessimistic expectations. In some of these places the exhibiting business is not even where it should have been 10 years ago; it's still in the very infancy of the trade.

As for as quantity goes it's quite sufficient. There are 800 halls in Czecho-Slovakia and 500 in a relatively small country like Hungary. Its the quality which makes the thing so appalling. In Vienna, which can proudly boast of being one of the world's most famous capitals there is not a single theatre which could claim to be run on even the faintest modern lines or which would even look like what patrons can rightly expect of a modern provincial house. The worst thing, however, even worse than the state of the very houses, is the fact that exhibitors, on these fields, do not seem to have the slightest understanding for modern showmanship.

I am expecting quite a lot of an all round improvement from the new First National policy of starting press-sheets on these territories, even if, for the time being, results should not come up to the e pense. It seems to be necessary, however, for the simple reason that, somehow or other, a start must be made in educating exhibitors on these fields and making them understand that the renter does not only sell him his goods, but also his ideas for putting them over and making the most out of them. I feel confident that such a policy must ulti-

mately do a lot of good to the whole American trade which, in spite of "dominating" those markets to a rather great extent cannot, so far, make out of them nearly as much as they should yield, for the simple reason that exhibitors do not know how to sell their goods to the public.

They are, so far, quite content to sit tight and whine about rotten business instead of trying to show some initiative and to cater to the public. As a matter of fact, even an exhibitor showing all the capabilities and experience of Sam Katz, Roxy and Riesenfeld rolled into one, would be up against a tough job if he were to sit at the place of one of those wretched "colleagues" of his and try to use his showmanship. The first thing for him to do would probably be to burn down the whole place and build a new theatre. Provided he had the capital. Which is rather scarce in these territories.

Under these circumstances, it seems to be quite an obvious question why American companies, instead of going in for more or less problematic "educational" jobs, do not start theatres of their own in these fields, in order to see to it that, at least in the first run houses, their goods are exploited properly. The question seems obvious. But the answer is still more so:

Taxation is so absurdly high in these fields that it must necessarily nip in the bud any enterprise in the exhibiting field. In Vienna it's more than 40 per cent of the gross takings, and in Warsaw around 50 plus some smaller items bringing the whole up to nearly 60 per cent of what the exhibitor takes at his box office. Authorities, in these fields, have evidently not yet grasped the fact that one cannot eat a cake and have it and that it would be rather more their job to further trade instead of hampering it.

This will suffice to show that under the present circumstances it would be out of the question for American business men to go in for exhibiting on these fields.

British to Develop Own Film Talent

American Sees Move on Foot to Encourage Native Directors, Writers and Actors to Build Up Production

(Note: The following article has been written especially for MOTION PICTURE NEWS by William Parker, American film man who has joined the Gaumont Company in England as supervising Editor, and presents an interesting survey of the British situation as seen from the inside through American eyes.)

IT IS likely that something will be done to encourage the production of motion pictures for and by the British, but the government and the cinema trade are as far from agreement as they were when the subject was first broached. Everybody, meaning the newspapers, government officials and the few British producers now at work are emphatic in their declaration that something must and something will be done, but just what that something is no individual seems able to determine.

The suggested quota system as a sure means of getting British-made pictures on

British screens is receiving, oddly enough, little support in cinema circles. The exhibitors rejected it by a majority vote, and the British film producers point out that a quota system would only serve to bring a flood of "dud" films to the screen, with the evil effect of driving patrons from the "cinema palaces."

The last word from the government on the subject came in the form of an ultimatum to the cinema trade, an ultimatum in effect that if the trade could not make up its mind then the government would make up the cinema trade's mind for it. From the British Board of Trade came a statement, quoted in the newspapers, that proposed legislation will be "designed to protect the cinema exhibitor against his American masters."

The Briton is a shrewd politician, and if I were asked my personal opinion—founded

on a study of the situation—I would say that the Briton is far more anxious to get his pictures into American theatres than he is to keep American pictures out of British theatres. The present agitation is, in my opinion, the logical outcome of the futile efforts of British producers to get releases in America.

A happy solution to the perplexing problem would be a spirit of co-operation wherein some sort of exchange system of stars and directors would be worked out, with an assured American release for worth-while British pictures.

Unless a co-operative plan is adopted the American film producers undoubtedly will lose ten per cent of their present business in the United Kingdom, that being the generally understood quota the British government is said to have in mind. Once the

(Continued on page 572)

M.G.M. Reach Midwinter Peak

Every Production Unit at Culver City Plant Will be Busy Within Two Weeks

METRO-GOLDWYN-MAYER will reach the peak of Midwinter production within the next two or three weeks, when every unit of the vast organization will be busy. More activity is promised than ever before in the history of the Culver City plant.

The first two directors to get under way will be Jack Conway, with "Brown of Harvard," and Archie Mayo, with the Rupert Hughes story, "Money Talks." The Rida Johnson Young story was adapted by Dorothy Farnum with continuity by A. P. Younger. Conway is now lining up his cast with no names announced as yet. Claire Windsor and Owen Moore have been cast for the leads in "Money Talks," the scenario for which was prepared by Frederic and Fanny Hatton.

Tod Browning will soon start on "The Four Stragglers," by Frank L. Packard, author of "The Miracle Man." Leon Abrams is scheduled to begin "Nocturne," by Frank Swinnerton. Both directors are now casting.

Victor Seastrom is preparing to begin filming "The Scarlet Letter" with Lillian Gish starred. King Vidor starts "Bardleys

the Magnificent," starring John Gilbert, in two weeks. This will be filmed in Technicolor and Dorothy Farnum prepared the scenario from Sabatini's story.

Marcel DeSano soon will start on "In Praise of James Carabine," by Donn Byrne, and Mauritz Stiller is ready to begin on the Cosmopolitan production of "The Temp-tress," by Vicente Blasco Ibanez. Antonio Moreno will play the male lead.

John M. Stahl is scheduled to start his initial production for Metro-Goldwyn-Mayer, within a short time. It will be "King Toto" with Lew Cody. Hobart Henley and Al Raboch are both trying to decide between several potential vehicles. Robert Z. Leonard will be back on the M-G-M lot to begin another picture as soon as he completes the production of Corinne Griffith in "Mme. Modiste."

Monta Bell is fast completing his preliminary plans for the production of "Charm," adapted from the play by John Alexander Kirkpatrick by Alice D. G. Miller.

It is expected that Edmund Goulding will return to the Metro-Goldwyn-Mayer studios within a short time to do an original.

Educational February Releases

Six Two-Reel Comedies and Six Single Reelers Due Exhibitors During Month

SIX two-reel comedies in which the leading stars of both the Christie and Educational studios will appear, feature the February release schedule of Educational. One each will feature Lloyd Hamilton, Lupino Lane, Al St. John, "Big Boy" and Bobby Vernon. There will also be a Christie two-reeler in which Neal Burns and Vera Steadman will co-star.

Lloyd Hamilton's offering will be "Careful, Please." It is said to be of the thriller type and replete with the usual Hamilton variety of humor. The Lupino Lane comedy will be "Time Flies," the third of the series of Lupino Lane comedies.

Al St. John will be seen in the new Mermaid comedy, "Hold Your Hat," in which the comedian will have on display all of his well known athletic ability. The new Educational-Juvenile comedy, featuring "Big Boy" is titled "Sea Scamps," and it is said will show this baby comedian off to splendid advantage.

From the Christie studios the two-reelers contributed to the February Educational lineup will be "Page Me," a Bobby Vernon

vehicle, and "Run Tin Can," in which Neal Burns and Vera Steadman appear.

Six one-reel subjects are also on the release chart for the month. Two are of the Cameo variety in which Cliff Bowes appears. They are titled "Keep Trying" and "Don't Stop."

The Hope Hampton special is "Colorful Fashions from Paris," second of the McCall Color Fashion News series. "Felix the Cat in Blunderland" and "Felix the Cat Fans the Flames" are the cartoon contributions, while the Hodge-Podge will be "A Criss Cross Cruise." The customary two issues of Kinograms will also be released each week during February.

Lois Moran Gets Leading "Padlocked" Role

Lois Moran has been awarded one of the biggest roles in the Paramount production schedule for next season. She is to have the leading feminine part in "Padlocked" the Rex Beach story now running in Cosmopolitan Magazine and shortly to be published in book form. The picture will go into production under the direction of Allan Dwan at the Lasky studio in Hollywood on January 25th.

Former Cameraman Given Player Contract

Maurice Kains, who until a few months ago was a second cameraman has been signed as a player by Metro-Goldwyn-Mayer. Six months ago he was used as a subject to test a new camera. The test revealed his possibilities as a screen subject and he was given small parts. His success has been rapid and the contract is the result.

British Will Develop Own Film Talent

(Continued from page 571)

British government acts there will be similar, if not more drastic legislation in the Colonies, there being a movement on foot in Australia to bar all but domestic films from the Australian theatres.

It is possible to make good box-office pictures in England, there is every factor here for good pictures, but most of the producing companies have been devoting their energies to making weak imitations of American films. I have found, however, in my talks with the more alert and intelligent British producers a definite movement to begin now to develop a school of writers, actors and directors. There are in England, according to a newspaper authority, only three capable directors. There is, I am told, no such thing as a scenario writer who can be depended upon to submit a workable continuity.

The British producers would like, and have tried in the past, to benefit by the experience of American directors and writers by employing them, but their experiments in this regard have been very unfortunate. The stories I have heard here of what some of the American directors and actors have done to British producers have put the American film industry as a whole in a very bad light. Why these directors and actors think they should do things abroad which would subject them to discipline and discharge in an American studio is a question for them to answer.

In lieu of importing these people, the British producers will look to their own field for talent. A definite move toward this objective is the announcement of the Daily Express, Lord Beaverbrook's influential newspaper, that it will at once proceed to produce an all-British film, with \$250,000 set aside for this purpose.

Colleen Moore Completes Work in "Irene"

Colleen Moore has completed her work in "Irene," the first of three First National Specials for the coming season. The other two are to be "The Viennese Medley" and "Men of Steel," both of which are now in preparation.

In order to give exhibitors an opportunity to arrange early showings for "Irene," orders have been issued for prints to be rushed to exchanges at the earliest possible date. According to the present schedule all branches will be supplied before the end of January. The release date is set for February 21st.

Marlboro Pictures Ready to Start Production

O. A. Peters, president of Marlboro Pictures, Inc., a recently formed New York corporation with a capitalization of \$75,000, is at present considering several stories offered for production.

Walter Fried, named special representative by Peters, has left for Florida to look over studio facilities both in Miami and Jacksonville.

In a statement issued last week Peters said: "We expect to have our first feature production launched about February first. The cast and director will be announced shortly."

Columbia Has Completed "Lure of Wild"

FRANK R. STRAYER, only recently promoted to the directorial ranks by Columbia Pictures Corporation, has completed "Lure of the Wild" for that company. The picture features the marvel dog, Lightening, and has a cast which includes Jane Novak, Al Roscoe, Richard Tucker, Pat Harmon, Mario Carillo and Billie Jean. Among other productions directed by Strayer were "Enemy of Men" and "Steppin' Out."

Man Power Growth Year's Feature

"Picture Business is Built Largely Upon Personnel," Says Hays
in Statement Issued in Los Angeles

"THE most significant feature of the year is the rapid development of man and woman power in the motion picture industry," said Will H. Hays, president of the Motion Picture Producers & Distributors of America, Inc., in a statement issued upon his arrival in Los Angeles this week.

"Our business is built largely upon personnel. Take away our directors, our actors, our writers and we have nothing left but a highly organized production, distribution and exhibition machine with nothing to keep it running.

"The studio is the chief source of usefulness, prestige, profit, success and failure in motion pictures. And the studio is only a body of men and women gathered to record upon reels of celluloid definite images which when projected upon a screen will tell a good story.

"The motion picture is only twenty-nine years old. Its progress as an art or a business is without analogy in either field. When dramatic art was a thousand years old its players were bedded in barns and said their lines in stable yards. Twelve years ago producers were startling the public by giving them their first views of stories that were more than two reels long.

"The quickest development has been in those phases more easily adaptable to the motion picture—photography, costuming, staging, lighting, construction of scenery, and acting.

"Nearly any unprejudiced student of the drama will say that the best acting in the theatre today is found in motion pictures. The camera is pitiless. The actor cannot imitate—he must *be*. The greatest actors are appearing in motion pictures. Not only

Missouri Governor For 10 Percent Tax

FOLLOWING a conference at Jefferson City, Missouri, between Governor Baker and State officers it was agreed to add 10 percent tax on amusements to the proposed constitutional amendment to be voted upon in November. The amendment would be used to raise added revenue for the state school system. Important educators have been invited by Governor Baker to discuss the measure on January 26th.

the stars, but the player who has the smallest bit—they are actors in the fullest sense of the word. They cast their spell by their actions—not by words nor by a beautiful voice.

"The greatest difficulty in progress has been in those phases of the art in which it has been necessary to develop the talent completely. And here has been the most significant development. It is as if in twelve years from the time man first began to construct buildings the architect who designed the Woolworth building had been created; as if twelve years after the invention of the violin we had produced Kreisler, Kubelik and Mischa Elman.

"In the late months have come forward so many fine directors, skilled writers and talented actors that the motion picture is producing at least once a week a story that compares favorably with the best in art, in the drama and in literature.

"The only reason the six hundred motion pictures produced within the year are not all of the quality of the two hundred out-

standing ones is for the same reason that we do not have six hundred great novels or six hundred great plays in a twelve-month. The necessary man power does not exist.

"It is merely a question of finding men and women who have the talent necessary to make always the very best. Motion picture producers are trying to employ only the directors and writers who have that ability. They are doing their utmost to develop them. Directing and scenario writing are two great professions that are a part of this and no other enterprise. Applications by the thousands come from persons who want to write scenarios or direct pictures. In most cases they are persons who are not qualified to pass even the first test.

"Producing companies are taking experienced writers into the studios and teaching them the technique of motion picture composition. Many of them have learned and have prospered. Actors, newspaper men, dramatists, stage directors, artists, photographers—men whose training would best make them adaptable for motion picture directing are being given every opportunity to learn this new art. Schools for these purposes have been established by producers.

"These efforts are succeeding. Every few weeks the public is shown a picture directed by a person whose name they have never seen on the screen, with a scenario written by one of whom they have never heard; and great pictures by those they know are doing finer things than ever before.

"It is the development of men and women with the ability to tell a story well on the screen that has been the year's most important progress—this, and the growing appreciation and support of the public for the truly good."

F. P.-L. Foreign Expansion is Shown

Wall Street Journal Outlines Growth in Export Business and
Theatre Building in London, Paris and Brussels

AN interesting and comprehensive survey of the growth of Famous Players abroad, both as regards export business and theatre construction, is presented in the following article appearing in a recent issue of The Wall Street Journal:

Famous Players-Lasky Corp. is engaging in a program of expansion in Great Britain and on the Continent that is expected to result in a substantial increase in foreign business. Four large theatres with a seating capacity ranging from 2,500 to 3,500 are being built in capital cities.

First of these to be finished will be the Plaza, in Picadilly Circus, London, which it is hoped will open February 22. The Carlton, another large house in Haymarket, London, has just been started.

In Paris, a large theatre on the Boulevard des Italiens, is under way and will probably be finished next fall. This will be the first large moving picture theatre of the Times Square type in Paris. Another large theatre will be started soon in Brussels.

Famous Players export business in 1925 was the largest in its history and gross is

estimated at over \$10,000,000. Foreign sales in 1925 were 25 per cent ahead of 1923 and more than double 1921. Foreign business of American moving picture companies is rapidly growing and now accounts for a considerable proportion of earnings.

It is felt the real development of the moving picture in Europe has only begun. Most of Europe is still in the "nickelodeon" stage and there are few theatres of the modern American type. Most moving picture houses, particularly in the less important towns, are converted stores and small halls. Construction of new and more attractive houses are expected to bring larger audiences. It will then automatically follow that film rentals can be increased in proportion to the size of the theatre audiences, even without greatly increasing admissions.

Average moving picture admission in England is 2/6 to 3/6 (about 60 to 85 cents) and in France is six francs or about 21 cents at current exchange.

Purpose of Famous Players in erecting its own theatres in the capital cities is to furnish examples and incentives for other

theatre owners to follow which it is hoped will lead to a general improvement of theatre facilities in Europe with resultant larger revenues to both domestic and American film producers.

Famous Players has also important expansion plans under way in the United States. The foremost of these is the Paramount Building in course of construction in Broadway between 43rd and 44th Streets. It will have 31 stories of office space and a theatre with a seating capacity of 3,700. It is being financed by \$10,000,000 5½% real estate mortgage bonds recently offered to the public.

Operation of the sinking fund will reduce the loan at maturity to \$4,500,000 which is substantially less than the present value of the land. In this property as well as in many other parcels of its real estate, Famous Players has a large profit. The building will be completed by January, 1927.

A new theatre in Miami, Fla., will be opened in February, 1926, one in St. Petersburg, Fla., in April or May and one in Birmingham, Ala., later on this year.

Will Picturize Barnum's Life

Paramount Will Make Big Production of "The Greatest Show On Earth"

THE life of P. T. Barnum, reputed the greatest of all showmen, is to be made into a picture by Paramount under the title of "The Greatest Show on Earth." After two years of research work, Monte Katterjohn has written a screen version of a story on Barnum and put into scenario form the amazing episodes in the career of the great showman.

To supplement the Katterjohn story, Paramount has purchased the screen rights to W. L. Werner's biography, "Barnum," published two years ago. Equally interesting with the announcement of the production is the fact that Wallace Beery has been chosen to bring to the screen the personality of Barnum and that he would arrive in New York this week to discuss the part with Jesse Lasky and Katterjohn.

In discussing the coming production, Lasky said:

"Having spent most of my life in the show business I naturally have always been interested in the personality and exploits of the greatest showman that ever lived. For a number of years I have had the idea of making a picture around Barnum's life.

"'The Greatest Show On Earth' will be one of the biggest pictures we will bring to the screen next season. Naturally it will contain many scenes of circus life, but it will not be a circus picture, it will be the picture biography of an amazing personality, one of the outstanding figures of the American seen in the last half of the last century."

Production of "The Greatest Show On Earth" will begin in the very near future. Material to be used in the picture is now being assembled at the Lasky studio, and one of the best known directors in the business will handle the production.

Milt Gross Will Remain With Chaplin

Despite printed reports to the contrary, word comes from the Charlie Chaplin studio announcing that Milt Gross, clever young New York cartoonist will remain with the comedian. The engagement of Gross is to continue for United Artists Corporation as planned, in connection with Chaplin's new production, "The Circus." The cartoonist is collaborating on a number of whimsical situations which are being devised for the comedy.

Reginald Denny Cast is Completed

Director William A. Soiter has completed the cast and started production on the Reginald Denny starring vehicle for Universal, "Rolling Home." Marian Nixon has the feminine lead opposite the star, while others in supporting roles are Ben Hendricks Jr., E. J. Ratcliffe, Anton Vaverka, Margaret Seddon, George Nicholl, George Marion, Alfred Knott and C. E. Thurston.

Jack Pickford Signs for "Brown of Harvard"

Jack Pickford has been signed by Metro-Goldwyn-Mayer to play the role of Doolittle in "Brown of Harvard," an Irving Whalberg production of the Rida Johnson Young novel and stage play. Jack Conway will direct. An elaborate production is planned.

Fleming Augments "Blind Goddess" Cast

Victor Fleming has made two additions to the cast for "The Blind Goddess," which he will direct for Paramount. They are Ward Crane and Louise Payne. Featured players in the cast are Ernest Torrence, Jack Holt, Esther Ralston and Louise Dresser.

Letter Shows Duplication in Mailing Lists

Motion Picture News,
New York, N. Y.
Gentlemen:

It costs me an extra janitor's fee to have my two bushel waste basket emptied twice a week instead of the regulation once. Our company at its office gets the mail addressed to the following theatres:

Olympic theatre, Liforama theatre, Majestic theatre, Temple theatre, Elk Grand theatre, Star theatre.

The Majestic, the Liforama, the Star and the Elk Grand are off the map. One piece of mail addressed to the Olympic theatre, Spragg Amusement Co., Bellaire, O., would cover. The other operating theatres here are the Capitol theatre and the Roma theatre. This was formerly the Strand and also gets a duplication of mail. We get three and four copies of the Universal Weekly every week, all of which hits the big basket except one. Same way on most other mailed circulars.

The only theatres in Bellaire, Ohio, are Olympic, Temple (same management), Capitol theatre, Roma theatre.

Very respectfully,
The Spragg Amusement Co.
by Ben. S. Morris

Mexico Strong for U. S. Films

Customs House Report Shows Vast Increase in Importations During the Past Year

ACCORDING to a story in the Los Angeles Times in the form of a dispatch from Mexico City the last Customs House report of imports from the United States to Mexico shows the ever growing popularity of American pictures in Mexico.

During the nine months ending with September, 1924, theatres in Mexico bought from American producers 3,052,955 ft. and during the same time last year, 5,389,915 ft., 1,436,690 ft. more or about 1,500 more pictures.

Nearly 90 per cent of the pictures shown in Mexican theatres come from the United States, 6 per cent from Germany and 4

per cent from France, Spain and Italy. There are none from England and only now and then one made in Mexico by some special company.

There are 44 picture houses in the City of Mexico, and 700 in the country. American producing companies all have Mexican offices to distribute their pictures. The managers are combined into a Film Board of Trade, the president of which is Gen. Olvera. The owners of the theatres are also organized.

The import duty on films from abroad is very high—5 pesos (\$2.50) a kilo. That makes the duty on a picture of average length about 60 pesos (\$30).

O'Keefe Laugh Month Pioneer

Atlantic City Exhibitor Inaugurated All-Comedy Bills Way Back in 1912

EDWARD J. O'KEEFE of the City Square Theatre, Atlantic City, N. J., is the real Laugh Month pioneer, according to information gleaned from a vast amount of material from all parts of the country, by the Pathe exploitation department.

Mr. O'Keefe is chairman of the Laugh Month campaign for Atlantic City and he was also general manager of the Greater Movie campaign in that territory.

Early in 1912, O'Keefe went to the City Square Theatre from the vaudeville field, and there he met with little success with the two-a-day. Pictures were just starting to attract attention and Mr. O'Keefe hiked to Philadelphia to look them over. He had a tough time finding many available films, but in the single reels put out by the old-time Mutual Company, he saw a ray of light in the dark clouds that rolled by slowly. The General Film output was tied up in Atlantic City by a fellow exhibitor. O'Keefe contracted for all the single reel-

ers he could get from Mutual and one or two other film concerns. It meant a weekly cost to him of \$65, but they immediately, to his own words, "made the vaudeville look sick."

Mr. O'Keefe and vaudeville parted and were never company in that house again.

Early in 1913 the Keystone Comedies came in, with Mack Sennett and Ford Sterling in the leading roles. In the two comedians O'Keefe got the idea for a strictly all-comedy bill, and he promptly decided to introduce a program of five reels to contain nothing but Keystone comedies—four repeats and one first-run film, of the custard pie and dizzy-stick vintage.

Showmen with whom O'Keefe conferred about the plan told him he was crazy and that nobody would sit through five reels of comedy except a few kids.

"Well," says O'Keefe, "I decided to try it out anyhow—and from the first day until now it has been a real success." The all-comedy bills are now run twice a month.

Alma Rubens Signs New Fox Contract

FOX has signed Alma Rubens, to a new contract and she will play the feminine lead in some of the biggest productions made by that company during 1926. The first of these will be in "Siberia," now in production.

Miss Rubens has been with the Fox organizations for more than a year and has had prominent roles in some of the most pretentious pictures filmed at the west coast studios. Her more recent releases include "East Lynne," "The Winding Stair" and "The Gilded Butterfly."

In "Siberia," directed by Victor Schertzinger, Miss Rubens is surrounded by a cast which includes Edmund Lowe, Lou Tellegen, Paul Panzer, Lilyan Tashman, Tom Santschi, Henel d'Algy, James Marcus, Daniel Makarenko and Samuel Blum.

Cruze Back, Ready to Start "Old Ironsides"

James Cruze arrived in New York from Tripoli last week and almost immediately departed for Hollywood, where he will produce "Old Ironsides," an historical film of the early American navy for Paramount. Accompanying Cruze were his wife, Betty Compson, and Laurence Stallings, author of "The Big Parade" and "What Price Glory," who will prepare the dramatic treatment of "Old Ironsides."

Cruze spent a month in Tripoli making location photographs and securing local color for the coming production. In New York he conferred with Jesse L. Lasky and it was decided to start production on the picture at once.

Louise Brooks is Opposite W. C. Fields

When W. C. Fields makes his first starring vehicle for Paramount he will have as his leading lady Louise Brooks. The Fields picture is entitled "It's the Old Army Game." Clara Bow was originally slated for the leading feminine role but will be unable to assume it because of a previous engagement in a West Coast Paramount production. "It's the Old Army Game" was adapted to the screen by Luther Reed and will be directed by Edward Sutherland.

"She" to be Shown in New York Territory

"She," the picturization of Sir Rider Haggard's novel, which has been widely read, has been secured by Unique Foto Film of 729 7th Avenue, for the New York territory. It is claimed that the production, which stars Betty Blythe, is faithful, in every way to the author's story.

Edna May Oliver Again in Dix Cast

Paramount has added Edna May Oliver to the cast of the new Richard Dix picture, "Let's Get Married," which is being photographed at the Long Island studio. Others prominent in the cast with Dix are Lois Wilson and "Gunboat" Smith, ex-prize fighter.



Highlights from Johnny Hines' latest feature comedy released through First National, titled "Rainbow Riley."

11 From F. B. O. Next Month

Four Feature Productions and Seven Short Subjects on Release Schedule

F. B. O. has scheduled eleven releases for the month of February. Four of these are feature productions and seven short subjects. Heading the list is "The Tough Guy," starring Fred Thomson and his famous horse, Silver King. Lola Todd appears opposite Thomson and Robert McKim has the heavy role. David Kirkland directed. The picture is scheduled for release February 1st.

"Beyond the Rockies" is listed for release on February 21st. It is an Independent Pictures Corporation release starring Rob Custer and was made from an original story by J. Edward Leithhead. Jack Nelson is directing the cast which includes Eugenie Gilbert, David Dunbar, Bruce Gordon, Milton Ross, Eddie Harris, Max Holcomb, Ray Laidlaw and Max Asher.

"The King of the Turf," ninth of the current season's Gold Bond productions, is

listed for February 28th distribution. It is a racing melodrama by Louis Joseph Vance and was directed by James Hogan. Principals in the cast are Kenneth Harlan, Patsy Ruth Miller, and Mary Carr. Others included are George Irving, Al Roscoe, Kathleen Kirkham, David Torrence, Dave Kirby, William Franey and Ed Phillips. A Harry Garson production, still untitled, and starring Lefty Flynn is also scheduled for release on the 28th.

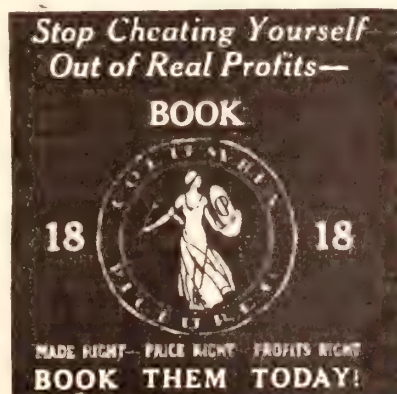
The first of the seven short subjects to be released are "The Giraffe's Long Neck" and "Alice Blues," both set for February 7th. The former is a one-reel cartoon from the Bray studios, and the latter a two-reel Blue Ribbon comedy produced by Joe Rock and starring Alice Ardell.

On February 14th, "Mazie's Married," last of the twelve "Adventures of Mazie" series will be distributed. Alberta Vaughn is starred with Larry Kent, Al Cooke and Kit Guard in support. Ralph Ceder directed the entire series.

"Here Comes the Bride," No. 2 of the new "Fighting Hearts" series also listed for February 14th release. The stories are by Sam Hellman and Alberta Vaughn is starred.

Two are scheduled for release February 21st. They are "Uncle Tom's Cabin," a one-reeler from the Bray studios, and "Heavy Love," a two-reel Standard Fat Men comedy produced by Joe Rock with "Fat" Karr, "Tiny" Alexander and "Fatty" Ross featured.

"Read 'Em and Leap," third episode of the "Fighting Hearts" series will be released February 28th.



China Encouraging U. S. Films

Government Representative Seeks to Interest Americans in Developing Field There

CHINA, which now has a total of about eighty motion picture theatres, wants more American films and a greater number of playhouses in which to present them. In an effort to interest American film men in developing the field in China, the Chinese Government has sent Sum Nung Au-Young of Peking, Commissioner of Social and Economic Research in America and Europe for the Chinese Government, to confer with leading distributors regarding the possibilities of the film market of China.

Au-Young spent several weeks in Hollywood and then went to New York to confer with Will H. Hays and with various distributors. In outlining his mission he said: "At present there are less than 80 theatres in all of China and these are heavily patronized. The Chinese like best the comedies and the so-called society dramas. They are very fond of Charlie Chaplin and Harold Lloyd.

"The Chinese are progressing rapidly in production of pictures. There are 15 studios in China, many of them quite small.

Extra people are paid 50 cents a day and the stars get \$6 a day. Now and then one of our stars from the speaking stage makes a picture and receives as much as \$10,000 for one picture.

"The chief factor in retarding the popularity of American motion pictures has been the fact that few of them are captioned Chinese. The theaters print the story in Chinese in the program so the spectators can understand the plot. I believe that with more extensive distribution through the building of more theatres, the American producers will find it worth while to insert Chinese titles. The production of Chinese pictures for the Chinese is a thing to be encouraged. I hope that American producers can be interested in aiding us in this. At present, the Chinese outside the cities do not understand American costumes and American ways and will be most interested first in pictures about their own people. Later, however, they will welcome American pictures just as they are now welcomed in the cities."

May Modify Jersey Blue Laws

Drastic Modification is Recommended in Message of Governor Silzer

THE "Blue Laws" which were adopted when New Jersey had no motion picture theatres, 127 years ago, are again in the limelight as evidenced by Governor Silzer's latest message in his capacity as Chief of that State.

In this message, Governor Silzer places himself on record as recommending a drastic modification of these "blue laws."

The Motion Picture Theatre Owners of New Jersey have been diligent in their attacks on these antiquated statutes—in fact those familiar with the situation largely attribute to this fact the Governor's favorable position toward the group of theatre owners affiliated with the Motion Picture Theatre Owners of America. Men outside the film industry in New Jersey credit the New Jersey Motion Picture Theatre Owners

with this particular success chiefly because they have presented logical reasons, and at no time have they resorted to "mud slinging" in their anti-blue campaign.

That the fight is won is not conceded by any member of the New Jersey Organization, least of all by their President, Joseph M. Seider. Mr. Seider, although he has maintained a reticence so far as that crusade, the most important in the history of the Organization, is concerned, feels particularly encouraged by the reception by the Republican Legislature of the organization's argument in favor of legalized Sunday pictures through local option.

The sources of information cognizant with the situation are inclined to credit Governor Silzer's successor on January 19th, who will be Governor Harry A. Moore, with an attitude similar to the one now possessed by the present chief executive. It is further gathered from the channels running close to the legislative body that should the "Blue Laws" be changed in any way, one of the first revisions will be to greatly increase the latitude of the theatre owners' rights in New Jersey.

Paramount Busy With Roosevelt Data

PARAMOUNT has detailed Hermann Hagedorn, director of the Roosevelt Memorial Association, to the south west to gather material for a motion picture production dealing with Roosevelt and the Rough Riders. The cooperation of the press has been sought to get into touch with former members of the famous regiment and to find someone to impersonate Roosevelt in the film.

Hagedorn goes directly to San Antonio, Texas, where the Rough Riders gathered and were trained. From there he will go to El Paso to see ex-Governor Curry of New Mexico and other men who were in the famous regiment. Later Hagedorn will assist in the production of the picture, which presumably will be filmed in Southern California.

Hearing Denied by Supreme Court on Conn. Tax

The appeal of the American Feature Film company of Boston to the Supreme Court of the United States to review the Connecticut film tax law was denied this week in a mandate signed by Chief Justice William Howard Taft.

The case is dismissed without costs to either party. Originally Fox Film corporation of New York was a party to this action, but withdrew at the time the exchanges were reopened in New Haven after an agreement had been reached with state leaders.

"Skyrocket" Opens in Providence

THE SKYROCKET," the Peggy Hopkins Joyce starring vehicle for Associated Exhibitors opened at Providence Monday, December 18th, and despite inclement weather was enthusiastically received by capacity audiences. Receipts for the day at the Victory Theatre are said to have been far in excess of the daily average for the house.

The picture lends itself to numerous tie-ups and all of the larger stores carried Peggy Hopkins Joyce windows. Large newspaper space was also given the star's Providence screen debut.

P. D. C. Lists Music for "The Volga Boatman"

An advance list of the musical numbers which will be used in the final cue sheet for "The Volga Boatman" will be issued by Producers Distributing Corporation in order to facilitate the work of orchestra leaders and theatre organists in preparing the accompaniment of the Cecil B. De Mille production.

Rudolph Berliner, musical director for Cecil B. De Mille, claims the production lends itself to a striking setting. "Of course," says Berliner, "The central strain of our completed score will be 'The Song of the Volga Boatman,' which inspired the photoplay, but with this great folk piece will be a splendid grouping of those much-desired chances to 'cut loose' and give the public something really fine."



Scenes from Larry Semon's first feature comedy for Pathe release titled "Stop, Look and Listen."

Sax Engages Space at F. B. O. Studios

In order to speed up production, Sam Sax, president of Gotham Productions, has contracted for additional space at the Film Booking Offices studio. A second Gotham unit, in addition to the one at the Metropolitan Studios, will start production there in February.

By the middle of February Sax will have four units at work at the same time. The first company will finish "Hearts and Spangles," "Racing Blood" and "The Sign of the Claw," the three remaining subjects of the twelve on the 1925-26 Gotham program.

The second unit at the F.B.O. plant will start "The Golden Web," an E. Phillips Oppenheim story, first of the Greater Gotham Productions. William Fairbanks will be starred in the third company in a new series of "thrillodramas," while the fourth unit will be an all-comedy company featuring Lloyd Hamilton in a series of twelve two-reel comedies.

Meighan Supports Junior Paramount Stars

When the Paramount Junior Stars make their film debut in "Glorious Youth," the Byron Morgan story which Sam Wood is directing, they will have in the supporting cast Thomas Meighan, Lila Lee and Chester Conklin, this trio having been added in the past week.

Previously it was announced that Adolphe Menjou, Clara Bow, Percy Marmont, Lois Wilson and Richard Dix were filmed in scenes of the Juniors' picture. All of these senior stars have minor supporting parts, with the leading roles played by the juniors, supported in addition by Ralph Lewis, Joseph Burke and James Bradbury Sr. in character roles.

Moreno Will Play Lead in "The Temptress"

The leading male role in "The Temptress," Cosmopolitan's forthcoming production for Metro-Goldwyn-Mayer release, has been assigned to Antonio Moreno. The picture will be directed by Mauritz Stiller, Swedish director, who recently was brought to this country by M-G-M.

Schenck, Goldwyn Unite for Big Picture

"THE Garden of Allah" will be made into a mammoth production by the combined production forces of Joseph M. Schenck and Samuel Goldwyn, with Norma Talmadge in the starring role and Ronald Colman from the Goldwyn organization playing opposite her. Henry King will direct the picture from a scenario prepared by Frances Marion.

The picture rights to the Robert Hichens novel are owned by Schenck and he and Goldwyn will produce the picture in Egypt and Northern Africa, the exact locale of the story. The production will start in September with Biskra the center of operations. When completed it will be distributed by United Artists as a special.



Group of highlights in the action of "The Reckless Lady" a First National production.

Calls Round Table Sessions

Ray Rockett Will Conduct Weekly Discussions of First National Problems

WITH production humming at the eastern studios of First National, Ray Rockett, studio manager, has inaugurated a weekly round table discussion by all department heads of all annoyances and difficulties that have come up in the course of picture production. It is thought these discussions will bring about a closer cooperation and a better general understanding all around of department heads.

It is Rockett's idea that these heads of departments should meet weekly and lunch together to frankly discuss any problem of production for the efficiency and welfare of the organization.

In discussing the weekly conferences, Rockett said:

"In any studio you will always find many little troubles that are often too small to warrant a department head carrying them to the general manager. But sometimes if left to develop some of these grow into annoyances that in the end will be big ones and perhaps cause ill feeling or retard production and make themselves felt generally. There is no place where they may be brought up and discussed so satisfactorily as over the lunch table."

Among the latest stories to go into production at the eastern plant is "The Savage," with Ben Lyon and May McAvoy in the featured roles, and Sam Hardy and Philo McCullough in the cast. Fred Newmeyer is directing the picture under the supervision of Earl Hudson.

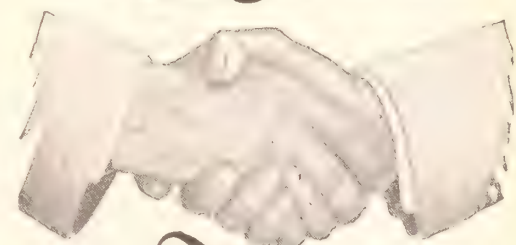
Shooting on "Men of Steel" is now in its twelfth week, with approximately four or five weeks more to go before it is completed. On the completion of "Men of Steel," A. L. Rockett will start his first production under the First National banner. It will be "Puppets" from the stage play by Frances

Lightner. Milton Sills will be starred and George Archainbaud will direct.

Virginia Bradford Joins M-G-M Players

Virginia Bradford, who for the past years has been a member of the Universal Stock Company, has been signed as a stock player by Metro-Goldwyn-Meyer. She has had small parts in many Universal productions.

20 Years an Exhibitor



The Friendly Hand



Bob Custer in scenes from "The Half-Breed Hostler," an F. B. O. release.

First National to Broadcast

In Arrangement With Station WJZ will
Radio Specially Treated Scenes of Pictures

FOLLOWING the good reception accorded the broadcasting of a specially treated scene from "Too Much Money," one of the current First National attractions, the company has arranged with Radio Station WJZ to put on the air on Thursday evening of each week a scene from the production to be released the following week. This arrangement will give first run exhibitors full benefit of the publicity for their Sunday openings.

"Just Suppose," starring Richard Barthelmess, was broadcast last Thursday evening at 8:30 p. m., which time has been set as the regular period for this novel idea every week. Next week "Memory Lane" is scheduled.

A dress rehearsal of the broadcasting of "Too Much Money," held at the Hotel Astor, New York, on Wednesday evening, January 13th, was attended by prominent representatives of magazines and newspapers and executives of the Radio Corporation, as well as First National Pictures and allied producers. Following an informal dinner, at which addresses explaining the scope and purpose of the innovation were delivered by Colonel C. F. Davis, Harold T. Melhuish of the Radio Corporation and Samuel Spring, representing First National.

"Too Much Money" was broadcast for the benefit of the diners. An impromptu radio studio has been erected in an adjoining room of the hotel in which the broadcasters enacted the roles before a microphone that sent the sound waves only across the hall into a loud speaker in the dining room.

In the treatment accorded "Too Much Money," an adaptation of the play of the same title by Israel Zangwill in which Lewis Stone and Anna Q. Nilsson are co-featured, four characters were introduced in a scene

with which the story starts and which affords the impetus for subsequent action. The dialogue was cleverly devised to give an idea of the characters concerned and to build up a dramatic situation, leaving the audience in doubt, however, as to the outcome.

The radioized version of "Too Much Money" carried the appeal of a one-act dramatic sketch, but care was taken to pique the interest in order that listeners-in would want to follow the story in its complete form on the screen. Orchestra music was made a natural background for the dialogue.

No special form will be followed in the handling of subsequent stories, the idea being to find a treatment most suitable to each. The greatest care is being taken in the preparation of the scripts, which will be presented by actors skilled in talking over the radio.

According to a conservative estimate WJZ reaches an audience of fifteen million.

Barrymore Supporting Cast is Selected

Banner Productions is selecting a cast to support Lionel Barrymore in "Brooding Eyes," to be released by the Henry Ginsberg Distributing Corporation. The players so far signed include Ruth Clifford, Montague Love, William V. Mong, Lucien Littlefield, John Miljan and Alma Bennett. The two roles still to be filled will be cast this week.

Production has already started at the Banner studio in Hollywood under the direction of Edward Le Saint.

Universal Appoints Two New Directors

Universal has added two new names to the directorial staff. They are Ernst Loemmle and William Wyler. Loemmle has been an assistant at the studio for a number of years. He is preparing a western feature in which he will direct Jack Hoxie. Wyler, also an assistant director who made a series of two-reel westerns with Jack Mower some months ago, will direct Art Acord in "Lazy Lighting" as his first feature production.

F. B. O. Buys "Her Honor The Governor"

Film Booking Offices has purchased screen rights to an original story titled "Her Honor the Governor," which dramatizes the American woman in politics. It is the work of Hyatt Dabb and Weed Dickinson. The story will be put into production immediately and is announced as one of the outstanding features of the new season's program.

Vajda Completes Original for Paramount

Ernest Vajda, Hungarian novelist, has completed his second original story for the screen. It was written especially for Betty Bronson and Ricardo Cortez and is still untitled. William Wellman will direct the picture which will go into production within a few days. Arlette Marchal, French actress, has been signed for an important role.

De Mille Ready to Start "Silence"

The De Mille production department will start work within the next few days on "Silence," the screen adaptation of Max Mercin's mystery melodrama with H. B. Warner in the same role he portrayed on the speaking stage. Rupert Julian will direct. The supporting cast has not yet been decided upon.

Robert Kane Buys Current Stringer Serial

Screen rights to "The Wilderness Woman," a serial by Arthur Stringer, now running in the Saturday Evening Post, have been purchased by Robert T. Kane, who will put the story into production at an early date at the Cosmopolitan studio. It will be a First National release.

Lubitsch Will Produce "The Door Mat"

AN adaptation of "The Door Mat," a successful stage play, will be the next Ernst Lubitsch picture for Warner Brothers. Screen rights to the story were only recently purchased. Lubitsch and his assistants are starting work on the script at once.

"The Door Mat" is by Ethel Clifton and Brenda Flower and is not to be confused with "The Doormat," which had its premiere at the Punch and Judy Theatre in New York in 1922. This will be the last comedy-drama Lubitsch will produce before making his long-promised big spectacle.

Owen Moore is Given Long Term M-G-M Contract

Owen Moore, at present playing the role of West End Bertie in "The Black Bird" the Lon Chaney starring vehicle, has been signed to a long term contract according to an announcement made on the coast by Louis B. Mayer, vice-president in charge of production for Metro-Goldwyn-Mayer. By the terms of the contract Moore becomes a featured player and he will rank with Lew Cody, Eleanor Boardman, etc.

This member of the Moore trio, the other two being Tom and Matt, has been in pictures since the early days having appeared before the camera in Biograph productions, previous to which he played in the "Legitimate."

He will be assigned a big leading role for his initial appearance as a featured contract player.

"U" Signs Matt Moore for Lead in Feature

Universal has signed Matt Moore to play the featured leading role in "The Mystery Club," which will shortly go into production under the direction of Herbert Blache. The story was written by Arthur Somers Roche. A strong cast will support Moore. In the principal roles will be Charles Puffy, Edith Roberts, Mildred Harris, Charles Lane, Warner Oland, Fred Herbert, Alphonse Martel, Finch Smiles, Earl Metcalfe, Nat Carr, Jed Prouty and Alfred Green.

Crozier After Material for Meighan

William Le Baron, associate producer for Paramount has assigned Emmet Crozier to search for material for Thomas Meighan's next series of pictures to start early in April. Crozier, a former newspaper man had an active share in the preparation of "Irish Luck" and "The New Klondike."

Gertrude Olmstead Signs New M-G-M Contract

Gertrude Olmstead, who has been playing in Metro-Goldwyn-Mayer productions for over a year has been signed to a new contract. At present she is playing in "Monte Carlo" opposite Lew Cody under the direction of Christy Cabanne.

Larger Productions for Fred Thomson

FRED THOMSON'S western features are to be made on a bigger scale than ever according to announcement from F.B.O., the distributing company. The first of the larger Thomson pictures will be "The Tough Guy," his next release.

Thomson's popularity has been so constantly on the increase during the past season and the demand for his pictures so insistent, that it has been decided to increase the production budget for all future attractions in which the big Western hero is to be starred.

Under the supervision of Milton Gardner, production manager for Thomson, a corps of writers is at work on stories for future productions.



Humorous moments from "A Trip to Chinatown" a William Fox production.

Pictures to Display Raw Life

Denver African Expedition Will Show Death Duels of Wild Jungle Denizens

HUMAN nerve and the kill instinct of savage beasts are strangely contrasted in a thrilling moving picture record of Raw Life which is being made in southwestern Africa by the Denver African expedition.

Financed by H. E. Ellison and a group of Denver business men who are interested both in the scientific and pictorial phases of the enterprise, the party is headed by Dr. C. Ernest Cadle, internationally famed scientist and big game hunter.

Dr. Cadle is known in southwestern Africa as "the Man without Fear." His job in stage-managing the duels to the death among the wildest denizens of the African jungles demands nerves of steel as well as intimate knowledge of animal life. Under his direction, Paul Hoefler, Denver cameraman, is filming a series of battles between natural enemies in the jungle world. These elemental and deadly struggles which stress the savagery of Raw Life run the gamut from the lowest to the highest in the animal kingdom.

Combining the film record of the fight instinct in animals with a scientific study of a form of human life, which is only a scant step above the wild beast, the Denver African party is making a sensational picture of the mysterious Bushmen.

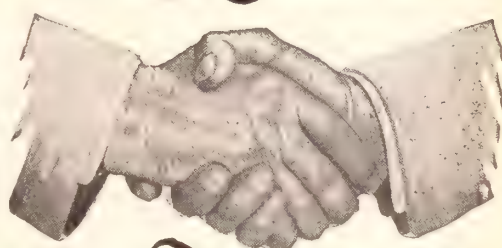
One of the primary objects of the expedition is to determine whether or not these wild people of the sandveld and the bushveld are the long sought missing link of the evolutionists. Scientists already have decided they are the oldest people living in Africa. And they are so close to being animals themselves they may provide the conclusive proof of the evolutionary theory.

Domestic scenes of Bushmen life, weird tribal ceremonies, grotesque animal dances

and even thrilling incidents of the hunt are portrayed in the film already made. The Bushmen are still in the savage state in which they have existed for hundreds or thousands of years.

Official representatives from the British government in South Africa and from the Cape town university accompanied the expedition on its trek into the Kalahari desert country where the first Bushmen were found.

20 Years an Exhibitor



The Friendly Hand



Scenes from the Cecil B. De Mille production for release through Producers Distributing Corporation titled "Braveheart."

Plans For "What Price Glory"

Director Raoul Walsh Arrives From Coast to Confer With Laurence Stallings

DEFINITE plans are shaping for the Fox production of "What Price Glory" which they will adopt for the screen from the tremendously popular Broadway stage success. With the purpose in view of getting production activities definitely launched Raoul Walsh, who has been assigned to the direction of the picture, has come in from the West coast.

While in New York, Walsh will confer with Laurence Stallings, co-author of the stage play, who also wrote the screen adaptation.

Actors have not yet been selected for the parts of Captain Flagg, Sergeant Quirt and the French girl, Charmaine, according to

the dispatch announcing Walsh's present visit to New York. He will seek any actors who believe they are qualified to portray the various roles. He expects to complete his conferences with Captain Stallings and secure players in time to begin filming on the Fox lot in Hollywood by February 10.

"What Price Glory," based on the stage play which is duplicating its sensational New York success with road companies throughout the country, will be Walsh's first picture for Fox under his new contract. Since he made "The Honor System" for Fox several years ago, Mr. Walsh has directed several successes, including Douglas Fairbanks in "The Thief of Bagdad." His most recent picture was "The Wanderer."

Metropolitan Studios Active

Five Features in Actual Production and Six Others Ready for Filming

WITH five features in actual production and six others in the final stages of preparation, Metropolitan studios are in the midst of their heaviest production schedule. The pictures now being produced include "Paris at Midnight," "Whispering Smith," "Forbidden Waters," "The Unknown Soldier" and "The Prince of Pilsen." All are to be released through Producers Distributing Corporation.

E. Mason Hopper is directing "Paris at Midnight," which is Frances Marion's second Metropolitan production. The story was adapted by Miss Marion from Balzac's "Pere Goriot" and features Jetta Goudal, Lionel Barrymore, Mary Brian, Edmund Burns and Emile Chautard.

"Whispering Smith" is George Melford's

current picture. It is the screen version of Frank H. Spearman's novel of the man who modernized the railroads across the Rockies. The company, headed by H. B. Warner, Lillian Rich, John Bowers and Lilyan Tashman, is now on location at Mojave.

"Forbidden Waters" is the second priscilla Dean Metropolitan feature, written especially for the star by Percy Heath, Alan Hale is directing and the cast includes Walter McGrail, Casson Ferguson, De Sazia Mooers and Dan Mason.

Renaud Hoffman has started filming "The Unknown Soldier," and A. H. Sebastian has "The Prince of Pilsen" well under way with Paul Powell directing Anita Stewart and George Sidney in the leading roles.

E. Richard Shayer Joins M-G-M Staff

E. Richard Shayer, author and playwright has signed a contract to join the Metro-Goldwyn-Mayer writing staff. Shayer first caught the attention of the studios when he staged a war sketch before the members of the Writer's Club at which Irving Thalberg was present. Following a conference with Lewis B. Mayer the contract was signed.

Universal Stock Company Signs Dancer

Joan Warner, professional dancer, who has danced in many musical comedy hits and in vaudeville, has been signed by Paul Kohner, Universal casting supervisor, as a member of the Universal stock company. Miss Warner is eighteen years old and a graduate of Los Angeles high school. She has had little screen experience.

Sam Hardy Joins Cast of "The Savage"

Director Fred Newmeyer has added Sam Hardy to the cast of "The Savage," which went into production at the New York studios of First National this week. Philo McCullough has also arrived from Hollywood to play one of the principal roles. Ben Lyon and May McAvoy are featured in the picture.

Bennett Adds Mack Swain to Fox Cast

Director Chester Bennett has added Mack Swain to the cast of "Dangers of a Great City," a crook melodrama which has just gone into production on the Fox lot. Pauline Starke and Rockcliffe Fellowes have the leading roles, with Grace Darmond, Johnnie Walker and Mickey Bennett in support.

Philo McCullough Signs Five Year Contract

Philo McCullough signed a five-year contract with First National in Hollywood last week and immediately left for the east to assume a leading role in the Earl Hudson production of "The Savage," which Fred Newmeyer is directing with Ben Lyon and May McAvoy in the featured roles.

Semon Pathe Comedy is Due January 31

IN THE release of "Stop, Look and Listen," scheduled for January 31st, Larry Semon will make his screen debut as a star under the Pathe banner. The comedian departs from his previous characterizations and plays "straight" in conventional clothes in this latest comedy.

Semon is supported by a cast which includes Mary Carr, William Gillespie, Lionel Belmore, B. F. Blinn, Bull Montana, "Babe" Hardy, Curtis McHenry and Josef Swickard. John Adams presents "Stop, Look and Listen," which was adapted by Semon from the musical comedy by Harry B. Smith. The comedian also directed the picture, which is in six reels.

Skate Derby to Advertise First National Month

FIRST NATIONAL exploitation chiefs have affected a tie up with several leading dailies in the Middle West to promote an ice skate derby in furtherance of the First National Month campaign. Newspapers which have joined the move include the Minneapolis Star, the Milwaukee Sentinel, and Detroit Times.

The Star is confining the derby to school children of Minneapolis and St. Paul. The Sentinel will hold the finals of the derby at Milwaukee's municipal rink.

Six pairs of Alfred's Ice King skates with shoes have been offered the contenders in the names of six of First National's stars—Norma Talmadge, Colleen Moore, Milton Sills, Richard Barthelmess, Constance Talmadge and Corinne Griffith. The skates have the stars' autographs etched on their blades.

Buster Keaton Starts Work on "Battling Butler"

According to an announcement from Joseph M. Schenck, Buster Keaton started work on "Battling Butler," an adaptation of the stage play written by Brightman, Milford, Furber and McDonald, and the production will be completed for Spring release through Metro-Goldwyn-Mayer. Sally O'Neill will appear opposite Keaton.

Al Boasberg, Paul Gerard Smith, Charles Smith and Lex Neal, who worked on "Go West," are the 'gag' men signed by Schenck for the new production.

"Rough Riders" Research Work Completed

With research work about completed, John Russell, well known motion picture writer, departed for Hollywood last week to collaborate with Hermain Hagedorn on the story of "The Rough Riders" for Paramount. It is the story of Theodore Roosevelt and the Spanish-American war and is to be produced as a roadshow.

A nation-wide search is now on for a comparatively unknown actor to play the role of Roosevelt.

Fox Adds Four to "Yellow Fingers" Cast

Fox has added four players to the cast of "Yellow Fingers," which has just been started at the west coast studios with Olive Borden in the leading role. The new additions are May Foster, John Wallace, Josephine Crowell and Charles Newton. Emmett Flynn is directing the production which is an adaptation of the Gene Wright novel of the same name.

"Because I Love You" New Negri Picture Title

Paramount has decided upon "Because I Love You" as the final releasing title for Pola Negri's next picture, which previously had been titled "The Peacock Parade" and "The Pasteboard Queen." It is a Dimitri Buchowetzki production from an original story by Ernest Vajda.



Highlights from the Metro-Goldwyn-Mayer production "Soul Mates."

"U" Starts Two New Features

Six Feature Units and Two Comedy Companies Busy With Productions

SIX feature units and two comedy companies are busy with production at Universal City. These will be augmented within another ten days with at least one more feature company, with two others ready to start in the near future.

Two features went into production during the past week. They are "Rolling Home" and "Perch of the Devil." The former is a William A. Seiter production starring Reginald Denny, supported by Marian Nixon, Ben Hendricks, Margaret Seddon and E. J. Ratcliffe.

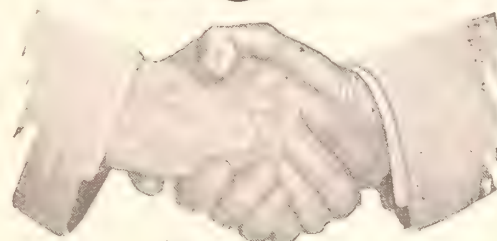
"Perch of the Devil" is an all-star production featuring Mae Busch and Pat O'Malley. It was adapted from the Gertrude Atherton novel and is being directed by King Baggot.

Other companies at work include "The Mystery Club," directed by Herbert Blache with Matt Moore, Edith Roberts, Warner Oland, and others; "Beware of Blondes," a farce comedy featuring Edward Everett Horton and Laura La Plante directed by Harry Pollard; "Chief of the Flaying U," directed by Lynn Reynolds, starring Hoot

Gibson; "The Frontier Rider," starring Art Acord, directed by Cliff Smith; Dick Smith is directing Neeley Edwards and Slim Edwards, and Slim Summerville is directing Arthur Lake in new comedy series.

Edward Sedgwick is preparing to film a photoplay based on a series of railroad stories, "The Rocky Mountain Flier" and Edward Sloman is looking for material. Edward Laemmle is collaborating with Raymond Cannon on an adaptation of "The Whole Town's Talking."

20 Years an Exhibitor



The Friendly Hand

Paramount to Make "Kid Boots" With Cantor

PARAMOUNT is to produce "Kid Boots," the successful musical comedy in which Eddie Cantor is the star. Cantor will also star in the picture version, which is to go into production at the Long Island studio early in the Summer. Edward Sutherland, who will direct the production is now in Chicago consulting with Cantor regarding the production. Townsend Martin, who is to supervise "Kid Boots" is also in Chicago with the director and star.



Scenes from "Beverly of Graustark," a Cosmopolitan production released through Metro-Goldwyn-Mayer.

Many Fox February Releases

Four Supreme Attractions and Tom Mix Starring Vehicle Included in List

FOX has arranged a very extensive releasing schedule for the month of February, which will include four Supreme Attractions, a Tom Mix starring vehicle, two Imperial Comedies, the fifth of the O. Henry two-reelers, the fifth of the Married Life of Helen and Warren series, two one-reel Fox varieties and the usual Fox News issues.

The initial Supreme Attraction on February 7th will be "The Road to Glory," directed by Howard Hawks. The cast includes May McAvoy, Leslie Fenton, Rockliffe Fellowes, Ford Sterling, Milla Davenport and John MacSweeney.

"The Johnstown Flood" will be released February 14th. It will bring to the screen the happenings of one of America's greatest disasters. Irving Cummings directed. George O'Brien heads the cast which includes Florence Gilbert, Janet Gaynor, Anders Randolph, Paul Nicholson, Walter Perry, Paul Panzer, Max Davidson, Georgie Harris and Sid Jordan.

"Dangers of a Great City," a crook melodrama is set for release February 21st. It was directed by Chester Bennett and has Rockliffe Fellowes and Pauline Starke in the leading roles. In the principal supporting roles are Johnny Walker, Grace Darmond and Mickey Bennett.

Two big features are scheduled for release February 28th. Tom Mix will be seen in "My Own Pal" and the other is a rural comedy drama directed by Frank Borzage and titled "The Dixie Merchant."

Olive Borden will play the leading role opposite Mix and little Virginia Marshall will also be seen to advantage in the production. Madge Bellamy and Jack Mulhall have the leading roles in "The Dixie Merchant," adapted from the Barry Benfield

novel, "The Chicken Wagon Family." In the supporting cast are J. Farrell MacDonald, Claire McDowell, Harvey Clark, Onest Conly, Evelyn Arden and Edward Martin-dale.

The release schedule also contains many attractive short subjects. First of these, on February 7th, are "Egypt Today," a one-reel Variety, and "A Bankrupt Honeymoon," an Imperial two-reeler.

On February 14th will come "A Woman of Letters," of the Helen and Warren series. This will be followed on the 21st with "Elsie in New York," an O. Henry, "Officer of the Day," an Imperial, and "Sawdust and Spangles," a Variety.

Leon Abrams Will Direct "Nocturne"

Leon Abrams former Parisian writer and director, who produced Sarah Bernhardt's last screen play, is at work on a new story soon to go into production for Metro-Goldwyn-Mayer, to whom he is now under contract. Following that Abram will direct "Nocturne," an adaptation from the novel by Frank Swinnerton.

De Sano to Direct Prize Ring Story

The first directorial assignment for Marcel de Sano since he signed a Metro-Goldwyn-Mayer contract will be "In Praise of James Carabine," a story of the prize ring, by Donn Byrne. The scenario is now being prepared. Details of the cast have not yet been announced.

Allan Dwan to Direct "Padlocked"

"PADLOCKED" by Rex Beach will be one of Paramount's biggest productions for next Fall, according to announcement by B. P. Schulberg, associate producer, who has already assigned Allan Dwan to direct.

The Beach story was purchased by Paramount before its publication. It is at present running in Cosmopolitan Magazine in serial form. Dwan expresses it as his belief that it is the best motion picture material he has ever seen. "Not only is it out of the rut," he said, "but it is also the most colorful and dramatic story ever placed before me."

Metro-Goldwyn-Mayer Buys Conrad's "Romance"

Metro-Goldwyn-Mayer has purchased "Romance," a novel written by the late Joseph Conrad in collaboration with Ford Maddox Hueffer, and it will be given a most elaborate production. The story attracted considerable attention at the time of its publication and has been widely read. It will be made by one of the company's best directors in the near future.

Sun and Spiegelberg Merge Tabloid Organizations

It is reported that Gus Sun and the Spiegelberg interests, operators of theatres in Charlotte, have consolidated their tabloid organizations. The move eliminates a very keen competitive struggle formerly existing between these two companies the report states.



Trio of scenes from "Western Pluck," a Universal production.

'Beau Geste' to be Made in America

PARAMOUNT is to make "Beau Geste" in America instead of in Algeria as originally planned. The change was made because of the preoccupation of the Foreign Legion and other branches of the French army with the Riffians in Morocco and their consequent inability to cooperate in the making of the picture.

Herbert Brenon, who is to direct, was to have sailed on January 16th and his plans were changed at the last moment. As a result production work on the English sequences will be started immediately at the Long Island studio and it is probable the desert scenes will be made in California.

Charles Rogers, a member of the Paramount Picture School has been cast for an important role in this picture despite the fact that his picture experience covers a period of only six months. Wallace Beery and Neil Hamilton have also been assigned to important parts.



Scenes from "Joanna," a current First National production, starring Dorothy Mackaill.

Raboch Renews Contract With M-G-M

Metro-Goldwyn-Mayer have renewed the directorial contract of Al Raboch. Though one of the younger directors in the industry he has to his credit several important achievements. He was art director for Rankin Drew's "The Girl Philips" and not only designed the settings, but appeared in the picture as well. Later he became associated with Charles Brabin and wrote the scenario for "Driven." He also assisted Fred Niblo in the direction of "Ben Hur."

von Stroheim is Preparing "Wedding March"

Erich von Stroheim, accompanied by his secretary, Betty Mason, and his assistant, Louis Germonprez, is in the San Bernardino mountains preparing the continuity for "The Wedding March," his initial production for P. A. Powers, which is to be released through Paramount. It is an original story by von Stroheim and he will also play a leading role in it. Production will be started about February 15th.

Beauty Contest Winner is Signed by "U"

Another beauty contest winner has been signed to a five year contract by Universal. She is Adrienne Dore, winner of the Los Angeles Examiner "Miss Los Angeles" contest, and second place winner in the "Miss America" contest at Atlantic City. Miss Dore's first role is in Herbert Blache's production of "The Mystery Club," from Arthur Somers Roche's "Crimes of the Arm-Chair Club."

Seena Owen Will Star in "Shipwrecked"

Seena Owen has not withdrawn from her contract with Metropolitan Pictures, despite reports to the contrary. In fact she is to make her initial appearance under the Metropolitan banner in "Shipwrecked" an adaptation from the stage play by Langdon McCormick. Actual production is scheduled to start within ten days, though the director and supporting cast have not yet been announced.

M.G.M. to Have 4 in February

"Auction Block," "Money Talks" "Devilkin" and "Ibanez Torrent" Due Next Month

METRO-GOLDWYN-MAYER has scheduled four features for release early in February. They are "The Auction Block," "The Devilkin," "Money Talks" and "Ibanez Torrent." "The Auction Block" was adapted by Frederic and Fanny Hatton from the Rex Beach novel of the same name and was directed by Hobart Hanley. Charles Ray and Eleanor Boardman have the leading roles. The supporting cast includes Ernest Gillen, James Corrigan, Sally O'Neil, David Torrence, Forrest Seabury, Ned Sparkes and Charles Clary.

"Money Talks" is a Rupert Hughes story directed by Archie Mayo. Claire Windsor and Owen Moore have the leading roles. The story was adapted by Frederic and Fanny Hatton.

"The Devilkin" will be Benjamin Christianson's first American production. Norma

Shearer is the star, with Ernest Gillen in the juvenile lead. Others prominently cast are Carmel Myers, Claire McDowell, Joyee Coad and John Miljan.

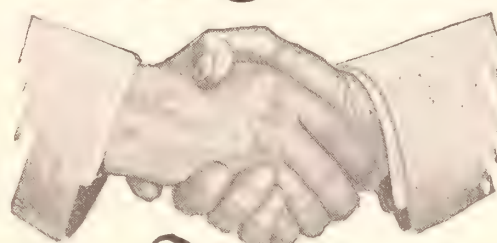
Blasco Ibanez's novel, "The Torrent" was made by Monta Bell into a fine screen drama, entitled "Ibanez Torrent." Greta Garbo and Ricardo Cortez have the leads. Other players of importance are: Gertrude Olmsted, Edward Connelly, Maurice Kains, Lucien Littlefield and Mario Carillo. The continuity is from the pen of Dorothy Farnum.

De Mille Has Completed "Volga Boatman"

CECILE B. DEMILLE has completed "The Volga Boatman," his second personally directed production for Producers Distributing Corporation release, and it is now in the cutting room. The picture tells a story of the Russian revolution and DeMille claims it is the greatest production he ever made.

Lenore Coffee made the screen adaptation from the original story by Konrad Barcovi. William Boyd heads the cast, which also includes in the main supporting roles, Elinor Fair, Victor Varconi, Theodore Kosloff and Julia Faye.

20 Years an Exhibitor



The Friendly Hand



Scenes from the screen adaptation of the stage play, "The Outsider," released by Fox.

Keen Contest in Sales Drive

First National Branch Managers Making Whirlwind Finish in the Competition

THIRTY-EIGHT branches of First National are staging a whirlwind finish in the sales campaign which concludes January 30th with \$8,000 at stake to be awarded successful managers and their employees. Reports indicate heavy bookings of First National product.

The standing of the branches according to the latest returns was as follows: Oklahoma City, New Jersey, Washington, Atlanta, Dallas, San Francisco, Detroit, Des Moines, St. Louis, Vancouver, Charlotte, Pittsburgh, Cincinnati, Indianapolis, Boston, New Orleans, Kansas City, Minneapolis, Salt Lake City, Los Angeles, Buffalo, Omaha, New Haven, Toronto, Calgary, Philadelphia, Portland, Albany, Chicago, Louisville, New York, Cleveland, Seattle, Milwaukee, Denver, Winnipeg, Montreal and St. John.

After all the returns are in the first, second and third branches will share in the distribution of prize money. The manager, assistant manager, salesmen, head booker and head cashier or bookkeeper all will receive substantial remuneration. In addition each employee in the first branch will receive a sum equal to three weeks' salary; in the second branch two weeks' salary and in the third branch one week's salary.

In connection with the sales drive another feature of First National Month is the exploitation contest open to exhibitors of houses of all classes. Entries will be received up to February 21st. Prizes will be awarded exhibitors submitting the best exhibits. In the event of two or more contributions being deemed of equal merit, the prize tied for will be awarded to each entrant. The prizes in this event total \$2,000.

Dolores Costello Warner Star

Harry M. Warner Announces Elevation of Player Before Sailing for Europe

BEFORE sailing for Europe last Saturday with Motley H. Flint, Los Angeles banker, for a six weeks tour of the Warner exchanges in England and the continent, Harry M. Warner, who, arriving from the coast only stayed in New York long enough to witness the premiere of "The Sea Beast," announced that there would be several new faces in the Warner pictures for the coming season and that he had elevated Dolores Costello to the rank of star.

Warner's trip abroad, he stated, was to

see that Warner pictures were being given the best possible distribution in Europe and to arrange for the super-specials that are to be part of the company's product scheduled for next season. This schedule is about ready, he said, and an announcement would be made in a few days.

Another reason for his going abroad, he stated, was to study the problem of the internationalization of pictures but not to acquire foreign theatres. Warner will return from Europe on March 2nd and will spend most of his time on the coast.

Bessie Love to Play Lead in "Lovey Mary"

LOUIS B. MAYER has signed Bessie Love for the leading role in "Lovey Mary" which will be directed by Harry Millarde from a continuity written by Agnes Christine Johnson. Members of the supporting cast for this Metro-Goldwyn-Mayer production have not been chosen as yet.

Miss Love was chosen for the part after a thorough canvas of the actresses available, competition being keen as the role was coveted due to its sympathetic character and excellent name.

De Mille Signs Sullivan to Long Contract

Cecil B. De Mille has signed C. Gardner Sullivan to a long term contract and the writer's first work under the new document will be the continuity of "Bachelor Brides," Rod La Roque's next starring vehicle for Producers Distributing Corporation release.

Lucien Littlefield to Support Tom Mix

Lucien Littlefield will have one of the leading supporting roles to Tom Mix in the star's new vehicle for Fox titled, "Tony Runs Wild." The picture will be directed by Thomas Buckingham, with Tony, the Mix horse also featured.



Scenes from "Triple Action," a Universal production.

Exhibitors Service Bureau



The vivid and colorful method of displaying Tom Mix in "The Lucky Horseshoe" (Fox) adopted by the Majestic Theatre, Portland, Ore. The arrangement is especially notable for giving a striking action effect in a comparatively small space.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players Lasky theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Kiss for Cinderella, A.....	—	5	10	1	63	7,816 ft.
FILM BOOKING OFFICES.						
Last Edition, The.....	—	2	7	1	67	6,400 ft.
FIRST NATIONAL.						
New Commandment, The....	—	4	8	—	60	7 Reels
FOX.						
Fool, The.....	—	1	8	1	70	9,488 ft.
UNIVERSAL.						
Calgary Stampede, The.....	—	—	8	3	78	5,924 ft.
Storm Breaker, The.....	2	6	2	—	42	6,093 ft.
WARNER BROS.						
Bobbed Hair.....	—	4	5	1	61	7,781 ft.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Eddie Zorn, Managing Director, Boardway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

H. A. Albright, Manager, T. D. & L. theatre, Glenside, Calif.

Claire McEachine, Grand theatre, Westfield, N. Y.

Ace Berry, Managing Director, Circle theatre, Indianapolis.



A grocery store in Oklahoma City reproduces a scene from "The Goose Woman" (Universal) with dolls and toys, and features the Liberty theatre in the interests of an attractive window display for a special brand of coffee.

Stunt For Pathe Comedy Scores

Contest to Find Young America's Best Scenarist Echoes Through New England

THE vast possibilities open to exhibitors to exploit short comedies is pointedly illustrated in a big exploitation stunt just concluded wherein Manager Crull of the Albee Theatre, Providence, R. I., in conjunction with the Providence News, S. Barret McCormick, exploitation manager for Pathe, and Tom North, special representative for Pathe, staged a contest for the children of New England.

Through this contest, Providence, R. I., gave the motion picture industry the world's youngest and most talented scenario writer, Edna Sedgwick, aged 9. After being received and complimented by Mayor Gainer of Providence, this little Miss marched on the State Capitol of Rhode Island to meet Governor Aram J. Pothier. Then the little 9-year-old Edna turned south to Broadway and was feted on the Great White Way.

Edna was the winner of the contest in which a prize of \$200—and 40 other prizes of lesser amounts—was awarded to the New England youngster between 5 and 14 years of age who wrote the most adaptable ideas for a scenario for the Pathe-Hal Roach "Our Gang" Comedians. The big contest was announced at the Albee Theatre, Providence, two months ago.

Fifteen hundred scenarios poured in from embryo writers following front-page announcements and daily stories in the Providence News. Jack Sullivan, motion picture critic of the Providence News, used 300 columns of reading matter and 75 photographs. Motion pictures of Edna meeting the Mayor and Governor were shown in the Keith-Albee theatres, while the talented little writer, who is a toe dancer as well, entertained crowds at the theatre at a special show when the award was made to her.

In New York she was met at the Grand Central by the Keith Boys Band, companies of Girl and Boy Scouts, Singer's Midgets, animals from the Hippodrome, including three elephants, four reindeer hitched to a sleigh with Santa Claus driving, newspaper

reporters and photographers. A special police escort was provided by the city. Park Avenue was roped off for two blocks while pictures were made for the New York dailies and Pathe News. A parade then led to the office of Pathe Exchange, Inc., 35 W. 45th St.

37 Days Publicity on Stunt for 'Phantom of the Opera'

The Amateur Critics Contest conducted by the Philadelphia Daily News in connection with "The Phantom of the Opera" engagement at the Aldine Theatre, has the "long distance" record for a newspaper publicity stunt in the Quaker City.

Starting on October 12th, it continued through November 16th, bringing the total number of days up to 37. Each day an important announcement bearing on the contest appeared in the columns of the Daily News thereby creating an uninterrupted stream of publicity on behalf of the picture which was reflected in added returns at the Aldine box-office.

The rules of the contest stipulated that one amateur dramatic criticism on the "Phantom" be published each day of the picture's run and that the three prizes for the best ones be awarded at its close.

Newsies Ballyhoo "Last Edition" in Seattle

Newsboys and carriers of the Seattle Union Record, formed in line and carried banners ballyhooing the engagement of "The Last Edition" at the Columbia theatre in that city. The demonstration was staged at small cost by Manager Robert Bender, who invited the newsies to a special matinee performance. They marched to the theatre with banners flying and distributing on the way the herald reproductions of newspapers.

"Phantom" in Person Gives Advance Announcement

Manager Ray Brown of the Strand Theatre, Altoona, Pa., has the "Phantom" in person announce the coming to his house of the Universal spectacle "The Phantom of the Opera."

At the end of the feature at the Strand theatre, in Altoona, Pa., the theatre was darkened some for a spotlight which travelled slowly from the left side of the house to the right lower box while the drums kept up an incessant roar ending with a bang when the spotlight reached the box. In an instant, up jumped a robed figure with a large hat decorated with a flowing feather, and a "Phantom" mask hiding his face, the robed figure began: "I am the Phantom. I hide in cellars and commit terrible deeds. I come to you next week with five thousand and fifty others including Lon Chaney, Mary Philbin and Norman Kerry. Come next week and I will thrill you and again I will make you laugh. I am 'The Phantom of the Opera.' "

At the word "Opera," the spotlight went off and the balance of the performance continued.

Society Girls Aid Drive for "Kiss For Cinderella"

The biggest single unit of Manager G. E. Brown's campaign on "A Kiss for Cinderella" was the appearance of fifty Memphis society girls on the Palace stage at the Saturday matinee.

The young ladies appeared in the original costumes they wore at the Annual New Year's Cabaret held at the Peabody Hotel for the benefit of charity. The event was outstanding because of the fact that no girl in the group could have been paid to make an appearance, while their social standing drew a capacity house. Because of its unusual success, the event will be repeated next year on a more elaborate scale.

A lovely young girl in an old-fashioned costume appeared in the lobby of the theatre a week prior to play date and also during first two days of showing. She distributed thousands of "Kisses for Cinderella," a candy Kiss obtained gratis from a leading confectioner.



The Strand-Pathe News plane which made scenes of a big local football match for special showing at the Strand Theatre, Memphis. The stunt was one of several used in a special drive for the Newsreel features at the Strand.

Capitalizes Scarcity of Giants for "Unholy 3"

Having three men, a giant, a dwarf, and an impersonator of Lon Chaney, pose as the ill starred trio of "The Unholy Three," the Metro-Goldwyn-Mayer starring vehicle for Lon Chaney, was the main feature of a campaign waged by Exploiteer Larry Jacobs for the benefit of Loew's Regent Theatre at Harrisburg, Penn.

An advertisement in the want ad column of the paper calling for the services of a giant and a dwarf, ran for two days without any response. So Jacobs called up the paper and gave the idea of writing an article on the scarcity of dwarfs and giants. On the third day a giant and a dwarf applied and were accepted at the theatre. The paper ran a special story on this occurrence.

Further activities of the campaign consisted of a shadow box in the lobby in which was placed a head of Chaney illuminated by a green light, two hundred window cards, four thousand cards for the radiators of automobiles bearing a welcome to a visiting football team, and on the reverse side an advertisement of the picture, teaser ads in the newspapers, and a trailer two weeks ahead of play date.

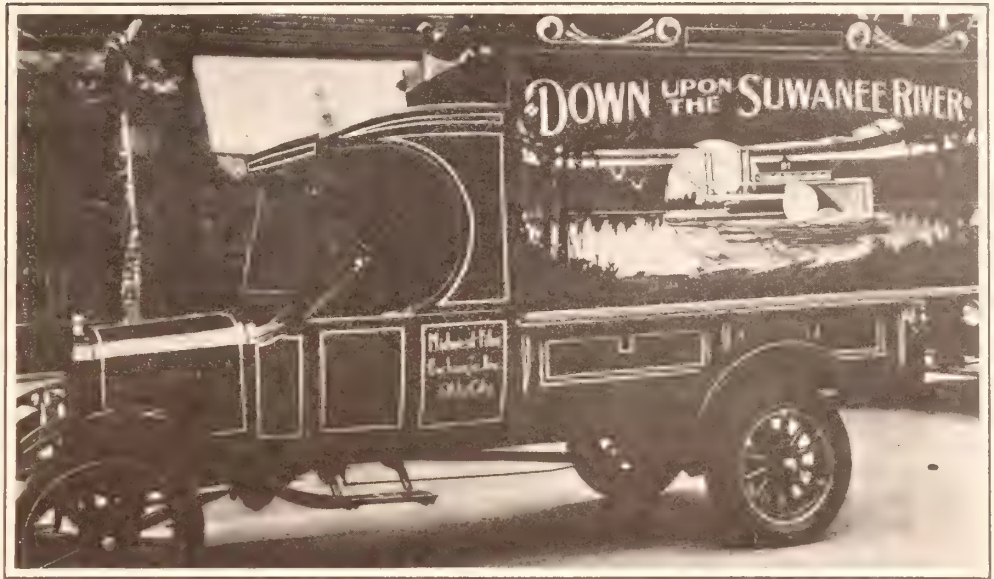
Special Show of "Ancient Mariner" for Old Salts

An "old salts" matinee performance of "The Ancient Mariner" proved one of the outstanding items of a successful exploitation campaign on that picture at the Strand theatre in Seattle. The matinee was conducted in co-operation with the Seattle Star.

The Star not only invited Seattle's ancient mariners, but it ran each day as well, pictures and biographies of the old sailors, together with some very spirited depositions from them, as to whom had been the longest voyager on the Seven Seas. Most of the old fellows seemed to be rather contemptuous of any mariner who had put in less than fifty years before the mast, and dubbed such tyros as "boys." The tie-up earned many inches of free space.



Manager H. C. Farley of the Empire, Montgomery, Ala., let old dobbie pull the Dinosaur and thereby heightened the effect of this ballyhoo for "The Lost World" (First National).



One of a pair of "ballyhoo wagons" which the Midwest Film Exchange is using in Oklahoma City to exploit showings of "Down Upon the Suwanee River," a Lee-Bradford feature. The trucks are equipped with caliopes.

Booms "The Man On The Box"

Washington Campaign Supported By Newspapers; Three Main Units In Metropolitan's Drive

THREE main units, two of which were heartily backed by newspapers, comprised the backbone of an efficient exploitation campaign for the presentation of "The Man on the Box" at the Metropolitan theatre.

The Washington Evening Star, in co-operation with the Crandall Enterprises, gave a special morning party to 800 boys and girls from the various orphanages and children's homes in the District of Columbia. For this event the Crandalls offered the use of the Ambassador Theatre and the newspaper transported the youngsters in buses.

Dr. Frank W. Ballou, superintendent of the District of Columbia schools, gave official sanction to the event and waived the operation of the compulsory school attendance act.

There was a taxi war on at the national capital during the run of the picture and the Independents took advantage of the situation by displaying on their cars placards reading:

"Independent Taxi. 'The Man on the Box' Wants to Earn His Living and Obey the Law."

The campaign was executed by Bert Adler, engaged on special campaigns for Warner Bros., and the exploitation staff of the Crandall theatres.

"Smile" Contest Puts Over "Go West" in Portland

A "Smile" Contest tie-up with the Portland Telegram exploited the run of Buster Keaton's "Go West" at the Liberty theatre of Portland, Oregon.

The "Smile" Contest was taken from the press book, and consists of a drawing contest, the drawings to show what kind of a smile Buster Keaton would have—if he smiled. A two column drawing was run in the Portland Telegram for a week in advance of showing with appropriate stories on the contest and on the picture. The prizes for the winners were ten dollars in gold, a monthly pass to the Liberty theatre, and eight double passes for "Go West."

Kiddies Exploit "Below The Line" in Edmonton

The manager of the Monarch Theatre, in Edmonton, Alberta province, Canada, put over a good stunt during the recent run there of "Below The Line," when he invited the school children of the town to draw pictures of "Rinty," and offered three cash prizes, of three dollars, two dollars and one dollar, respectively.

The competition aroused deep interest and helped to pack the theatre at every showing, as Rin-Tin-Tin was already a prime favorite with the kiddies as well as their elders.

*The FIRST Authorized
and Complete Scenes of the*

EX-KAISER AT DOORN

WERE SHOWN IN THE ISSUES OF
JANUARY 16th AND JANUARY 20th
OF THE

PATHE NEWS

Fragmentary and hazy shots with a telephoto lens, and taken through a fence, have hitherto constituted the motion picture record of the Kaiser since he lost his throne.

Now see the man who plunged the world into chaos as he actually is today, in pictures which were authorized by him, and for which he willingly posed !

FIRST and BEST as usual!

JOHN ADAMS Presents

LARRY SEMON

in

"STOP, LOOK AND LISTEN!"

Adapted from the Musical Comedy—by Harry B. Smith

Directed by Larry Semon

A Big National Stage Success Becomes a Big Larry Semon Hit

Larry Semon as "Luther Meek" is something to remember.

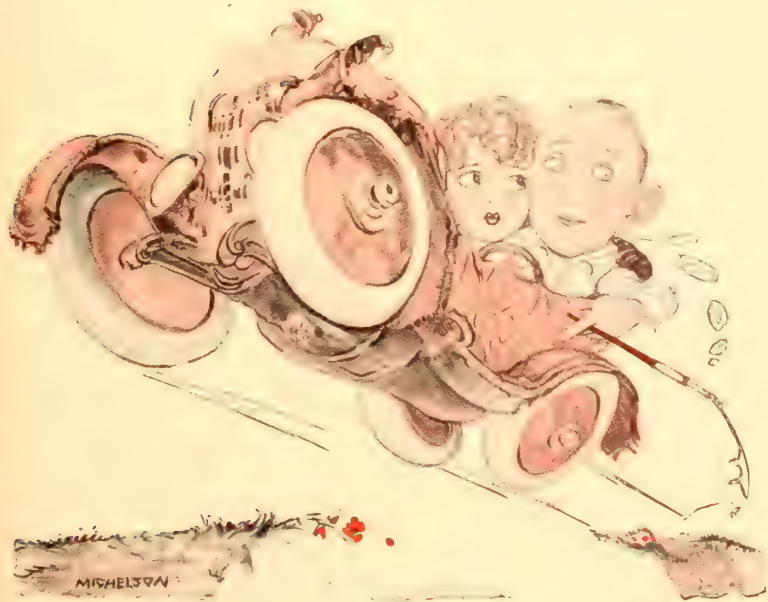
He's absent-minded as a Tadpole; as innocent as a new hatched chick; as funny as a 250lb. songstress singing "Oh that I had wings like a dove."

Dorothy Dwan is the school-maam, easy to look at, hard to forget; and

there are Josef Swickard, Lionel Belmore, Mary Carr and Bull Montana also in the cast.

A mixture of laughs and thrills, ending with an auto chase that shocks you, grips you, and has you gasping for breath from laughing.

1926 will be a big year for comedy. "Stop, Look and Listen" will make it bigger.



Pathépicture

TRADE



MARK



A Terrific Drama That Is Being Lived Today!

The front pages of the newspapers are selling "Casey of the Coast Guard" for you.

Just look at them. Rum and drug traffic, smuggling of aliens,—powerful organized efforts, and it's up to the Coast Guard to stop them.

Pathéserial

TRADE MARK





Battles are fought, men in the U. S. service are killed,—to defend the law. This story covers the inside lives of these hardy men. It is amazingly thrilling, yet it's also amazingly true.

The title both tells and sells the serial. Your public will want to see the Coast Guard as it is, in a drama that's being lived today.

Pathéserial

TRADE MARK

CHARLES R. ROGERS *Presents*

HARRY CAREY

in

"DRIFTIN' THRU"

You'll make more money on this than any Harry Carey picture you ever played, because it's a better picture.

You don't need to look for a better Western. There aren't any.

You can't tell the half of it until you see the whole picture.

Pathépicture

TRADE



MARK



Publishers Tie Up For "Joanna" Drive

First National Pictures has tied up with Barse and Hopkins, the publishers, on a two dollar cloth edition of "Joanna," the novel by H. L. Gates which has been produced on the screen by Edwin Carewe with Dorothy Mackaill in the leading role.

So far as is known "Joanna" is the first heroine of a serial story written especially for newspapers to win lasting place in a first grade book publication. It is announced by the publishers as the most fascinating and startling novel of the year, and in its construction and presentation, the most original. It is estimated that already "Joanna" has had more than 3,000,000 readers in the United States through newspaper publication in almost every important city in the country. That she was a heroine of a new kind is evident from the requests for her in permanent form from those who watched her, day after day, through her newspaper publication.

With window cards, circulars, stickers and other exploitation accessories, Barse and Hopkins are giving the book the strongest sort of promotion with the retail sellers. Book store window displays are being arranged in conjunction with the showing of the picture at local theatres.

"U" Stars Features in National Contest

In cooperation with Hugh McNair and Duke Murta of Display Topics, official publication of Drug Topics' display department, Joe Weil, Director of Exploitation for Universal, has designed a movie star contest which will be displayed nationally during January and February in over 1,000 of the country's leading drug stores.

Five photos of Universal stars, with a white band on which has been printed "What Star is This?" covering part of the face of each copy below giving the titles of the latest productions the star has appeared in, have been mounted on special cards and will be used as centers of window displays.



Elaborate cutout lobby stand for First National's "Classmates" used at the McDonald theatre, Eugene, Ore. Features centerpiece cut from stock 24-sheet.



The lavish and effective arrangement of cut-outs shown in the photo above of the Strand theatre, Tampa, Fla., made a compelling display and forcibly proclaimed the presence of Charlie Chaplin in his new United Artists feature "The Gold Rush."

Tillson's Laugh Month Drive

Complete Campaign For Lupino Lane Comedy at Kalamazoo Cited as Model For Short Feature

ROY TILLSON staged one of the greatest Short Feature newspaper advertising, publicity and exploitation campaigns that was ever accorded a two-reeler in the State of Michigan, when the Educational-Lupino Lane Comedy "The Fighting Dude" played the Fuller Theatre which he manages at Kalamazoo, Mich., January 3d to 6th.

The Lupino Lane Comedy served as the principal feature in a great Laugh Month Exploitation campaign.

That he succeeded admirably may best be ascertained by a summary of what was used to exploit the comedy and what the campaign accomplished.

Short Feature and Laugh Month "Ad" space dominated the three column by seventeen inch newspaper layout used in the Kalamazoo Gazette as an opening announcement, and likewise the smaller "ads" that succeeded it.

Laugh Month secured a succession of humorous references from the pen of "Penn. E. Wise," of the Kalamazoo Gazette.

Besides the special Laugh Month accessories, including a banner, posters and pennants, Mr. Tillson used a trailer on "The Fighting Dude," a slide, 11 x 14 lobby cards, 50 one-sheets, and two three-sheets on this comedy.

Several window displays were arranged for and a shadow-box was used in the lobby in which a cut-out of Lane was placed.

Type-set one-sheets displayed on front of all street-cars passing the theatre, featured the Short Feature and Laugh Month program. Special Laugh Month date strips were used as well, with the Educational-Lupino Lane one-sheets.

For a street bally, a rough looking man togged out as a prize fight trainer carried a banner reading "I am the trainer of THE FIGHTING DUDE—See me at The Fuller."

Three-sheet lobby display boards, lobby and marquee hangers, electric signs and display frames all carried the Laugh message in a featured and forceful manner.

Cards in Swedish Exploit "The Tower of Lies"

Postal cards addressed to the Swedish residents of Everett, Wash., played up the Swedish angle on the Metro-Goldwyn-Mayer picture, "The Tower of Lies," by the Swedish authoress, Selma Lagerlof, and directed by Victor Seastrom, the Swedish director.

The postal cards were printed in Swedish and sent out to twenty-five thousand Scandinavian patrons of the Everett theatre. The results were most gratifying.



"The Merry Widow" (M.G.M.) at the Capitol, Little Rock. Manager R. T. Newton designed the arrangement which features cutouts of the famous waltz scene behind window frames. The strip of carpet painted on the base of the displays gave depth to the scenes.

Gives Plan of Thorough Drive

Creamer's Campaign For "The Spaniard" Employed Wide Variety of Publicity Angles

OUTLINING a campaign which he used for "The Spaniard," and which proved most successful from every standard of measurement for picture exploitation, John W. Creamer, of the Strand Theatre, Chillicothe, Mo., gives the working plan of a drive which was admirably thorough. As will be seen from the following account of the methods he employed, Creamer went down the calendar of publicity mediums available to the average theatre. Mr. Creamer outlines the campaign as follows:

"Set of six teaser slides run for two weeks in advance, copy changed at end of first week. These slides run while organist played 'Spain.'

"Two one-sheets, one on each side of proscenium arch, hit by small spots while teaser slides were run.

"One thousand rotos distributed house to house, space on back sold, paying for rotos and printing.

"Hand painted banner used in rear of auditorium for two weeks in advance, illuminated as audience passed out.

"Painted lobby mirrors 10 days in advance.

"Special built lattice work lobby display used for week in advance. This was built in one end of lobby, and between shows, while audience passed out a Victrola concealed back of display played a late Spanish record. This caused every one to look for the source of the music, incidentally selling them 'The Spaniard.'

"Tie-up with fashionable ladies ready-to-wear store. The first time they ever permitted foreign advertising in their windows.

"Tie-up with Spanish classes at local high school. Passes offered to the boy and girl in each making the greatest effort to get their Spanish lessons. Photos and rotos displayed on bulletin board in teacher's room. Contest extended into letting the Spanish Club pick the winners of the passes. Passes presented by president of Spanish Club. All Spanish students urged by teacher to see the picture and report on

it. Letter received from Spanish Club thanking me for co-operating with them. Arrangements made to use Spanish students on stage as a chorus, singing popular songs in Spanish as a prologue.

"Mounted one-sheet on rear of my coupe for one week in advance.

"Teaser ad run two times in *Constitution* two weeks in advance: 'Wanted—I will put on a Spanish bull fight in Chillicothe soon and will be interested in finding a place to exhibit same. Address me, Senor Cortez, "B," care of *Chillicothe Constitution*.

"Teaser ad run several days following previous ad: 'A Public Statement. In regard to adv. stating that a bull fight would be held here, we wish to state that while it is the national sport of the Spaniard, we would rather not have a real live bull fight held in Chillicothe. What do you say? Committee of Citizens.'

"Ad used in answer to previous advertisements: 'Senors and Senoritas—Since you object to a live bull fight being held in Chillicothe, permit me to say that you can see me as the matador in two bull fights in the Paramount picture, 'The Spaniard,' coming to the Strand, Thursday and Friday. (Signed) Ricardo Cortez.'

"A dozen letters actually received protesting against holding of the bull fight."

New Twist on Radio Tie Up for "Ancient Mariner"

Another angle of the radio tie up for theatre exploitation purposes was evolved in San Antonio, Texas, recently by Ben Gersdorff, manager of the Majestic theatre, in connection with "The Ancient Mariner." Gersdorff hooked up with the San Antonio Daily Light to broadcast every night for seven nights one or two verses from the "Rime of the Ancient Mariner." Announcements then invited listeners to send in short essays on the meaning of the particular verse read, with prizes offered for the best essays.

Horse Race on Main Street Boosts "Kentucky Pride"

Through a cooperative tie-up with a Crippled Children's Fund in Youngstown, Ohio, the Liberty theatre obtained permission to stage a horse race over a course on a main thoroughfare as an advertising stunt for "Kentucky Pride." The event was well built up the charity angle appealing to groups and individuals.

The Youngstown Vindicator and the Rotary Club sponsored the stunt. The race was started by the Chief of Police. Every effort was exerted to get a big crowd out to witness the race, as the Rotary Club took the occasion to launch a drive for the Crippled Children.

The horse that won—it was a fixed race—was called "Kentucky Pride." The stable colors of the winning jockey consisted principally of large multi-colored sign on his back, counselling everybody to see "Kentucky Pride" at the Liberty, as he always won, etc.

Exploits "Fighting Heart" Before Fight Fans

A special drive to interest the pugilistic fans of Youngstown, O., is the Hippodrome Theatre's presentation of "The Fighting Heart," was included as part of a thorough general campaign for that picture. A broadside devised after the fashion of paper used by clubs announcing bouts, was prepared. A scare-head caption directed attention to the "World's Championship Fight," that George O'Brien would indulge in at the Hippodrome Theatre. These broadsides were distributed to the crowds assembled at two local fight events, and were also given a heavy distribution in pool rooms, barber shops and other places where men usually congregate.

The lobby of the theatre—in addition to its regular selling aids—displayed a three-sheet board carrying large photos in opposite corners, of Champion Jack Dempsey and George O'Brien—the star of the picture—both in fighting trim.



Logs, constructed of papier mache and used as frame material for poster and still displays, indicated the atmosphere of First National's "Winds of Chance" in the lobby display for that picture at the Majestic Theatre, Portland, Ore.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

AT LIBERTY.—Manager; live wire; 10 years' theatrical and motion picture experience; exploitation, advertising and ideas. Box 460, Motion Picture News, New York City.

AT LIBERTY.—Manager; 16 years pictures; go anywhere; wife—piano or organ. Box 600, Motion Picture News, New York City.

PROJECTIONIST of wide city experience seeks position in small town at once; prefer states of New Jersey, New York or Pennsylvania; willing to accept moderate salary; highest kind of references; 8 years with present employer; write me and I will give you more details about myself. Address, Chief, Motion Picture News, 729 7th Ave., New York City.

AT LIBERTY.—After Feb. 15, high-powered publicity director, theatre manager and advertising expert; a showman with years of experience, with all leading Broadway theatrical producers and circus enterprises; have no equal in the show business, as a strong opposition billing agent; thousands of would-be publicity men now using my original ideas; will locate any place in United States where I can get a reasonable salary for good services; age, 39; excellent appearance; producer of stage presentations; reference, any recognized showman in the world. Wire or write, Chas. A. Koster, 5331 Skillman Ave., Woodside, Long Island.

YOUNG MAN, 12 years' experience in industry, desires position offering advancement. Box 615, Motion Picture News, New York City.

PIANIST, expert, desires engagement to play alone in picture theatre, evenings only, within commuting distance from New York City. Box 610, Motion Picture News, New York City.

WANTED.—Theatre, 400 or more seats in mid-west town of 5000 or more population. Theatre, 6646 Parnell Ave., Chicago.

For Sale

CLOTH BANNERS.—\$1.40, 3x15 feet, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Paper Banners. Associated Advertisers, 111 W. 18th St., Kansas City, Mo.

WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested, communicate with patentee. I. I. Hance, Meriden, Conn.

FOR SALE.—Motion picture theatre; town of famous summer resort of over 5,000; fully equipped; seats 700; only theatre in Tannersville, N. Y. J. J. Byck.

FOR SALE. Picture business with all high class equipment (594 seats), including Page organ with both hand and mechanical consoles, in one year old attraction neighborhood theatre in city of over 100,000 in northern Indiana; building for rent. Address, Box 620, Motion Picture News, New York City.

FOR SALE.—300 new veneer green finish theatre chairs; always a large stock of used chairs on hand; immediate shipment; lowest prices. Theatre Seating Co., 845 S. State St., Chicago, Ill.

MOTION PICTURE THEATRE AND EQUIPMENT. Two machines; long lease; only theatre in county seat of 1500; leaving state; must sell at once; reasonable; one-half cash, balance, terms. Mrs. Lillian M. Braswell, Eddyville, Ky.

FOR SALE

700 Haywood-Wakefield Veneer Theatre Chairs. Used less than 90 days. William J. Dunn, Academy Bldg., Fall River, Mass.



A group of representative newspaper displays of first-run houses featuring "Clothes Make the Pirate" (First National), clipped from papers published in various cities throughout the country. Ads shown in the layout were used by the following theatres: the Capitol, Detroit; Allen, Cleveland; Grand Central, West End Lyric and Capitol, St. Louis; Crandall's Metropolitan, Washington, D. C.; Capitol, Des Moines; T D Theatre, Oakland, Calif., and Loew's Warfield, San Francisco.

With First Run Theatres

NEW YORK CITY

Capitol Theatre—

Film Numbers—Mike (Metro-Goldwyn-Mayer), Continued. Tunes—Scenic, Capitol Magazine (Selected).

Musical Program—"Capriccio Espagnole" (Overture), "Succidio" from "La Gioconda" (Vocal solo), "The Swan" (Ballerina), "Chinese Fantasy" (Vocal trio), "Legend of the Pearl" (Ballet Corps.), Organ Solo.

Strand Theatre—

Film Numbers—Just Suppose (First National), Topical Review (Selected).

Musical Program—"New Mark Strand Frolics" including "The Cigarette Girls" (Ballet Corps.), "Valse in C Sharp Minor" and "Polonaise in A Flat Major" (Piano Duo), "L'Amour Tout jour L'Ampur" (Soprano Solo), "Pompadour Valse" (Ballet Corps.), "The Night Club" (Revue).

Rivoli Theatre—

Film Numbers—Hands Up (Paramount), Man or Illusion (Scenic-Novelty), Rivoli Movie-events (Selected News), Topics of the Day (Pathe).

Musical Program—"Poet and Peasant" (Overture), "Melody Mixers" (Special Orchestra), "Sleepy Time Gal" (Organ Novelty), "Skylarks" (Special Public Presentation).

Rialto Theatre—

Film Numbers—The Vanishing American (Paramount), Rialto Cinemevents (Selected News), The Little Brown Jug (Pathe Fable).

Musical Program—"If I Were King" (Overture), "Lonesome Girl in Town" (Organ Novelty), Ukelele Vocalists and Dance Team.



Neatly drawn layout for "The Only Thing" (M. G. M.) used in two columns measure by the Newman, Kansas City.



Three-column display for First National's "The Live Wire" used by the Strand Theatre, Milwaukee.

Warners Theatre—

Film Numbers—The Sea Beast (Warner Bros.).

Musical Program—Special Score for feature, Tenor solo, Soprano solo, Special Orchestra.

Cameo Theatre—

Film Numbers—Lady Windermere's Fan (Warner Bros.), Cameo Pictorial (Pathe), Aesop Fable, The Stage Hand (Semon Comedy).

Musical Program—Excerpts from "No, No, Nanette" (Overture), "Roses of Love" (Vocal Solo), Organ Solo.

Colony Theatre—

Film Numbers—California Straight Ahead (Universal), Continued.

Embassy Theatre—

Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

The Astor Theatre—

Film Numbers—The Big Parade (Metro-Goldwyn-Mayer), Continued.

Apollo Theatre—

Film Numbers—Stella Dallas (United Artists), Continued.

Geo. M. Cohan Theatre—

Film Numbers—Ben Hur (Metro-Goldwyn-Mayer), Continued.

BROOKLYN

Mark Strand Theatre—

Film Numbers—"Infatuation" (First National), Topical Review (Selected).

Musical Program—Liszt's "Spanish Rhapsody" (piano solo), "Revue Espagnole"—"La Paloma" (mixed quartette), "Madoiro" (tenor solo), "Tango—El Choclo" (dance), "Cuba" (soprano solo), "Spanish Dance" (ballet corps), "Matinata" (baritone solo), "La Espagnola" (ensemble), "Indian Love Lyrics" "The Temple Bells" (pantomime), "Less Than the Dust" (contralto solo), "Till I Wake" (soprano solo) and "Pale Hands I Love" (tenor

solo), "Opera a la Carte" (xylophone solo), and Rubenstein's "Kammenoi-Ostrow" (organ recessional).

LOS ANGELES

Hillstreet Theatre—

Film Numbers—The Live Wire (First National), Adventures of Mazie (F. B. O.), Pathe News, Aesop Fable.

Musical Program—Vaudeville.

Rialto Theatre—

Film Numbers—That Royle Girl (Paramount).

Musical Program—Special prologue to Feature.

Loew's State Theatre—

Film Numbers—Clothes Make The Pirate (First National), Marionettes (Educational), International News and Kinograms.

Musical Program—Organ Solos.

Pantages Theatre—

Film Numbers—My Lady's Lips (S. R.), Pathe News.

Musical Program—Vaudeville.

Criterion Theatre—

Film Numbers—The Great Love (Metro-Goldwyn-Mayer), Laughing Ladies (Pathe), Pathe and Fox News.

Musical Program—Organ Solos.

Forum Theatre—

Film Numbers—Red Hot Tires (Warner Bros.), Romance in Color (Davis Dist. Div.), Fair But Foolish (Educational), International News and Kinograms.

Musical Program—Orchestra (Overture), Soprano Solo.

Metropolitan Theatre—

Film Numbers—What Happened To Jones (Universal), Pathe and International News.

Musical Program—"Stradella Song" (Overture), Dance presentation of Berlin Song Hits, "I'm The Lonesome Girl in Town" (Exit).

Million Dollar Theatre—

Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Figuero Theatre—

Film Numbers—Madame Behave (Producers Dist. Corp.) Continued.

CHICAGO

Chicago Theatre—

Film Numbers—The Mannequin (Paramount), News Weekly (Universal), Literary Digest, Cartoon (Selected).

Musical Program—"Popular Classics" (Overture), "Sleepy Time Gal" (Organ Solo), "The Honeymoon" (Presentation).

Tivoli Theatre—

Film Numbers—The New Commandant (First National, International News, On Edge (Educational).

Musical Program—"Carmen" (Overture), "Classical Jazz" (Specialty), "Don Alvin With Novelty Film" (Specialty), "That Certain Party" (Organ Solo), "Royal Welsh Fusiliers" (Specialty).

Uptown Theatre—

Film Numbers—The New Commandant (First National, International News, On Edge (Educational).

Musical Program—"Zampa" (Overture), "I Never Knew" (Organ Solo), "Jazz Cyclone" (Presentation).

Capitol Theatre—

Film Numbers—The Plastic Age (S. R.), News and Views (Universal).

Musical Program—"Odds and Ends" (Overture), "Our First Anniversary" (Organ Solo), "Our First Birthday" (Presentation).

Roosevelt Theatre—

Film Numbers—Winds of Chance (First National).

McVicker's Theatre—

Film Numbers—The Enchanted Hill (Paramount).

Musical Program—Paul Ash in "A Caravan of Jazz" (Presentations and Specialties).

Mnroe Theatre—

Film Numbers—The Iron Horse (Fox).

Castle Theatre—

Film Numbers—The Phantom of the Opera (Universal).



Character and theme of "Go West" (M. G. M.) neatly conveyed. Two-column display used by the Rialto, Des Moines.

INDIANAPOLIS

Circle Theatre—

Film Numbers—The Splendid Road (First National), Comedy (Educational), News Reel (Universal), Novelty Film (Fox).

Musical Program—Overture, "La Stradella," Novelty organ solo, "That Certain Party."

Apollo Theatre—

Film Numbers—The Masked Bride (Metro-Goldwyn-Mayer), Comedy (Educational), News Reel (Fox).

Musical Program—Singers, orchestra and organist.

Colonial Theatre—

Film Numbers—What Happened to Jones (Universal), Comedy (Universal), Aesop Fable, News (Universal).

ST. PAUL

Astor Theatre—

Film Numbers—The Splendid Crime (Paramount), Weak But Willing (Educational), Pathe News.

Musical Program—"Circus Week" (Orchestra), Stage act.

Capitol Theatre—

Film Numbers—Infatuation (First National), There He Goes (Pathe), Film Facts (Red Seal), News (Selected).

Musical Program—"Mignon" (Orchestra), "My Only One" (Organ Novelty), Repertoire (Baritone).

Garrrick Theatre—

Film Numbers—The Gold Rush (United Artists), Howe's Hodge Podge (Educational), News (Fox).

Musical Program—"Indian Love Call" (Orchestra Overture).

Princess Theatre—

Film Numbers—Parisian Nights (F. B. O.), Between Meals (Pathe), The Amundsen Polar Flight (Pathe), Kinograms.

Musical Program—Organ overture.

Strand Theatre—

Film Numbers—The Yankee Senor (Fox), Adventures of Mazie (F. B. O.), Kinograms.



Large column display using a press board layout, for "The Keeper of the Bees," at F. B. O., for the Strand, Kansas City.

Musical Program—Organ overture.

Tower Theatre—

Film Numbers—Soul Mates (Metro-Goldwyn-Mayer), Wide Open Faces (Pathe), News (Pathe).

Musical Program—Marjah, the Mystic (Stage Act), "Blue Danube" (Overture).

SAN FRANCISCO

California Theatre—

Film Numbers—Hayoc (Fox), The Hair Raiser (Comedy), American Wildflowers (Pathe), International News, Pathe Review.

Musical Program—"Fantasia from Aida" (Overture), "Samson and Delilah" (Modern Version), "Old Refrain" (Violin).

Granada Theatre—

Film Numbers—What Happened to Jones (Universal), Buster's Hunting Party (Universal), Pathe News.

Musical Program—"Irving Berlin Revue" (Automatic stage presentation act).

Cameo Theatre—

Film Numbers—Manhattan Madness (Assoc. Exhibitors), Honeymoon Squabbles (Universal), International News.

Musical Program—"Trip Around World Series," "Leaving America" (Overture), "Songs of the Old Folks," "Little Grey Home in the West," "Pilgrim's Chorus" (Saxaphones), "I Love You, California."

Imperial Theatre—

Film Numbers—Gold Rush (United Artists), Continued.

St. Francis Theatre—

Film Numbers—Moana (Paramount), Continued.

Union Square Theatre—

Film Numbers—Wide Open (S. R.), Fox Comedy, Pathe News.

Musical Program—Vaudeville.

Golden Gate Theatre—

Film Numbers—Scarlet Saint (First National), Prancing Land Lord (Pathe).

Musical Program—Vaudeville.

Loew's Warfield Theatre—

Film Numbers—Blue Beard's Seven Wives (First National), Amundsen Polar Flight (Pathe), International News, Kinograms, Literary Digest Review.

Musical Program—"Brown Eyes" (Overture), "Vanity" (Saxophone), "Arabesques" (Persian Dancing and Singing).

KANSAS CITY

Newman Theatre—

Film Numbers—Sally, Irene and Mary (Metro-Goldwyn-Mayer), Comedy, (Pathe), Newman Mirror (Selected), Newman Events, (Local).

Musical Program—"Tchaikovsky's Solennele" (Overture), Sextette (Instrumental), Organ Solos.

Liberty Theatre—

Film Numbers—Tessie (S. R.), Sporting Life (Universal), Aesop's Fables (Pathe), International News.

Musical Program—"Serenade" (Overture), "A Bellhop Serenade," (Male Quartet), Organ Solos.

Royal Theatre—

Film Numbers—The Wanderer (Paramount), Royal Mirror (Selected), Current Events (Local).

Musical Program—"Syncopators" (Overture), Organ Solos.

Main Street Theatre—

Film Numbers—Joanna (First National), Pathe News, Educational Short Subjects.

Musical Program—"Atmospheric Selections" (Overture), Organ Solos.

Pantages Theatre—

Film Numbers—Below the Line (Warner Bros.), Aesop's Fables, Pathe News.

Musical Program—"Popular Selections" (Overture), "Surprise Songalogue," Organ Solos.

BOSTON

Beacon and Modern Theatres—

Film Numbers—Made for Love (Prod. Dist. Corp.), The Midnight Flyer (F. B. O.), Comedy (Educational), News (International).

Musical Program—Overture (organ).

Fenway Theatre—

Film Numbers—The Red Kimono (Davis Dist.-Vital), Made for Love (Prod. Dist. Corp.), Fables (Pathe), News (Pathe).

Musical Program—Overture (organ).

Gordon's Washington Street

Olympia Theatre—

Film Numbers—Just Suppose (First National), Comedy (Pathe), News (Pathe).

Musical Program—Overture (orchestra and organ.) Vaudeville.

Keith-Albee's Boston Theatre—

Film Numbers—The Gilded Butterfly (Fox), Charley My Boy (Pathe), News (Pathe).

Musical Program—Overture (orchestra and organ.) Vaudeville.

Keith-Albee's St. James' Theatre—

Film Numbers—The Best Bad Man (Fox), Topics (Pathe), Fables (Pathe), News (Pathe).

Musical Program—Overture (orchestra and organ.) Vaudeville.

Majestic Theatre—

Film Numbers—The Big Parade (Metro-Goldwyn-Mayer).

Colonial Theatre—

Film Numbers—Stella Dallas (United Artists), Continued.

Loew's State Theatre—

Film Numbers—Cobra (Paramount), Don't (Metro-Goldwyn-Mayer), Topics (Pathe), Fables (Pathe), News (Pathe and Fox).

Musical Program—Overture (Organ and Orchestra).

Metropolitan Theatre—

Film Numbers—The American Venus (Paramount), Topics (Pathe), Fables (Pathe), News (International).

Musical Program—Overture, "If I Were King," (Orchestra), musical number, "In a Studio" (Orchestra).

MINNEAPOLIS

Aster Theatre—

Film Numbers—The Yankee Senor (Fox), Fighting Tailor (Fox), Fox News.

Musical Program—Organ Overture.

Garrrick Theatre—

Film Numbers—Dance Madness (Metro-Goldwyn-Mayer), One Wild Ride (Pathe Comedy), Universal News.

Musical Program—"Dance of the Hours" from La Gioconda (Overture) "Just a Flower From an Old Bouquet" (Organ with soloist and dancer.)

Lyric Theatre—

Film Numbers—A Woman of the World (Paramount), Whispering Whiskers (Pathe), Kinograms.

Musical Program—Organ Overture.

State Theatre—

Film Numbers—The Dark Angel (First National), Ko Ko Nuts (Cartoon), Universal News.

Musical Program—Orchestra Overture. Stage feature with orchestra, organ and dancers.

Strand Theatre—

Film Numbers—The Gold Rush (United Artists), Howe's Sense and Nonsense (Educational), Kinograms.

Musical Program—Orchestra Overture.

CLEVELAND

Stillman Theatre—

Film Numbers—Phantom of the Opera (Universal), International News.

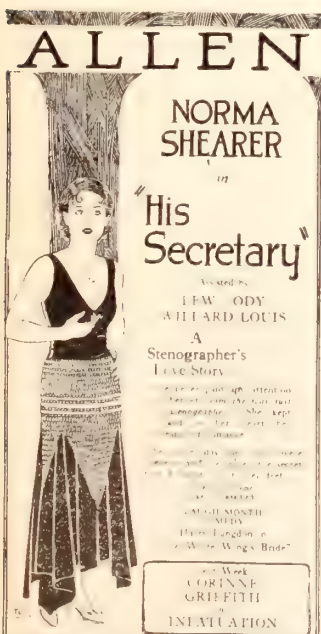
Musical Program—Grand Fantasy from "Faust" (Overture), garden scene and Jewel Song from "Faust" (Prologue).

Allen Theatre—

Film Numbers—Just Suppose (First National), I Do (Pathe), Uprising Generation (Pathe), Topics of the Day (Pathe), Pathe News.

Musical Program—Vaudeville.

TRAILERS SELL SEATS
NATIONAL SCREEN SERVICE
YOUR MOST EFFECTIVE SALESMAN



A typical Allen Theatre layout used for Metro-Goldwyn-Mayer's "His Secretary."

enne" (Overture), Jazz: "If You Believe in Me as I Believe in You," "Banmy Shore."

State Theatre—

Film Numbers—Joanna (First National), Dynamited (Universal), Thrills and Spills (S. R.), Pathe Review.

Musical Program—Organ (Overture), Vaudeville.

Park Theatre—

Film Numbers—Bluebeard's Wives (First National) Love and Kisses (Pathe), Topics of the Day (Pathe), Pathe Review, Kinograms.

Musical Program—"March Slav" (Overture), Jazz: "What Could Be Sweeter Than You," "Lonely Girl," "You Told Me to Go," "Clap Hands" (Dance and accordion specialists). Organ specialty.

Reade's Hippodrome—

Film Numbers—Flaming Waters (F. B. O.), What's the World Coming To? (Pathe), International News (Universal).

Musical Program—Arias from "Madame Butterfly" (Overture), Vaudeville.

Keith's East 105th St.—

Film Numbers—Winding Stair (Fox), Charley My Boy (Pathe), Aesop's Fables (Pathe), Pathe News.

Musical Program—"Rose Marie" (Overture), Vaudeville.

Circle Theatre—

Film Numbers—The Man Upstairs (Warner Bros.)

NEWARK

Mosque Theatre—

Film Numbers—Vanishing American (Paramount), Comedy (Educational), News (International), Scenic (S. R.).

Musical Program—"Indian Love Call" from "Rose-Marie" (soprano), Dance of Indians (ballet), "The Pioneer" (prologue).

Branford Theatre—

Film Numbers—Infatuation (First National), Comedy (Pathe), News (Pathe), Local Laffs.

Musical Program—Selections from Romberg's "Maytime" (overture), Buck and wing dancer, "Popular Numbers" (Jazz orchestra).

PLAYING NOW

CLEMMER

A Big Triple Feature Program

I. — Dorothy Campbell's novel—

"THE HOME MAKER"

II. — "The Calgary Stampede."

Featuring Hoot Gibson

III. — THE CLEMMER ENTERTAINERS

Border, for display value only, makes this ad of the Clemmer Theatre, Spokane, for Universal's "The Home Maker." One column display.

PARK and CAMEO
East 10th Ave. at E. 105th East 10th Ave. Between E. 9th & 9th

PETER THE GREAT
The Great Wonder Dog!

"WILD JUSTICE"

The most human-like dog ever seen in any picture! He knows hate for his enemies as he knows love for his friends and never falters toward either.

Felix the Cat
Juvenile Comedy
"Baby Be Good"

Topics News

Park Concert Orchestra
Jazz Unit
"Evergreen" from "The Great Gatsby"
Arnold Vlade Conducting

A formal type of layout successfully used by the Park and Cameo, Cleveland, for United Artist's "Wild Justice." Good half tone work is an unusual feature of the ad.

Capitol Theatre—

Film Numbers—Isn't Life Wonderful? (United Artists), Madame Behave (Educational), Scenic novelty (S. R.), Kinograms.

Musical Program—"Classical Jazz" (overture), "Then I'll Be Happy" (Organ solo).

Rialto Theatre—

Film Numbers—Rose of the World (Warner Bros.), The Perfect Clown (Chadwick), Kinograms.

Musical Program—Popular Melodies (overture).

Fox Terminal—

Film Numbers—The Best Bad Man (Fox), Helen and Warren (Fox), News (Fox).

Musical Program—"Songs of the Day" (overture).

BALTIMORE

Century Theatre—

Film Numbers—Mannequin (Paramount), A Parisian Night (Fox Comedy), News Weekly (Fox).

Musical Program—Carnet Solos with orchestra. (Orchestra, organ).

Garden Theatre—

Film Numbers—Durand of the Bad Lands (Fox), A Peaceful Riot (F. B. O.), Fins and Feathers (Pathe Sportlight), News (Fox).

Musical Program—Vaudeville. (Orchestra, organ).

Keith's Hippodrome—

Film Numbers—Three Faces East (Producers' Dist. Corp.), Dangerous Curves Behind (Pathe Comedy), The Green Archer No. 5 (Pathe Serial), News, (Pathe), Aesop Fable.

Musical Program—Vaudeville. (Orchestra, organ).

Warners' Metropolitan—

Film Numbers—Lady Windermere's Fan (Warner Brothers), American Wild Flowers (Pathe color), The Sylph of the Sea (Scenic), Three Blind Mice (Aesop Fable), News, (Pathe and Fox).

Musical Program—Musical Milestones in the Romantic Life of

Irving Berlin. (Overture). (Orchestra, organ.)

New Theatre—

Film Numbers—New Brooms (Paramount), The Flying Fool (Fox Comedy), Old Virginia (Scenic), News (Pathe).

Musical Program—"International Fantasy" (Overture). Songs and Dances (Specialty). (Orchestra, Organ).

Parkway Theatre—

Film Numbers—Siege (Universal), The Vanishing Armenian (F. B. O. Comedy), News Weekly (Kinograms).

Musical Program—"Gypsy Sweetheart," "Sometime," "You're Just a Flower" and "Let's Wander Away" (Instrumental Selections by Trio). (Orchestra, organ).

Rivoli Theatre—

Film Numbers—Clothes Make the Pirate (First National), News (Pathe).

Musical Program—Prelude (Overture), "The Jolly Robbers" and "I Want a Little Lovin'" (Organ selections), Divertissements (Pianist with reproducing piano and singer).

DETROIT

Madison Theatre—

Film Numbers—Sally of the Sawdust (United Artists), Pathe News.

Musical Program—Orchestra and organ.

State Theatre—

Film Numbers—Infatuation (First National), Fox News, My Stars (Educational).

Musical Program—Orchestra, Organ, Vaudeville.

Broadway-Strand Theatre—

Film Numbers—Road to Yesterday (Prod.-Dist. Corp.), International News.

Musical Program—Organ, Jazz band, Dance act.

Capitol Theatre—

Film Numbers—Just Suppose (First National), Pathe News, Aesop Fable.

Musical Program—Orchestra, Organ, Fashion revue.

Fox Washington Theatre—

Film Numbers—When the Door Opened (Fox), Fox News, Peacemakers (Fox).

Musical Program—Organ and singer.

NOW SHOWING



RIN-TIN-TIN
The WONDER DOG

in
IN HIS LATEST RELEASE
"The Clash of the Wolves"
JUNE MARLOWE

also
AL-ST. JOHN comedy
"FIRE AWAY"

KINGS-RIVOLI

Compelling two column ad for Warner Bros. "The Clash of the Wolves," used by the Kings-Rivoli in St. Louis.

PALACE
NOW

JACK HOXIE
BUSTIN' THROUGH

Directed by Clifford Smith



THE ADVENTURE
"HIGH JINX"

Action and attraction are features of this single column display for Universal's "Bustin' Through," used by the Palace, Des Moines.

Adams Theatre—

Film Numbers—The Eagle (United Artists), Kinograms.

Musical Program—Orchestra and organ.

DES MOINES

Capitol Theatre—

Film Numbers—Just Suppose (First National), Fox News.

Musical Program—Singing Band. "Mary" (Organ specialty).

Des Moines Theatre—

Film Numbers—Infatuation (First National), My Stars (Educational), All Astride, (Sportlight), Pathe News.

Musical Program—"El Tredo," (Interpretative Dancing).

Strand Theatre—

Film Numbers—Hands Up (Paramount), Weak But Willing (Educational), Kinograms.

Musical Program—Singing, Dancing, "Girl Artists" (Instrumental).

PHILADELPHIA

Stanley Theatre—

Film Numbers—American Venus (Paramount), Stanley Magazine (Selected), Sea Rovers (Pathe-color).

Musical Program—"Populaire" (Overture), Vocal Divertissement and Charleston Carnival.

Fox Theatre—

Film Numbers—Wages for Wives (Fox), News, Fox Theatre Screen Magazine.

Musical Program—"Second Hungarian Rhapsody" (Overture), "Rosary" and "Volga Boat Song" (Male Quartette), "Mr. Gallagher and Mr. Shean" (Duo), "Melody in F" "La Traviata," "Il Trovatore," "Just A-Wearying For You," "Mighty Lak a Rose," "Mandalay." (Ensemble with 21 singers and dancers).

Stanton Theatre—

Film Numbers—That Royle Girl (Paramount).

Karlton Theatre—

Film Numbers—Souls for Sables

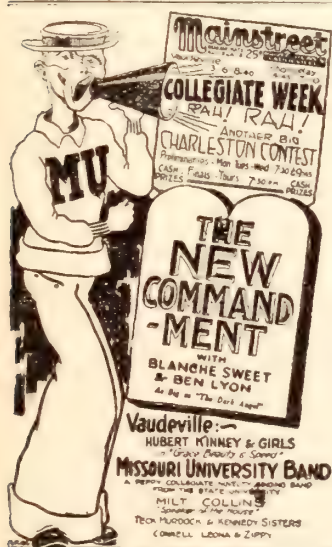
(S. R.), Langdon comedy.
Arcadia Theatre—
 Film Numbers—We Moderns (First National).
Palace Theatre—
 Film Numbers—Keeper of the Bees (F. B. O.).
Victoria Theatre—
 Film Numbers—Bright Lights (Metro-Goldwyn-Mayer).
Capitol Theatre—
 Film Numbers—Man on the Box (Warner Bros.).
Aldine Theatre—
 Film Numbers—The Big Parade (Metro-Goldwyn-Mayers), Continued.

HOUSTON

Queen Theatre—
 Film Numbers—Graustark (First National), Chronicle Queen News (Local), News (Pathe), Framed (Educational comedy).
 Musical Program—"Camel Walk" (Overture), "For You" (Organ overture), organ and orchestra selections.
Majestic Theatre—
 Film Numbers—Golden Strain (Fox), Aesop's Fables.
 Musical Program—"Current Hits" (Overture), orchestra and organ selections, vaudeville.
Isis Theatre—
 Film Numbers—The Great Love (Metro-Goldwyn-Mayer), Comedy (Pathe), News (International).
 Musical Program—Singers, orchestra and organ selections.
Capitol Theatre—
 Film Numbers—"His Secretary" (Metro-Goldwyn-Mayer), Comedy (Educational), Kinograms.
 Musical Program—"I Had Some One Else Before I Had You" (Overture), orchestra and organ selections.
Rialto Theatre—
 Film Numbers—"Braveheart" (Producers Dist. Corps.), Comedy (Educational), News (Fox).
Liberty Theatre—
 Film Numbers—Framing Waters (Warner Bros), Comedy (Fox), Review (Pathe).
 Musical Program—Organ and piano selections.

WASHINGTON

Alhambra Theatre—
 Film Number—The Eagle



"The New Commandment" (First National) and Collegiate Week featured in novelty ad of the Mainstreet Theatre, Cleveland.

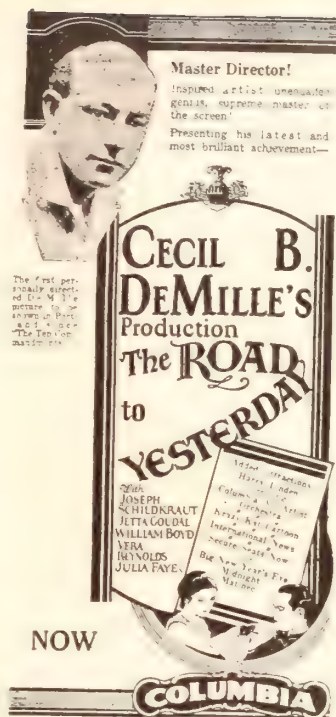
(United Artists), Oh, Buster (Universal), International News
 Musical Program—"Fantasy of Southern Melodies" (Overture), "Indian Love Call" (Soprano), "The Melody Monarchs" (Harmony Duo).
Garden Theatre—
 Film Numbers—Lure of the Wild (S. R.), My Boy Friend (Educational), The Green Archer (Pathe serial), Fox and Pathe News.
 Musical Program—"Just Around the Corner" (Organ Sologogue).
Merrill Theatre—
 Film Numbers—The Vanishing American (Paramount), Felix Comedy (Educational), Kinograms.
 Musical Program—"The Vanishing American" (Overture).
Strand Theatre—
 Film Numbers—Winds of Chance (First National), What's Up? (Educational), Kinograms.
 Musical Program—"In the Yukon" (Overture on the Stage), "Truly I Do" (Organ Speciality).
Wisconsin Theatre—
 Film Numbers—The New Commandment (First National), Framed (Educational), International News.
 Musical Program—"The Bat" (Overture), "Clap Hands Here Comes Charley" (Organ), "At The Bridge" (Presentation).

ST. LOUIS

Loew's State—
 Film Numbers—Time the Comedian (Metro-Goldwyn-Mayer), Better Movies (Pathe), News, Views and Tours (Selected).
 Musical Program—Orchestral Overture, Organ accompaniment. On stage: A Dance Orchestra, Tap Dancer, Character Singers and Musicians.
St. Louis Theatre—
 Film Numbers—Satan in Sables (Warner Brothers), Selected Short Subjects.
 Musical Program—Orchestral Overture, Organ accompaniment, Vaudeville.
Delmonte Theatre—
 Film Numbers—The Golden Strain (Fox), Fox News and Views.
 Musical Program—Overture and popular numbers, Vaudeville.
Missouri Theatre—
 Film Numbers—Hands Up (Paramount), Missouri Magazine.
 Musical Program—Orchestra, Organ, Vocal and dance numbers.
William Goldman's Kings and Rivoli Theatres—
 Film Numbers—His People (Universal), News and Views.
 Musical Program—Orchestral and vocal numbers.
Grand Central, West End Lyric and Capitol—
 Film Numbers—Blue Beard's Seven Wives (First National), Lickety Split (Educational), Kinogram News and Views.
 Musical Program—Orchestral, organ and vocal numbers.

SEATTLE

Blue Mouse Theatre—
 Film Numbers—The Circle (Metro-Goldwyn-Mayer), Aesop Fable (Pathe), The Uneasy Three (Pathe), International News.



The Columbia, Portland, Ore., sells the picture director in this two column display for "The Road to Yesterday" P. D. C.

Musical Program—"Merry Wives of Windsor" (Overture).
Coliseum Theatre—
 Film Numbers—Womanhandled (Paramount), Lucky Stars (Comedy), Kinograms, Pathe News.
 Musical Program—Victor Herbert Revue Overture.
Columbia Theatre—
 Film Numbers—Simon The Jester (Producers Dist. Corp.), Never Weaken (Comedy), International News.
 Musical Program—Special Symphonic Jazz Week Overture.
Liberty Theatre—
 Film Numbers—We Moderns (First National), Sneezing Beezers (Comedy), International and Liberty News.
 Musical Program—"Second Hungarian Rhapsody" (Overture).
Pantages Theatre—
 Film Numbers—Thank You (Fox), Aesop Fable, Pathe News.
 Musical Program—Vaudeville.
Strand Theatre—
 Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Fox News.
 Musical Program—Selections from "The Merry Widow" (Overture), Dance Prelude.

MILWAUKEE

Palac Theatre—
 Film Features—Womanhandled (Paramount), Current Events (Pathe), Uneasy Three (Pathe), Topics of the Day (Pathe).
 Musical Program—"Three popular Hits" (Overture).
Columbia Theatre—
 Film Features—The Eagle (United Artist) Continued.
Rialto Theatre—
 Film Features—His People (Universal), Current Events (Universal) Prep School (Universal).
 Musical Program—"Morning, Noon and Night" (Overture).
Metropolitan Theatre—
 Film Features—Joanna (First

National), O Fighting Dude (Educational), Current Events (Fox).
 Musical Program—"Irving Berlin's Hits" (Overture).
Earle Theatre—
 Film Features—The Enchanted Hill (Paramount).
Strand Theatre—
 Film Features—Compromise (Warner Brothers).

CINCINNATI

Capitol Theatre—
 Film Numbers—The Road to Yesterday (Producers Dist. Corp.), News (Selected), Aesop Fable.
 Musical Program—Orchestra Overture.
Walnut Theatre—
 Film Numbers—Mannequin (Paramount), Misfit Sailors (Comedy), News and Topics (Pathe), Aesop Fable.
 Musical Program—Orchestra Overture.
Strand Theatre—
 Film Numbers—Too Much Money (First National), News, Fables and Topics (Pathe).
 Musical Program—Orchestra Overture.
Lyric Theatre—
 Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.
Gifts Theatre—
 Film Numbers—Compromise (Warner Bros.), Her Lucky Leap (Universal), Kinograms.
Family Theatre—
 Film Numbers—Bright Lights (Metro-Goldwyn-Mayer), Tea for Two (Comedy), Fox News.

SALT LAKE CITY

American Theatre—
 Film Numbers—The Splendid Road (First National), Tender Feet (Educational), International News.
Kinema Theatre—
 Film Numbers—Kentucky Pride (Fox), One Spooky Night (Pathe), Cafe In Cairo (Producers Dist. Corp.), Pathe Review, International News.
Pantages Theatre—
 Film Numbers—Dance Madness (Metro-Goldwyn-Mayer).
Paramount Empress Theatre—
 Film Numbers—The Grand Duchess and the Waiter (Paramount).
Victory Theatre—
 Film Numbers—The Best Bad Man (Fox), Isn't Love Cuckoo! (Pathe), Pathe News.

PITTSBURGH

Warners State Theatre—
 Film Numbers—Lady Windermere's Fan (Warner Bros.), Warner News (Selected), Fun From the Press (News Digest), Lunacy (Pathe-Stereoskopik).
 Musical Program—Orchestra Overture, "Moonlight and Roses" (Vocal Solo).

Mr. Exhibitor: Ask at the Film Exchanges for the



It's little to ask for, but it's the only reliable aid you can give your musicians to help put the picture over



Exhibitors Box-Office Reports



Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
FAMOUS PLAYERS					
Adventure.....	2914	Minn.	Small town	Stm'y	Good
Air Mail, The.....	529	Mich.	Rural	Cold	Good
	1131	Nebr.	Small town	Cold	Fair
Beggar on Horseback, The.....	1063	N. C.	Small town	Cold	Poor
Coast of Folly, The.....	5000	Miss.	Small town	Clear	Big
	2075	Tenn.	Small town	Clear	Poor
Cobra.....	2075	Tenn.	Small town	Clear	Poor
Code of the West, The.....	2914	Minn.	Small town	Clear	Good
	1131	Nebr.	Small town	Clear	Good
Devil's Cargo, The.....	1131	Nebr.	Small town	Cold	Fair
Forty Winks.....	529	Mich.	Rural	Clear	Good
	1131	Nebr.	Small town	Cold	Fair
Golden Princess, The.....	2075	Tenn.	Small town	Cold	Fair
Goose Hangs High, The.....	529	Mich.	Rural	Cold	Good
	5000	Miss.	Small town	Clear	Fair
	1131	Nebr.	Small town	Clear	Fair
In The Name of Love.....	1131	Nebr.	Small town	Cold	Fair
King on Main Street, The.....	2075	Tenn.	Small town	Clear	Good
Kiss for Cinderella, A.....	420000	Fla.	1st run	Clear	Good
	796296	Md.	1st run	Clear	Good
	792296	Md.	1st run	Cold	Fair
	400000	Wash.	1st run	Clear	Fair
Light of the Western Stars, The.....	1131	Nebr.	Small town	Clear	Good
Lord Jim.....	2075	Tenn.	Small town	Clear	Fair
Lovers in Quarantine.....	414216	N. J.	Neighb'd	Rainy	Fair
Mannequin, The.....	450000	Mo.	Transient	Clear	Good
Man Who Found Himself, The.....	4419	Minn.	Small town	Cold	Good
New Brooms.....	4419	Minn.	Small town	Clear	Fair
Night Life of New York, The.....	2075	Tenn.	Small town	Clear	Good
Not So Long Ago.....	772897	Mo.	1st run	Clear	Fair
	1063	N. C.	Small town	Cold	Big
Old Home Week.....	1131	Nebr.	Small town	Cold	Good
Paths to Paradise.....	1131	Nebr.	Small town	Stm'y	Fair
Peter Pan.....	529	Mich.	Rural	Cold	Good
Pony Express, The.....	1131	Nebr.	Small town	Stm'y	Big
	2075	Tenn.	Small town	Clear	Big
Regular Fellow, A.....	4419	Minn.	Small town	Clear	Fair
	5000	Miss.	Small town	Clear	Poor
Rugged Water.....	1063	N. C.	Small town	Clear	Fair
Seven Keys to Baldpate.....	2075	Tenn.	Small town	Clear	Fair
Shock Punch, The.....	1131	Nebr.	Small town	Clear	Fair
Splendid Crime, The.....	344194	Ind.	1st run	Clear	Good
Ten Commandments, The.....	529	Mich.	Rural	Cold	Big
That Royle Girl.....	450000	Mo.	Transient	Clear	Big
	401158	Ohio	1st run	Stm'y	Fair
	2075	Tenn.	Small town	Clear	Good
Thundering Herd, The.....	529	Mich.	Rural	Clear	Big
Tomorrow's Love.....	3059	Maine	Small town	Stm'y	Good
Too Many Kisses.....	1131	Nebr.	Small town	Clear	Fair
Top of the World, The.....	529	Mich.	Rural	Cold	Good
Welcome Home.....	2914	Minn.	Small town	Clear	Fair
Wild Horse Mesa.....	1063	N. C.	Small town	Clear	Big
	2075	Tenn.	Small town	Clear	Fair
Wild, Wild, Susan.....	1063	N. C.	Small town	Stm'y	Good
	2075	Tenn.	Small town	Cold	Good
Womanhandled.....	505676	Cal.	1st run	Clear	Good
	772897	Mo.	1st run	Clear	Fair
Woman of the World, A.....	796836	Ohio	1st run	Clear	Big
Worldly Goods.....	3059	Maine	Small town	Stm'y	Good
F. B. O.					
Drusilla With a Million.....	1131	Nebr.	Small town	Clear	Fair
Flashing Spurs.....	1131	Nebr.	Small town	Cold	Fair
Human Tornado, The.....	1131	Nebr.	Small town	Cold	Good
Keeper of the Bees, The.....	772897	Mo.	1st run	Clear	Big
Last Edition, The.....	505875	N. Y.	1st run	Cold	Fair
Lilies of the Street.....	2914	Minn.	Small town	Snow	Big
Love Bargain, The.....	2914	Minn.	Small town	Cold	Fair
Man of Nerve, A.....	1131	Nebr.	Small town	Clear	Good
Midnight Flyer, The.....	450000	Mo.	Transient	Clear	Fair
Scar Hannon.....	1663	N. C.	Small town	Cold	Fair
Three Wise Crooks.....	2914	Minn.	Small town	Cold	Good
White Thunder.....	1131	Nebr.	Small town	Cold	Good
Wild Bull's Lair, The.....	2914	Minn.	Small town	Cold	Big
FIRST NATIONAL					
Bluebeard's Seven Wives.....	126468	Iowa	1st run	Clear	Good
	414216	N. J.	Neighb'd	Clear	Good
Classified.....	400000	Wash.	1st run	Clear	Good
Clothes Make The Pirate.....	126468	Iowa	1st run	Clear	Fair
	772897	Mo.	1st run	Clear	Fair
Declasse.....	2914	Minn.	Small town	Snow	Fair
Desert Flower, The.....	1131	Nebr.	Small town	Clear	Big
Enticement.....	2914	Minn.	Small town	Clear	Good
Graustark.....	505875	N. Y.	Neighb'd	Clear	Big
	75917	Penn.	General	Rainy	Good
His Supreme Moment.....	1131	Nebr.	Small town	Cold	Good
Idle Tongues.....	414216	N. J.	1st run	Clear	Fair
Infatuation.....	314194	Ind.	1st run	Clear	Good
	1500000	Mich.	1st run	Cold	Good
Joanna.....	414216	N. J.	1st run	Cold	Good
Just Suppose.....	1500000	Mich.	1st run	Clear	Good
Learning To Love.....	2914	Minn.	Small town	Cold	Good
Live Wire, The.....	1777	Wisc.	Small town	Cold	Big
Madonna of the Streets, The.....	5000	Miss.	Small town	Clear	Fair
Making of O'Malley, The.....	1131	Nebr.	Small town	Clear	Fair
Marriage Whirl, The.....	1131	Nebr.	Small town	St'my	Good
Necessary Evil, The.....	4419	Minn.	Small town	Cold	Fair
New Commandment, The.....	250000	Texas	1st run	Cold	Good
Sandra.....	414216	N. J.	Neighb'd	Cold	Fair
Scarlet West, The.....	1131	Nebr.	Small town	Snow	Good
Soul Fire.....	1131	Nebr.	Small town	Clear	Fair
Splendid Road, The.....	505676	Cal.	1st run	Clear	Fair
	450000	Mo.	Transient	Clear	Fair
Talker, The.....	2914	Minn.	Small town	St'my	Good
	1131	Nebr.	Small town	Clear	Fair
Unguarded Hour, The.....	401158	Ohio	1st run	St'my	Fair
We Moderns.....	796296	Md.	1st run	Clear	Big
What Fools Men.....	1131	Nebr.	Small town	Clear	Fair
Winds of Chance.....	4419	Minn.	Small town	Cold	Big
	1131	Nebr.	Small town	Clear	Good
FOX					
Ancient Mariner, The.....	250000	Texas	1st run	Cold	Good
Best Bad Man, The.....	796296	Md.	1st run	Cold	Good
	796836	Ohio	1st run	Cold	Big
East Lynne.....	414216	N. J.	Neighb'd	Cold	Fair
Fool, The.....	120000	Fla.	1st run	Clear	Good
Havoc.....	796296	Md.	1st run	Clear	Fair
Heart Buster, The.....	1131	Nebr.	Small town	Cold	Good
Last of the Duanees, The.....	1131	Nebr.	Small town	Cold	Good
Lazy Bones.....	4419	Minn.	Small town	Clear	Good
	414216	N. J.	Neighb'd	Cold	Fair
Man Who Played Square, The.....	1131	Nebr.	Small town	Clear	Good
Rainbow Trail, The.....	75917	Penn.	General	Cold	Big
When the Door Opened.....	1500000	Mich.	1st run	Clear	Good
METRO-GOLDWYN-MAYER					
Big Parade, The.....	1500000	Mich.	1st run	Cold	Big
Confessions of a Queen, The.....	5000	Miss.	Small town	Clear	Fair
Denial, The.....	2914	Minn.	Small town	Clear	Fair
Excuse Me.....	3059	Maine	Small town	Clear	Good
Great Divide, The.....	5000	Miss.	Small town	Cold	Good
	1131	Nebr.	Small town	Clear	Good
His Secretary.....	796836	Ohio	1st run	Cold	Big
Man And Maid.....	2914	Minn.	Small town	Snow	Poor
Masked Bride, The.....	414216	N. J.	Neighb'd	Clear	Good
	250000	Texas	1st run	Clear	Big
Merry Widow, The.....	401158	Ohio	1st run	St'my	Big
Midshipman, The.....	505875	N. Y.	1st run	Clear	Fair
	401158	Ohio	1st run	St'my	Fair
	75917	Penn.	General	Cold	Big

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
UNITED ARTISTS					
Don Q.	1131	Nebr.	Small town	St'my	Good
	75917	Penn.	General	Rainy	Good
Eagle, The.	1500000	Mich.	1st run	Cold	Big
	796836	Ohio	1st run	Clear	Big
Gold Rush, The.	1131	Nebr.	Small town	Cold	Good
Little Annie Rooney.	1131	Nebr.	Small town	Snow	Big
(2d week)	400000	Wash.	Neighb'd	Clear	Good
Sally of the Sawdust.	1500000	Mich.	1st run	Clear	Good
UNIVERSAL					
His People.	314194	Ind.	1st run	Rainy	Big
Little Giant, The.	505875	N. Y.	1st run	Clear	Fair
Phantom of the Opera, The	2075	Tenn.	Small town	Cold	Good
Storm Breaker, The.	450000	Mo.	Transient	Clear	Good
	250000	Texas	1st run	Clear	Poor
Teaser, The.	5000	Miss.	Small town	Cold	Good
Western Pluck.	505676	Cal.	1st run	Cold	Fair
Where Was I?	120000	Fla.	1st run	Clear	Good
WARNER BROS.					
Being Respectable.	3059	Maine	Small town	Clear	Clear
Bobbed Hair.	505676	Cal.	1st run	Cold	Fair
	414216	N. J.	Neighb'd	Clear	Fair
	505875	N. Y.	1st run	Cold	Good
Broadway After Dark.	1131	Nebr.	Small town	St'my	Fair
Dark Swan, The.	2914	Minn.	Small town	St'my	Good
	1131	Nebr.	Small town	Cold	Fair
Golden Cocoon, The.	796836	Ohio	1st run	Clear	Good
Gold Diggers, The.	1500	Mich.	Small town	Clear	Poor
Her Marriage Vow.	3059	Maine	Small town	St'my	Fair
Hogan's Alley.	401158	Ohio	1st run	St'my	Good
Lady Windermere's Fan.	414216	N. J.	1st run	Clear	Good
	400000	Wash.	1st run	Clear	Big
Lighthouse by the Sea, The	1131	Nebr.	Small town	Rainy	Good
Limited Mail, The.	401158	Ohio	1st run	St'my	Fair
Marriage Circle, The.	1131	Nebr.	Small town	Cold	Fair
Narrow Street, The.	1131	Nebr.	Small town	Cold	Fair
Rose of the World, The.	796296	Md.	1st run	Clear	Big
Tenth Woman, The.	3059	Maine	Small town	Clear	Fair
	2914	Minn.	Small town	Cold	Good

Motion Picture News, Inc.,
720 7th Ave., New York City

Date, ...

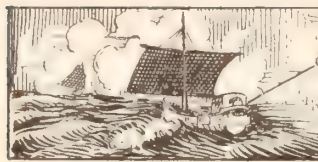
In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature

Class of patronage.....

Theatre.....

Population of Town

City _____ State _____



Opinions on Current Short Subjects



"A Flaming Affair"

(Fox—Two Reels)

(Reviewed by George T. Pardy)

BREEZY farce comedy, a compilation of comic absurdities that get the laughs and speed along at a clipping rate. Sid Smith in a mirth-arousing characterization of a gent who wants to be a hero in girl's eyes and succeeds by passing himself off as a dauntless fire-fighter, with the assistance of a battalion-chief's helmet atop of a street car conductor's uniform. An irresistibly funny role to which the star does full justice. Consuela Dawn gives a vivacious portrayal of the girl, with Rodney Hildebrand and Joseph Belmont furnishing adequate support. Fire scenes good, photography excellent, film well directed. Likely entertainment for average audience.

The Cast

The Boy.....Sid Smith
The Girl.....Consuela Dawn
Fireman.....Rodney Hildebrand
Fire Chief.....Joseph Belmont

The Story—When girl shows liking for heroic firemen, her admirer sends her photo of himself in uniform. It's really a street conductor's garb, but she falls for it. He obtains possession of a fire-chief's helmet and girl finds him wearing it. He shows her around firehouse and hooks himself to ladder in demonstrating use of apparatus. Alarm sounds, he is carried off and shoved up to window of burning house, finds two Frenchmen inside, lowers them to street with rope, follows himself, is universally congratulated for bravery and wins the girl.

Summary—Good farce stuff with burlesque romance, well directed and acted. Sidney Smith at his best in lead. Action fast. An amusing comedy that should be welcome addition to any program.

"Parisian Modes in Color"

(Educational-Kodachrome—One Reel)

AFTER the fair ladies have looked this one over—and they will all want to—many a bank account is apt to receive a bad dent for Hope Hampton has never appeared to better advantage than she does in these latest Parisian creations that are reproduced in Kodachrome color.

Being a model without looking a little bit foolish is a rather difficult task but Miss Hampton certainly possesses the necessary poise for a role of this sort. In addition, she particularly lends herself to color film subjects as any one will testify after witnessing her work in this picture.

Dazzling creations from the leading fashion shops are displayed by Miss Hampton which include models from Phillipe et Gaston, Charlotte, Poirer, Worth, Martial et Armand, Drescoll, Lenvin, Jean Patou, Cheruit and Boue Souers.

The "Kodachrome" color process used in this picture also deserves a mention for the different hues and difficult shading of some of the models, stand out with fine effect.—EDW. G. JOHNSTON.

"For Sadie's Sake"

(Educational-Christie—Two Reels)

AJIMMIE ADAMS comedy out of the Christie studios and directed by Harold Beaudine that promises to register as good entertainment. "Tillie" the trick mule or jackass, figures conspicuously throughout the two reels and shows her heels to very good advantage in several instances. Molly Malone "fresh from the farm" is most attractive and Eddie Baker looks the part of the hard boiled stage manager. The story concerns a trip that Jimmie makes to the city in order to deliver a number of animals and fowls to a theatre.

Story by Frank Rowland Conklin, directed by Harold Beaudine, photography by William Wheeler and Fred Jacquemin. Produced by the Christie Film Co.

The Cast

The Farmer.....Jimmie Adams
The Actress.....Mollie Malone
Stage Manager.....Eddie Baker

The Story—Jimmie is engaged in a "back to the farm" enterprise and has been engaged by a show playing in one of the theatres of a near by city, to bring in some of farm animals and fowls to be used in one of the acts. To begin with considerable difficulty is experienced by Jimmie when he endeavors to hitch "Tillie" the mule to a cart. Tillie kicks several of them apart before she is placed in front of one heavy enough to withstand the effects of her heels. As the caravan passes thru the city the geese escape from their crate—furnishing a number of amusing situations when Jimmie attempts to capture them. Reaching the theatre, he meets Molly Malone who is being mistreated by a hard boiled stage manager and immediately becomes her protector. Pursued by the stage manager who resents interference with his love making, Jimmie becomes mixed up in the act that is going on and his antics are received with much applause by the audience. The end of the reel shows Jimmie, Molly and "Tillie" en route to the farm in their strange conveyance.

Summary—Good, pleasing entertainment that is suitable for all theatres.

"Lighter Than Air"

(Pathe-Aesop Fable—One Reel)

HERE is one of the funniest that cartoonist Paul Terry has turned out in several weeks. The bubble craze has taken all the animals by storm. These are most extraordinary bubbles—in fact they carry passengers while floating in the air and a large flock of mice with a chief bubble blower in charge, are having a great time joy-riding thru the ether until the wily old cat gets aboard another bubble and chases them. This one is full of laughs. EDW. G. JOHNSON.

"Good Cheer"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

THIS time Hal Roach has provided a real holiday number for his assorted "Gang" and this two reeler should pull exceptionally good at this time of the year. Most every member of the Gang is in this one and they all get an excellent chance to show their wares. Robert McGowan did the directing.

THE CAST

Mary Kornman, Farina, Mickey Daniels, Fatty Joe Cobb, Jackie Condon, Johnny Downs and Jay Smith.

The Story—The first scene opens with all the Gang assembled in front of a big store window where a Santa Claus is doing his stuff. With the exception of two of the older members of the Gang who are entirely disillusioned as to the reality of the benevolent Old Man, the rest of the youngsters are very much impressed with the performance. Then the curtain is pulled down but after a few minutes—accidentally flies up again—disclosing the fake Santa Claus. The kids disperse, muttering, "there ain't no Santa Claus." However, Micky and his pal decide to attempt the restoration of their faith but are handicapped by lack of funds. They hit on the scheme of selling hot bricks to all who happen to be out in the terrific storm and manage to get a pocket full of money. Xmas presents are manufactured and they start out on a midnight trip down the chimneys. At the same time a big bootlegging plot is being carried out and the conspirators are all disguised in Santa Claus costumes. The Gang assist in their capture and everything turns out well for them.

Summary—Plenty of holiday atmosphere in this one and the "Gang" are at their best.

"Whispering Whiskers"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

THIS one gets away to a poor start and drags almost all the way thru the first reel but about mid-way begins to find its legs and comes down the stretch a winner. So, if your patrons do not mind a lack of action for a short time—the latter part is bound to send them away satisfied. It's a Mack Sennett production with an exceptionally good cast. Billy Bevan and Andy Clyde are in the leading roles. Del Lord did the directing.

The Cast

Billy Bevan, Andy Clyde, Madeline Hurlock and Kewpie Morgan.

The Story—Charley Brush and Pete Porter are a couple of laborers in an office building where a detective agency happens to be a tenant. During the course of their duty one day, Charley puts on one of the several sets of whiskers that are hanging around the room and as his disguise serves to hide his identity from Pete, he at once aspires to become a sleuth. About this time a turbaned individual from the Far East pokes his head in the door and thinking that Charley is the chief detective informs him that a famous ruby is hidden in the house of Don Peruna. They enlist the aid of Madame Murino who is a clairvoyant, believing that she can tell them how to locate the lost jewel. There is another party also looking for the ruby and he attempts to impersonate the clairvoyant in order to secure Charley's information. A big affair is put on at the home of Don Peruna with both factions in attendance and they do as fine a job of house wrecking in their efforts to locate the gem, as any one will want to see.

Summary—Slow at the start but gathers speed toward the middle of the picture and the second reel is very much better. O. K. for a not too critical audience.

"Be Careful, Dearie"

(Educational-Cameo—One Reel)

PLENTY of complicated domestic troubles in this amusing single reeler and with a theme of this kind, a generous number of laughs can always be looked for. The story concerns a shrewish wife who is ever nagging her docile husband to demand a raise from his boss. Difficulties arise in the home when the wife becomes jealous of the attractive maid who manages to place the male member of the household in many embarrassing positions. The maid is "fired" and after going to the office to get her back pay, makes such a splendid impression on the boss that he decides to come thru with the raise in salary, thinking that she is his wife. The boss then invites himself to lunch at the home and this necessitates the re-engagement of the maid in order to carry out the fraud. Many complications result before matters are ironed out. The cast includes Joe Moore, Chrystine Francis, Fay Holderness and Wallace Lupino. Zion Myers did the directing.—EDW. G. JOHNSTON.

"Tight Cargo"

(Universal-Blue Bird—One Reel)

THIS is another of the series of short comedies in which Charles Puffy, the rotund comedian is featured. It affords Puffy a better opportunity than most of those stories in which he has been seen in the past. A silk hat salesman in Africa, he is attacked by a crocodile, from which he makes his escape to a cannibal camp, where he is destined for the boiling pot. An exhibition of magic saves him and wins for him the princess who has been betrothed to the cook. The latter and his henchmen waylay Puffy and place him in the stew kettle, from which fate he is saved by the Princess. There is some real good comedy in this one and it should be appreciated.—CHESTER J. SMITH.

"Charley, My Boy"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

IT will be an unusual kind of audience that this one will miss fire on, for in the opinion of this reviewer, here is one of the snappiest two reel comedies that has come out of the Hal Roach studios in some time. Charley Chase is starred and Katherine Grant plays the opposite lead and it's not so easy to find a combination which will provide a merrier entertainment. With the strides that Charley Chase has taken in the past couple of years, the Motion Picture industry can well afford to keep their eyes on him for its a certainty that this clever fellow will not stop at being a comedy star. And—Katherine Grant is right along in the running. Leo McCarey directed.

The Cast

Charley Chase, Katherine Grant, Walter James, William Courtright, Fred Kelsey and Sidney D'Albrook.

The Story—Katherine's papa who is a successful business man has a mate picked out for his attractive daughter—in the person of "Old Charley"—who, "though rather old, bald and passe," happens to be a valuable business friend. Katherine meets him and after one look, is not overjoyed at the prospect. In the meantime "Young Charley"—stone broke—is out scouting for a job in his only suit of clothes. An introduction is effected between Young Charley and Katherine when the latter's car splashes mud over the only suit. However, Charley does not mind, for its love at first sight. He then pursues his quest for a job and answering an ad, horns his way into an office—not knowing that it is part of his prospective father-in-law's establishment. The chief executive is a stickler for neatness in personal attire and when he walks into the office, Charley mistakes him for another applicant and attempts to show him the way out—calling attention to the poor taste displayed in several articles of clothing that he wears. "Old Charley" and Katherine also appear at the office and a lot of good comedy follows with "Young Charley" finally running away with the prize.

Summary—A fast steering, merry comedy with Charley Chase and Katherine Grant in the leading roles. Is suitable for all theatres.

"Film Facts No. 1"

(Red Seal—One Reel)

MAX FLEISCHER has made up an instructive single reel subject that shows the complete evolution of the harvesting industry. Scenes go back to the primitive and show the different methods that finally lead to the speedy machines that are in use today. A silk worm nursery in Japan and the manufacture of the silk thread, what time means to man in the matter of the different things that take up his life, complete the reel.—EDW. G. JOHNSTON.

"The Man With the Scar"

(Universal-Mustang—Two Reels)

(Reviewed by Chester J. Smith)

SOME fairly good comedy is interspersed with the usual western stuff in this two-reeler which features Fred Humes. There is just enough of the comedy to relieve the usual effort at tenseness which dominates these pictures. Humes has a rather pleasing personality and this is among the best pictures he has done. The story is simply and directly told without the many complications of the western and therefor is an improvement.

The comedy relief comes when Humes in his effort to track down a much wanted bandit and win the reward first captures a middleweight boxing champion doing his roadwork and proceeds to mix it with him, and then halts a college professor, who is on the trail of some rare insect specimens.

The Story—"Cold Cash" Harding will not permit his daughter, Bubbles, to marry any man who is not possessed of one thousand dollars. Jerry Evans is enamoured of Bubbles and has the necessary amount with the exception of \$965. At the height of his distress

he reads a placard announcing a reward of a thousand dollars for the capture of a desperate bandit. He proceeds to capture everyone he encounters and eventually runs into the bandit disguised as an old man. Jerry takes pity on the latter, offers him a lift into town on his horse and purchases a square meal for him. Following the meal Jerry discovers the identifying scar and gives chase, overtaking the bandit just this side of the Mexican border, where he holds him until the arrival of the posse. He wins the reward and with it the girl.

Summary—A good short western in that it is relieved by some comedy above the average in pictures of this type. The story is simply and well told and should prove attractive in the neighborhood houses.

"Animated Hair Cartoon"

(Red Seal—One Reel)

MARCUS, "Times" artist, has again turned out an interesting exhibition of his skill with the pen and brush and this time he transforms some hard looking characters into the well known countenances of Snub Pollard, Jack Holt, Charles Chaplin, Rudolph Valentino, Charles Murray, Mabel Normand, Irvin Cobb, and Harold Lloyd. Hair, moustaches, ears, etc., fly around at an amazing rate.—EDW. G. JOHNSTON.

"Her Lucky Leap"

(Universal-Century—Two Reels)

(Reviewed by Chester J. Smith)

WANDA WILEY is again seen in one of her typical action comedies in which she is called upon to take many a hard knock and to go through evolutions suitable to her somewhat unique talents. There is scarcely another girl on the screen compelled to take the punishment Miss Wiley does in these comedies.

In "Her Lucky Leap" Miss Wiley is made the unwilling and unknowing accomplice of a trio of jewelry crooks, which fact brings about all of her daring exploits in dashing cabs and motorcycles and eventually wins for her a reward which she has long sought. There is an abundance of good comedy material in this two-reeler and it is brimful of good fast action.

The Story—Three slick jewelry thieves on shipboard take advantage of an epidemic of seasickness to ply their trade, but they make the mistake of dropping a diamond necklace down the neck of Wanda instead of that of their female accomplice. Wanda inadvertently bumps the latter into the deep blue sea as the crooks realize their mistake. The chase starts on shipboard and continues after the landing and is also taken up by a detective. Wanda eludes them all by dashing from one cab to another and eventually skims across a telephone wire into a home which proves that of her aunt, a jewelry fancier. The crooks succeed in getting into the house as Wanda makes her getaway on a motorcycle and dashes into the police station, where she is followed by her pursuers. The two latter are captured and Wanda rewarded with all the insignia of the police department.

Summary—This is an extremely fast moving picture with some good situations and knock-about comedy cleverly executed by the star. It should make many new admirers for Miss Wiley.

"All Astride"

(Pathe Spotlight—One Reel.)

ALTHOUGH the automobile has certainly replaced the horse in the matter of fast transportation, Grantland Rice shows in this interesting "Spotlight" how thoroughly indispensable they are in some parts of the country, such as among the cattle ranches, rough mountain roads, swamps and on the polo field and race track. A fine description is given in each instance.—EDW. G. JOHNSTON.

"The Hero of Piperock"

(Universal-Mustang—Two Reels)

(Reviewed by Chester J. Smith)

COMEDY predominates this series of two-reelers which feature Pewee Holmes as Magpie Simpkins and Ben Corbett as Dirtyshirt Jones. They are western of an entirely different type than the usual run. This one offers some crude comedy whose main element of humor is the substitution of a skunk for a Thanksgiving turkey.

The Story—The town of Piperock is preparing for a Thanksgiving celebration and is much distressed by the fact that Paradise, the rival town has secured possession of the only turkey available in the county. Volunteers are called for to secure the turk for Piperock and Magpie and Dirtyshirt offer their services. After a series of adventures they succeed in getting the bird and Dirtyshirt returns with it, spreading the tale that Magpie was yellow and had failed. Magpie gets his revenge when at the opera house Dirtyshirt is being lauded for his courage and success. He substitutes a skunk for the turkey and in the resultant excitement obtains possession of the bird and wins the admiration of the women as he later presents it to them.

Summary—This comedy western offers a fairly good story, whose humor is somewhat crude. It will doubtless be good for some laughs however, in the neighborhood houses.

"Badly Broke"

(Universal-Blue Bird—One Reel)

CHARLES PUFFY, featured in this single reeler, and his pal, the runt, a bit out of luck discover a fat wallet on the sidewalk, but they hesitate too long in picking it up and it goes to another. In endeavoring to get a match from a milkman who has rung a doorbell the milk vendor makes a hasty escape and the housekeeper passes them two dollars, with which they repair to a lunch counter built on a construction elevator. Becoming enamoured of the waitress they do not realize they are being hoisted to the roof or that they have the company of a husky street cleaner, who proceeds to call the waitress down, following which she announces he is her husband. Puffy and the runt fall into a vat of plaster below. There is not much to recommend in this one.—CHESTER J. SMITH.

"Felix the Cat Spots the Spook"

(Educational-Cartoon—One Reel)

HERE is a very good Pat Sullivan cartoon in which Felix is shown seeking a little slumber after a round of nocturnal visits. Felix spys a comfortable looking nest in a tree top and climbs in for a snooze only to be ousted by a bouncing big bird. Next, he tries a pig yard where three full grown porkers are asleep and even they don't want him for a bed companion. However, thru a trick he gains possession of a key to a house and after disposing of the mice inmates and a spook, Felix is rewarded by being given a place in the bed of the owner on his return.—EDW. G. JOHNSTON.

Held Over This Week At

N. Y. CAPITOL

Urban-Kineto's First

REELVIEW

729 7th Ave.



N. Y. C.

DISTRIBUTORS

Short Subjects and Serials



Humorous moments from "Be Careful, Dearie," an Educational release.

Marshall Speeds Up Production

Supervisor of Fox Comedies is Rushing Many Pictures to Their Completion

GEORGE E. MARSHALL, supervisor of comedy production at the Fox west coast studio is continuously speeding up production activities, with the result that an exception amount of product is being turned out regularly. Last week he finished the sixth of the "Helen and Warren" married life series titled, "Cheaper to Move," and he has already started the seventh of the series, "Too Many Relations." Hallam Cooley and Kathryn Perry play the leading roles in the series.

Work has been started on the sixth of the Van Bibber series under the title of "The Reporter," with Earle Foxe in the role of Van Bibber and Florence Gilbert as his leading woman. Lew Seifer is directing.

"From the Cabby's Seat," sixth of the O. Henry comedy series was finished January 15th and will be released April 4th. The next of the series, "A Social Triangle" will be started at once and is scheduled for release May 16th.

Number 4 of the "East Side, West Side" series, "A Number One Society," went into production January 17th under the direction of James Gruen, a newcomer on the Fox directorial staff. The story and scenario are by Sidney Lanfield and J. Walter Ribens.

Lloyd Bacon, son of Frank Bacon, is an

other new director on the Fox lot. His first production will be "The Garden of Edam," with Edna Marian playing the feminine lead opposite Arthur Houseman. Edward Jamison is also in the cast.

Joe Rock Completes Second Two-Reel Drama

Joe Rock has just completed the second two-reel detective drama starring "Fearless" a police dog, which is entitled "His Pal." Chesterfield Motion Pictures Corporation is distributing these subjects which comprises a series of twelve, each being a complete story in itself.

The cast, for this second release comprises, in addition to the dog-star, Jack Mower, Grace Cunard, Bruce Gordon, Florence Ulric and others.

Neeley Edwards Starts New Comedy for "U"

Neeley Edwards has started work on a new comedy vehicle for Universal written by Scott Darling, supervisor of comedies for the company. The story is said to have a French setting with Neeley as an innocent American tourist. Dick Smith is directing.

Three Sennett Comedies are Started

Mack Sennett has started production on three new comedies and has just completed another two-reeler. Eddie Cline is directing a racing two-reeler with Alice Day in the starring role. She is supported by Danny O'Shea, Ruth Taylor, Eddie Quillan and Joseph Young.

Gil Pratt is making good progress with a new comedy of the "Smith Family" series with Ruth Hiatt and Raymond McKee in the roles of Mr. and Mrs. Smith. The supporting cast includes Mary Ann Jackson, Sunshine Hart and Cap, the canine.

Del Lord is directing an unnamed comedy with a cast that includes Billy Bevan, Andy Clyde, Madeline Hurlock and Vernon Dent, while Lloyd Bacon has completed a two-reeler starring Ralph Graves and as yet untitled. Thelma Parr is Graves' leading lady.

McKenzie Named Scenario Chief for Rock

Joe Rock Productions has appointed Bob McKenzie head of the scenario department. He is well known as a screen writer and gag man and will pass on all story material submitted by free lance writers. Before joining Rock, McKenzie was identified with Universal for a number of years. The Rock productions are distributed by F.B.O.



Scenes from "His Own Lawyer," one of the "Married Life of Helen and Warren" series being made by Fox.

Studios Broadcast Laugh Month Program

RADIO this week was added to the screen and the press as a medium for publicizing National Laugh Month. Special radio programs were sent over the air from stations in the East and West by picture studios.

The West Coast broadcasting was done from Station KNX, known as "The Voice of Hollywood." A "Laugh Month" program was broadcast, including short addresses on the subject by Larry Semon, Dorothy Dwan and Walter Wessling of Pathe's Los Angeles office. A special three-hour "Laugh Month" program was scheduled for Saturday, January 2nd, with such well-known screen personalities as Harry Langdon, Charley Chase, and the famous "Our Gang" troupe on the program.

In the East the message of "Laugh Month" was broadcast on Wednesday, January 6th, from Station WJZ, New York City, by "Pete" Woodhull, President of the Motion Picture Theatre Owners of America.

Pathe Drafts Two Members of "Our Gang"

Pathe has drafted two members of "Our Gang" for roles in the new Charley Chase comedy which Leo McCarey is directing. These youngsters are Johnny Downs and "Husky" Hanes. The latter is not only appearing with Chase, but is also supporting Glenn Tryon in a comedy being directed by Robert McGowan.



Comedy highlights from the Educational release titled "Brotherly Love."

Langdon Comedy on Pathe List

Company's Schedule of Subjects for Fifth Week of Laugh Month Shows Good Variety

FOUR comedies, including the Harry Langdon special three-reeler, "Saturday Afternoon," a chapter of the Pathe-serial "The Green Goddess" an issue of Pathe Review and two numbers of Pathe News make up this company's contribution for the fifth week of Laugh Month.

"Saturday Afternoon," a three reel comedy special produced by Mack Sennett with Harry Langdon starred shows Harry in the role of the dutiful husband of a domineering wife who demands and receives each Saturday most of his pay. Harry manages to hold out a few pennies, but is discovered doing the hold-out act on the particular Saturday he had arranged a big date with a young lady. He is ordered to stay at home but persuades the wife to relent and she gives him a nickel with which he departs for his "spree." Langdon's supporting cast comprises Vernon Dent, Ruth Hiatt and Peggy Montgomery. Harry Edwards directed.

"Long Pants," a Hal Roach comedy, starring Glenn Tryon shows Tryon as a male "flapper" who has acquired his first pair of long trousers, they being of the "collegiate" cut but not unshrinkable around which fact the comedy revolves. Vivian Oakland, Cissy Fitzgerald, Jack "Rube" Clifford and Sue O'Neill appear in support of Tryon in this production which Fred L. Guiol directed. It is a two-reeler.

Paul Parrott is featured in the one reel comedy "Soft Pedal," also produced by Hal Roach. It is built along the usual lines of the comedies Parrott has been turning out.

The ninth chapter of "The Green Goddess" the Patheserial starring Allene Ray and Walter Miller is titled "The Battle Starts." In this chapter the state troopers surround Bellamy Castle and are fired on by Bellamy and his cohorts. Excitement reigns high in every scene. Spencor Bennet

directed this production of Edgar Wallace's novel from a scenario by Frank Leon Smith.

Pathe Review presents another chapter of "Plundering the Sea," a camera record of the Octurus Oceanographic Expedition led by William Beebe, which is released in cooperation with the New York Zoological Society.

"A June Bride" is the latest of the "Aesop's Fables." Every issue of "Topics of the Day" during Laugh Month contains special fun material.

Titling is Completed on Painting Series

Cranfield and Clarke have completed the titling of the new series of two-reelers they will release, based upon internationally celebrated paintings. The first subject is titled "The Angelus," by Jean Francois Millet, and is to be followed by "The Doctor," by Sir Luke Fildes, R. A., England's foremost artist.

These old-time paintings have been transposed into modern surroundings and a story has been woven around each of them, acted by carefully selected casts.

Pembroke to Direct New Joe Rock Comedy

Pere Pembroke has been signed by Joe Rock to direct "Heavy Love," a forthcoming Standard fun film featuring "Fatty" Alexander, "Kewpie" Ross and "Fat" Karr, which goes into production next week. Pembroke is well known as a comedy producer, his last engagement having been with First National in the production of feature length comedies. Lois Boyd has the feminine lead opposite the trio of fat comedians. The picture will be distributed by F.B.O.

JOE ROCK presents

"FEARLESS"



in

12-2 Reel Van Pelt Productions

First Two Subjects Ready

"A String of Diamonds" and "His Pal"

Distributed by

Chesterfield Motion Pictures Corporation

1540 Broadway New York

Christie Offers Strong Casts

Company Boasts Established Comedians
Appearing in Support of Leading Stars

THE Christie organization, releasing its comedies through Educational Film Exchanges is laying particular stress on the character of the cast supporting its regular starred comedians. While many strong players are not featured the company points out the fact that in practically all the new comedies there are comedians filling the minor roles who have themselves been comedy stars.

Appearing in the Vernon, Hiers, Adams and Christie current series are such comedians as Bill Irving, Jack Duffy, Hank Mann, Kalla Pasha, Eddie Baker, Billy Engle, Lincoln Plumer, Eddie Barry, George Hall, Billy Blatcher, Jay Belasco, Fred Peters, Gus Leonard, George French, Ward Caulfield, Bill Blaisdell and Victor Rodman.

Among the girls familiar to picture-goers are Molly Malone, Vera Steadman, Frances

Lee, Duane Thompson, Natalie Joyce, Yola D'Avril, Jean Lorraine, Marian Audre, Aileen Lopez, Amber Norman and Anita Garvin.

Regarding the Christie players, Al Christie says:

"In offering star series of comedies such as the Bobby Vernon, Walter Hiers and Jimmy Adams comedies and in featuring the names of such comedians as Billy Dooley and Neal Burns in the Christie series of two-reelers the advertising is necessarily placed heaviest on those names which have come to be recognized as the greatest box-office value, but one should not lose sight alone, but are surrounded with players who of the fact that those stars are not offered can contribute largely to the success of the whole picture."

Resume of Current News Weeklies

FOX NEWS CONTINUITY, VOL. 7, NO. 32: All Western Europe swept by floods; Interesting Figures in the Day's News—Henry Berenger, new French ambassador to U. S., arrives with wife; New York City—Wide brims predominate among attractive designs in Spring hats displayed at Millinery Show here; Beverly Hills, Cal.—Harry Cooper of Texas beats George VonElm, West coast champion; Washington, D. C.—Helen Keller, sightless and deaf, calls at White House to enlist aid for a foundation for the blind; Two Unusual Marine Accidents in South—Big schooner Valdemar turns over on sand-bar, blocking Miami harbor; Kashmir, India—A stirring spectacle is pilgrimage of thousands of Hindus to Himalayas to honor their god Shiva; Panama Bay—Fox News cameramen accompany submarine fleet from Coco Solo base to battle practice.

PATHE NEWS NO. 7: Chicago, Ill.—(Except Chicago and Milwaukee) Spectacular fire destroys 7-story warehouse; Los Angeles, Cal.—Harry Cooper wins \$10,000 open gold tourney; Washington, D. C.—Blind and deaf wizard talks with Mrs. Coolidge; New York City—Carpentier pays third visit to U. S.; New York City—Lady Cynthia Mosley here to study labor conditions; Washington, D. C.—Nye wins seat in U. S. Senate; Floods Sweep Europe—Over \$50,000,000 damage is caused by vast inundations which grip European nations following thaw and heavy rains; Memphis, Tenn.—Pigeons hold up cameraman on way to work; The Ex-Kaiser in Exile—After seven years, the first motion pictures which Wilhelm II has posed for since his flight into Holland; Detroit, Mich. (Detroit only)—America's biggest ice playground brings pleasure to thousands.

PATHE NEWS NO. 8: Paterson, N. J.—Ski jumpers match leaps for metropolitan championship title! Wilburton, Okla.—Ninety killed in coal mine blast! Poland Springs, Me.—Wagner's huskies win two-day, 10-mile dog race! Namur, Belgium—Royalty brings cheer to sufferers in flood-swept area; Here and There—Thirteen-year-old boy pilot flies to capital to demonstrate safety of aviation! New York City—Woman under 30 becomes director of Wall street banking firm; Miami, Florida—Log rolling latest sport in sunny Southland! Denver, Colo. (Denver only)—Winter weather no bar to Denver University track runners! Philadelphia, Pa. (New Orleans only)—Hercule Flournoy at annual gathering of noted athletes! A Day with the Ex-Kaiser—Wilhelm Hohenzollern, yesterday surrounded with the pomp of Germany's Emperor, today a 7-year exile at Doorn; Philadelphia, Pa. (Philadelphia only)—Ben Franklin's home town honors his memory! Phoenix, Arizona (Los Angeles only)—Sets new world's record for living trotting stallions.

KINOGRAMS NO. 5153: Pottsville, Pa.—Miners grim as coal conference fails and they and mines remain idle in anthracite belt; Miami, Fla.—Barkentine turns turtle after running aground and blocks Florida harbor; Washington, D. C.—Helen Keller calls on President and Mrs. Coolidge; Los Angeles—Crowd of 5,000 says farewell to Mrs. Aimee McPherson, woman evangelist, off on trip to Holy Land; New York—Georges Carpentier returns to America; New York—Lady Cynthia Mosley, titled English Socialist and daughter of Lord Curzon, arrives with her husband; Washington, D. C.—Senator Berenger, new French Ambassador, and his wife arrive in nation's capital; Los Angeles—Find seventy-five women who haven't bobbed their hair; floods and gales assail Europe working devastation in Germany, Belgium, France and England.

KINOGRAMS NO. 5154: Poland Springs, Me.—Champion sled dogs set new world's record in forty-mile contest; Wilburton, Okla.—Scores are killed and injured in coal mine blast; Freeville, N. Y.—George Junior Republic, the world's smallest republic, governed by boys and girls between 16 and 21, inaugurates a new president and then work goes on as usual; Hsi Pao, China—General Chao, chief of staff of Chinese army, presides over meeting at which funds are raised to exterminate bandits in Northern China; West Point, N. Y.—Army cadets prepare with foils and sabres for coming intercollegiate championship events; New York—One person is killed and 100 are injured when crowded elevated trains crash on Williamsburg bridge; Wilkes-Barre, Pa.—Pupils in firemen's school do daredevil stunts for camera.

INTERNATIONAL NEWS NO. 6: Miami Harbor, Fla.—Ship collapses in Harbor—blocks traffic; Along the Amazon, Brazil—amazing films of giant ant army at work; Wash., D. C.—Helen Keller "chats" with Mrs. Coolidge; Portland, Ore.—Introducing the first rope-walking dog; Indianapolis, Ind.—(Indianapolis only) Aristocrats of catdom and pride of poultryland in fur and feather show; Boston, Mass.—(Boston only) Workmen narrowly escape death when walls of old Parker House collapse; Los Angeles, Cal.—(Los Angeles only) Faithful flock bid woman Evangelist bon voyage; Frisco, Cal.—(Frisco only) Male mannequins display latest styles for Sheiks; An International Newsreel Special—Floods sweep Europe; Northfield, Vt.—Creek college riders train on icy course.

INTERNATIONAL NEWS NO. 7: Near TienTsin China—Chinese families flee as war flames anew; Middleboro, Mass.—Elk and boar to roam New England woods; Wilburton, Okla. (Oklahoma City only)—Terrific mine ex-

plosion kills scores of workers; Galveston, Tex.—Fierce waterfront fire causes huge loss; St. Louis, Mo.—"Safest" dirigible soars smoothly in new test; Poland Springs, Me. (Boston only)—Veteran husky captures new honors in thrilling cross-country dog race; Catalina Island, Cal. (Los Angeles only)—California sunshine greets czar of baseball; Chicago, Ill. (Chicago only)—Finny pets safe from hungry kitties in novel aquarium; Oakland, Cal.—City's kindness lures record army of ducks; Near Hoquiam, Wash.—Indian canoeists shoot perilous rapids; Rome, Italy—American aid makes Italian babies happy; Saigon, China—Bull monarchs in thrilling battles; Frisco, Cal.—Big ship and opium cargo set afire!

Roberson Theatre Repeats Comedy Program

An all comedy bill having proved successful at the Robertson Theatre, Dierks, Arkansas on last Christmas day, the management followed up with another 'comedy-circus' on New Year's day, just a week later, Pathe subjects playing a dominating part on both bills.

The management used a circus dodger to advertise the second comedy show which read "Our Christmas show proved such a success that we are giving one the first day of the great coming year, with our best wishes." Numerous cartoon cuts were used to add attractiveness to the dodgers.

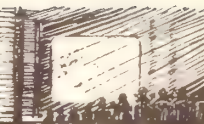
On the first comedy showing Harry Langdon's "The First Hundred Years," Charles Chase in "Position Wanted" and and at the second circus "Luck O' The Foolish," with Harry Langdon, Hal Roach's "Our Gang," in "High Society" and another Aesop's Film Fable," all Pathe subjects.



Scenes from the Pathe Release, "Charley My Boy."



Pre-release Reviews of Features



A Six Shootin' Romance

(Universal—4837 Feet)

(Reviewed by George T. Pardy)

TO A CERTAIN extent this follows the usual Western plot trail but as the love affair develops it is given some new curves, and the net result is a film that will surely please Jack Hoxie's admirers and find favor wherever quick action melodrama with ranch and rolling country settings is in demand. In the picture's early stages some timely comedy relief has been skillfully injected, the last three reels are pretty well crowded up with serious love-making, desultory scrapping; and the finale sees the guns cracking in earnest with all hands joining in. Jack Hoxie is as vigorous and wholesome as ever, his stalwart figure always to the fore when there's fighting to be done; Olive Hasbrouck carries off the dramatic honors by a very appealing and natural portrayal of the wilful girl whom Hoxie eventually wins. The support is capable all through.

THEME. Western melodrama. Chance makes cowboy Jack halfowner of a ranch with girl partner. Latter dislikes him at start, but he eventually wins her.

PRODUCTION HIGHLIGHTS. Snappy brisk action, good direction, neatly developed love affair, comedy relief, fight episodes and big general gun battle at close.

EXPLOITATION ANGLES. Bill as Hoxie's most lively Westerner to date. Feature star and Olive Hasbrouck. Safe to promise lots of action and thrills.

DRAWING POWER. Good at any house where Westerners are favored by patrons.

SUMMARY. A bright Jack Hoxie Westerner. Has all the usual melodramatic thrills combined with a love story a bit out of the ordinary, good comedy relief, is cleverly acted and well directed.

THE CAST

Lightnin' Jack	Jack Hoxie
Donaldeen Travis	Olive Hasbrouck
Currier King	William A. Steele
Mrs. King	Carmen Phillips
Ricketts	Bob McKenzie
Mammy	Mattie Peters
Muriel Travis	Virginia Bradford

Adapted from Story by Ruth Comfort Mitchell. Director, Cliff Smith. Photographed by William Nobles.

SYNOPSIS. Cowboy Jack, left a half share in ranch, finds other owner is Donaldeen Travis. He admires her, but she is prejudiced against him. Currier King, neighboring ranchman and a bad egg, makes love to Donaldeen. Jack thrashes him, but the intrigue continues until it turns out that King has a wife living. Donaldeen is made captive by King but rescued by Jack and his men after a gun battle. Donaldeen admits her love for Jack.



Jack Hoxie, star of "A Six Shootin' Romance," a Universal production.

A Six Shootin' Romance

(Universal)

PRESS NOTICE

JACK HOXIE in another of his vigorous, breezy Western melodramas, "A Six Shootin' Romance," will be the chief screen attraction at the Theatre on ——. A fine outdoors picture with plenty of hard riding, gun battles, beautiful photography, with Hoxie as a gallant cowboy who is left half share of a ranch, finds his partner to be a girl with a strong dislike for him. She is wooed by an unworthy suitor, taken captive, rescued by the man she despised and finally acknowledges that she loves the latter.

Besides Hoxie's fine work in the hero role, that of Olive Hasbrouck as the girl commands admiration. A strong supporting cast is in evidence.

CATCH LINES

A real red-blood Western melodrama, packed with thrills vibrating with romance!

Moana

(Paramount—Seven Reels)

(Reviewed by Frank Elliott)

ROBERT FLAHERTY, who gave us "Nanook of the North," now contributes another remarkable film for the entertainment of the world. It is "Moana," which shows us life as it is lived in the Samoan Islands. Surmounting difficulties which would have discouraged most men, Mr. Flaherty "carried on" and as a result has achieved a moving panorama of South Sea customs that is as entertaining as it is instructive.

With the members of a family as the principal characters we are shown their daily fight for existence, their sports, their method of obtaining food in the jungle, on land and in the sea; their colorful dances, their primitive rites, their love-making. It is all decidedly worth while. The backgrounds, of course, are treats for the eye, being beautiful shots of tropical foliage, landscapes and seas. Real thrills are supplied in the capture of the wild boar, the giant turtles and crabs, the climbs up towering trees for coconuts and the photographing of the entire ordeal of tattooing through which Moana goes so that he may sit with the leaders of his people.

The characters are all beautiful physical specimens of man and womanhood. Nothing more unusual, off the beaten path and novel has been seen on the silver sheet in years.

THEME. A true story of the love and life of a native man of Savaii in British Samoa and his betrothed.

PRODUCTION HIGHLIGHTS. The capture of the boar, the giant turtle and the mammoth crab. The preparation of the family garments and food, all supplied by nature. The tattooing of Moana. The dances. The shooting of the quaint canoes into the trough of the waves.

EXPLOITATION ANGLES. Go after the schools heavy on this one. Put on a preview for civic officials, the press, teachers, etc. Decorate lobby in South Sea style. Put on prologue of South Sea dances if possible.

DRAWING POWER. The novelty of this one should attract business if you exploit it a bit. O. K. for best houses and would be great as one of the features on a double bill.

THE CAST

Moana Tu'ungaita Fa'angase Pe'a and tribesmen

Directed, photographed and produced by Robert Flaherty, assisted by Mrs. Flaherty and a brother, David Flaherty.

SYNOPSIS. Moana, son of a tribal chief of Savaii, with members of his family, are shown in their daily pursuits of hunting, fishing, obtaining foods of various kinds, preparing them over crude ovens; in their dances and tattooing ordeal and finally Moana's wooing of the maid of his heart. According to Samoan custom and law, no boy can become a man till all sorts of fantastic forms have been pierced into his body with hard bone needles.



Robert Flaherty, producer of "Moana" a Paramount release.

Moana (Paramount)

PRESS NOTICE

ROBERT FLAHERTY, who produced "Nanook of the North," has, after twenty months in British Samoa, finished his remarkable picture of South Sea life, "Moana," which comes to the Theatre, commencing ——. The cast is composed entirely of the members of a Samoan family, Moana, Tu'ungaita, Fa'angase and Pe'a. We are shown in a stirring manner their grim battle for existence which faces them each day, we go with them on hunting and fishing trips, sit in with them at their tribal councils, see Moana woo his lady fair and watch him go through the ordeal of tattooing which is the open sesame to manhood in the tribe.

CATCH LINES

A real romance of life and love! The intoxicating charm of the South Seas as never before depicted in words or pictures. A hero handsome as a god; a new kind of beauty as a heroine!

The Ancient Mariner

(Fox—5548 Feet)

(Reviewed by George T. Pardy)

A BEAUTIFUL fantasy ingeniously interwoven with a modern love story, this production registers as a charming example of screen artistry. Henry Otto directed the sequence illustrating the weird adventures of the hero in Coleridge's classical poem and has succeeded in conveying the subtle sense of its bizarre mystery and supernatural lure in a series of scenes that are remarkable for superb lighting effects and magical appeal. The modern tale, directed by Chester Bennet, serves very well as an introduction and windup to the allegory, in fact the poem presentation alone wouldn't do for the average fans whose reaction to its darkling majesty might be expressed in the phrase—"what's it all about?" But the combination of the past and present ought to hold them and prove a fine educational factor as well as interesting entertainment. The outstanding dramatic performances are those of Paul Panzer and Nigel De Brullier, cast respectively as the ancient and modern mariners. Support O. K.

THEME. Poem Fantasy and Modern Story. Visualization of Ancient Mariner's adventures induces wealthy roue to abandon designs on innocent girl, who returns to man who really loves her.

PRODUCTION HIGHLIGHTS. Enthralling beauty of views depicting Ancient Mariner's voyage. Episodes of Phantom Ship and shooting of albatross. Clever interpolation of modern narrative. Fine work of cast.

EXPLOITATION ANGLES. Tieups with schools and educational boards. Stress film's mystery, romance and wonderful scenic beauty. Feature principals.

DRAWING POWER. Depends on your patronage. Should win if properly exploited.

SUMMARY. An interesting love story combined with a fantasy of rare beauty, has both scenic and romantic appeal. A decidedly unique and highly artistic film.

THE CAST

Ancient Mariner.....	Paul Panzer
Life	Gladys Brockwell
Death	Robert Klein
Dora Matthews.....	Clara Bow
Victor Brant.....	Earle Williams
Joel Barlowe.....	Leslie Fenton
Modern Mariner.....	Nigel De Brullier

Adapted from Coleridge's Famous Poem. Directors, Henry Otto, Chester Bennet. Photographed by Joseph August.

SYNOPSIS. Dora Matthews forsakes her sweetheart Joel for wealthy Brant. On eve of her intended elopement with Brant an old sailor gives Brant a strange liquid to drink and unfolds before his eyes the "Rime of the Ancient Mariner," who killed the beautiful albatross. Brant realized he is about to kill true love and goes away. Later, he returns to find Dora no longer infatuated with him, and resigns her to Joel.



Clara Bow, who appears in "The Ancient Mariner" a Fox production.

The Ancient Mariner (Fox) PRESS NOTICE

A unique combination of a celebrated poem and modern love story is offered by "The Ancient Mariner," which will be exhibited for the first time in this section on the screen of the Theatre on

_____. The story deals with the rescue of an innocent girl from a wealthy rake with whom she is about to elope, when an old sailor unfolds the tale of the Ancient Mariner's adventures before her admirer's eyes, and he resigns her to the man who really loves her. The modern and ancient narratives are visualized in a series of scenes of surpassing beauty and colorful

Paul Panzer, Gladys Brockwell, Clara Bow, Earle Williams figure in important roles.

CATCH LINES

Marvelously beautiful scenic effects, a startling contrast between the old and new worlds, a love story of tender interest in modern times combined with thy mystical lure of a famous poem, a screen sensation!

The Song and Dance Man

(Paramount—Seven Reels)

(Reviewed by Frank Elliott)

NEVER was a role so made to order for a star than the George M. Cohan creation of "Happy" Farrell, the song and dance man. And Paramount made a fortunate selection when they chose Tom Moore for the part. Tom is "Happy" to a capital T. He has achieved in his interpretation of the appealing character something that is exceptionally fine. Herbert Brenon has done his work so well that the picture eclipses the stage play from every angle. The "back stage" shots are the last word in pep and realism, while the "first night" and farewell performance of "The Girl from The Bronx," are new notes in gorgeous investiture. Our Stetson is off to Bessie Love, who in the principal feminine role also registers 100 per cent and when the folk see her strut the Charleston they're going to talk all over town. The plot is one filled with human interest. There are heart tugs galore, but the comedy element has not been overlooked. Much fun is furnished by Josephine Drake as the landlady.

THEME. Comedy drama dealing with trials and tribulations of song and dance man, who after succeeding in business, returns to first love—the stage.

PRODUCTION HIGHLIGHTS. Death of "Happy's" partner, attempted hold-up. Try-outs for places in revue. Bessie Love's Charleston. First night of show. Happy's return.

EXPLOITATION ANGLES. Great names to deal with: George M. Cohan, Tom Moore, Bessie Love, Harrison Ford, Herbert Brenon. Play them up big in your ads. Put on Song and Dance Amateur contest. Or Charleston prologue.

DRAWING POWER. Suitable for the finest houses, big and small.

SUMMARY. You can't go wrong on this one. It is good all through in acting, direction, setting, photography. A great story, fine cast, box office hit!

THE CAST

Happy Farrell.....	Tom Moore
Miss Lane.....	Bessie Love
Joseph Murlock.....	Harrison Ford
Charles Nelson.....	Norman Trevor
Fred Carroll.....	Bobby Watson
Inspector Craig.....	George Nash
Jane Rosamond.....	Josephine Drake

Adapted from George M. Cohan's stage play. Directed by Herbert Brenon. Photographed by James Howe.

SYNOPSIS. "Happy" Farrell, song and dance man, broke in New York, holds up Joseph Murlock, is caught but given another chance. Nelson, theatrical man, stars Miss Lane, in whom Happy is interested. He goes West, makes a fortune, returns to New York, finds girl about to wed Murlock. After advising all that happiness for those of the theatre can only be found in the theatre, he returns to tanks as a song and dance man.



Tom Moore, star of "The Song and Dance Man" a Paramount production.

The Song and Dance Man (Paramount) PRESS NOTICE

THERE never was a better show than "The Song and Dance Man," which was written by George M. Cohan and in which he starred. Paramount has made the play into an even better picture and it will be shown at the _____ Theatre, commencing _____. Tom Moore appears in the role made famous by Cohan and he is supported by Bessie Love, who again struts the Charleston as she did in "The King on Main Street," Harrison Ford, Norman Trevor, Josephine Drake, Helen Lindroth and others. Moore never had a part that suited him better than this. The plot deals with the trials and tribulations of a song and dance man.

CATCH LINES

Tears and laughs mingle in this George M. Cohan comedy that shows life "back-stage," as it never has been shown before. Herbert Brenon who gave us "A Kiss For Cinderella," has eclipsed his former efforts!

The Million Dollar Handicap

(Producers Distributing Corp.—6117 Feet)

(Reviewed by George T. Pardy)

A SURE-FIRE audience picture! While the fiery little Southern heroine who dons jockey silks and pilots a horse to victory in the face of seemingly unconquerable odds has frequently "done her stuff" for the screen, she has never put it over with such reckless abandon and startling effect as registered in this case. The big race event on which the plot hinges is a wonder of perfect camera technique. Usually such scenes present a rapidly moving, blurred effect of riders and horses, and you can only catch glimpses of them here and there. But this time the race can be followed by the spectators from start to finish in every detail, closeups and long shots are alike clear and distinct and the finish is superb. Sheer frank melodrama, but a cracking good one, with great heart interest and a couple of corking fine fights. Vera Reynolds, a magnetic, dashing heroine and real dare-devil rider. Support capital, Ed Burns an attractive lover, Clarence Burton a realistically sinister villain. Direction excellent.

THEME. Turfman buys supposedly worthless horse which is ridden to victory by his daughter in a big race. She also clears reputation of unjustly accused lover.

PRODUCTION HIGHLIGHTS. Colorful atmosphere, beautiful photography. Fast melodramatic action, romantic development. Big racing scene. Vera Reynold's work.

EXPLOITATION ANGLES. Boost story to limit, play up melodramatic thrills, love interest and go the limit on the racing stuff as the most realistic and exciting ever filmed. Feature Vera Reynolds, Edmund Burns, Clarence Burton, Ward Crane.

DRAWING POWER. Will win wherever first-class melodrama is popular.

SUMMARY. Has big audience appeal, snappy, colorful melodrama with good romantic pull, forceful punches and a horse race that's the limit in vivid realism.

THE CAST

Alis Porter.....	Vera Reynolds
George Mortimer.....	Edmund Burns
John Porter.....	Ralph Lewis
Phillip Crane.....	Ward Crane
Tom.....	Tom Wilson
Alan Porter.....	Walter Emerson
Langdon.....	Clarence Burton

Author, W. A. Fraser. Director, Scott Sidney. Photographed by Devereaux Jennings.

SYNOPSIS. John Porter, turfman, is tricked into buying a doped horse. His daughter Alis discovers that the horse can run. Her sweetheart, Mortimer, cashier of a bank, shields her brother Alan when latter embezzles funds, and is discharged. Ali's father suffers a paralytic stroke and is in money difficulties. Alis, disguised as a jockey, rides her despised horse in a \$10,000 handicap race and wins. The excitement cures her father, Mortimer is cleared and wins Alis.



Vera Reynolds, featured in "The Million Dollar Handicap" a Prod. Dist. Corp. release.

The Million Dollar Handicap (Prod. Dis. Corp.) PRESS NOTICE

S EVERAL of the greatest horse-racing scenes ever filmed are shown in that wonderful romantic melodrama of the sunny Southland, "The Million Dollar Handicap," which will be given its big local premiere at the Theatre on _____.

The story treats of the heroic daring of a girl, who rides a despised horse to victory in a famous racing event, saves her father and clears her sweetheart's name of an undeserved stain.

Vera Reynolds a knockout in the leading role, supported by Edmund Burns, Ralph Lewis, Ward Crane, Tom Wilson, Clarence Burton and a host of popular players.

CATCH LINES

A glowing, breath-taking, suspense-crammed melodrama of the South with marvelously realistic racing scenes, a tender love story, unbounded thrills and pretty Vera Reynolds riding her horse to victory in a mad, dazzling finish!

The Little Giant

(Universal Jewel—6850 Feet)

(Reviewed by George T. Pardy)

O FFERS pleasing entertainment. The plot is of light construction but contains a good many human touches with strong heart appeal, there are many amusing situations and taken as a whole this comedy drama ought to do very well from the box office standpoint. It gets off to a good start, maintains a lively pace until the fifth reel, when the crowding in of a lot of somewhat unnecessary detail slows the action down. But the speed picks up again and there is no slackening until a satisfactory and well-turned climax is reached. Glenn Hunter is at his best in the role of the young salesman who suffers temporarily from an undue sense of his own cleverness but makes good on the end. Edna Murphy shares dramatic honors with the star, in fact her natural, appealing performance as the young wife is easily one of the best things about the picture, while David Higgins furnishes a capital character sketch as the old peddler. The support is adequate. Photography O. K., pretty long shots, lighting effective, interiors well filmed.

THEME. Youth appointed sales manager of big firm is failure at first, but redeems himself and makes good with aid of old uncle.

PRODUCTION HIGHLIGHTS. Development of human interest factor. Snappy comedy scenes. Stormy interview between Elmer and wife. Good finale.

EXPLOITATION ANGLES. Tie up with washing machines company on store window displays. Bill as breezy comedy with strong human interest appeal. Feature principals.

DRAWING POWER. Good attraction for any house.

SUMMARY. Combines sympathetic appeal with amusing comedy situations. Acting high grade all the way through, work of Glenn Hunter and Edna Murphy being particularly effective. Has general audience lure and likely box office possibilities.

THE CAST

Elmer Clinton.....	Glenn Hunter
Myra Clinton.....	Edna Murphy
Uncle Clem.....	David Higgins
Bard.....	Jim Bradbury, Jr.
Olga.....	Jean Jarvis
Royce.....	Leward Meeker
Mrs. Dansey.....	Louise Mackintosh

Author, Hugh McNair Kahler. Director, William Nigh. Photographed by Sid Hickox.

SYNOPSIS. Elmer Clinton, reared by his uncle Clem, an old peddler, is made sales manager of a big washing machine company. Royce Enfield, son of proprietor, jealous of Elmer, plots to ruin latter, whose campaigns are failures. Elmer and his wife don't live within their income and quarrel. Clem sells several machines on the quiet. Elmer discovers Royce is double-crossing him and whips him. Elmer gets rid of parasite crowd, wins out, is reconciled to wife.

The Little Giant (Universal) PRESS NOTICE

G LENN HUNTER and Edna Murphy are featured in "The Little Giant," a comedy drama rippling with laughs and alive with human interest, which comes to the screen of the Theatre on _____.

The story deals with the career of an ambitious youth who becomes sales manager of a big washing machine company fails at first through self-conceit and yielding to flattery, but redeems himself with the aid of an old uncle and wins back his wife's love. In the supporting cast are such popular players as David Higgins, Jim Bradbury, Jr.; Jean Jarvis, Leward Meeker, Louise Mackintosh, Thomas McGuire, Dodson Mitchell, Pete Raymond and other well-known lights of filmland.

CATCH LINES

Midnight parties dulled his brain and broke his pocketbook. And he thought they were all a part of Big Business! Then an old peddler came along and woke him up. So his dreams came true!



Edna Murphy, featured in "The Little Giant" a Universal production.

Flaming Waters

(F. B. O.—5700 Feet)

(Reviewed by George T. Pardy)

THEY put over a sure-enough thriller in this sensational yarn of the oil fields, which also looms up strong from the sentimental and comedy angles, offers as exciting entertainment as the most avid admirer of punch melodrama could desire and registers as a bully box office attraction. There's no getting away from the fact that the big wallop scene which shows the great flood of waters topped with blazing oil, sweeping everything before it and threatening the lives of hero, mother and heroine, is a fine bit of camera work bound to jar the most blasé onlooker into shivers of anticipation. Apart from which, the human interest note is clearly sounded, the characters are life-like and the story carries conviction despite its melodramatic grandiloquence. Malcolm McGregor, Pauline Garon and Mary Carr are excellent in the principal roles and well supported. F. Harmon Weight, who directed "Drusilla With a Million," scores again.

THEME. Melodrama. Danny O'Neil bests swindling promoter, makes fortune in oil fields, saves his mother and sweetheart from burning oil flood.

PRODUCTION HIGHLIGHTS. Clever development of romance and comedy relief. Sustained swift action. Good atmosphere. Big rescue scene when burning flood breaks.

EXPLOITATION ANGLES. Safe to boost this as a melodrama that hasn't a dull moment in it. Dwell on story's romantic and humorous touches and big thrills, Danny thrashing the swindler; and above all, the tremendous episode of flaming flood.

DRAWING POWER. Has universal audience appeal, should please anywhere.

SUMMARY. A crashing melo with unusual heart appeal and bright comedy relief. Offers sensational oil field story, with blazing flood climax that's a wonder.

THE CAST

Dan O'Neil.....	Malcolm McGregor
Doris Laidlaw.....	Pauline Garon
Mrs. O'Neil.....	Mary Carr
Jasper Thorne.....	John Miljan
Midge.....	Johnny Gough
Mrs. Rutherford.....	Mayme Kelso

Author, E. Lloyd Sheldon. Director, F. Harmon Weight.

SYNOPSIS. Danny O'Neil goes to Oil City with his mother, seeking Jasper Thorne, who has swindled her. He gets the better of Thorne in an oil deal and buys a well than turns out a "gusher," its overflow surrounding the ranch they live on. A lamp thrown by Thorne ignites the oil. Danny's foolish friend Midge opens the reservoir gates, a flaming flood results. Danny rescues his mother and Doris. He wins the girl.



Malcolm McGregor, appearing in "Flaming Waters" an F. B. O. production.

Flaming Waters (F. B. O.) PRESS NOTICE

A THRILLING melodrama of the oil country, with one of the greatest "fiery flood" scenes ever photographed, "Flaming Waters," is the big attraction listed for the Theatre on _____. This story, as strong in human interest as it is in exciting situations, treats of the adventures of Danny O'Neil in getting even with a crooked promoter who swindled his mother, the means by which he makes a fortune and gains a beautiful wife.

A whirlwind of action from first to last, with Malcolm McGregor, Pauline Garon and Mary Carr in the principal roles, it is a film no regular movie-goer can afford to miss. John Miljan, Johnny Gough, Mayme Kelso and others in support.

CATCH LINES

A tidal wave of fire, sweeping over the doomed house in the ravine, rushing to envelope girl and mother; a deluge of destiny, a flaming fate, as the glowing river of burning oil boils on!

Enemy of Men

(Columbia Pictures Corp.—5508 Feet)

(Reviewed by George T. Pardy)

AN excellent program attraction that possesses unlimited mass appeal, is handsomely photographed, skillfully directed and combines melodramatic force with considerable human interest. Also, the picture provides Dorothy Revier with a role suitable in every way to her talents. Miss Revier is not only good to look at, but registers as an emotional actress of marked ability. She doesn't overdo matters, her pantomime, forcible and appealing as it is, never goes beyond the natural limits of expression and holds an audience's attention through sheer artistry. Cullen Landis is a likeable hero. Here and there a shot of comedy for which Leo White and Cesare Gravina are jointly responsible, leavens the melo action nicely. Credit must be given Frank Strayer for having directed the film not only with an eye on the box office possibilities, but a strong leaning to the artistic side as well. It isn't often you get a straight melodrama with heart touches and pathetic values so skillfully nourished and effective.

THEME. Girl whose sister is betrayed vows vengeance on all men, becomes cabaret favorite, but eventually is wooed and won by worthy suitor.

PRODUCTION HIGHLIGHTS. Splendid work of Dorothy Revier in lead. Deft balancing of melodramatic punches and heart interest values. Cabaret shooting scene.

EXPLOITATION ANGLES. Title has pulling power. Bill as thrilling melodrama, with great heart lure. Play up idea of girl's war against men on account of sister's betrayal and death. Feature Dorothy Revier and Cullen Landis.

DRAWING POWER. First-class card for neighborhood houses and towns.

SUMMARY. Has general audience appeal. Puts over melo punches forcibly but discreetly, strong on human touches. Well acted and skillfully directed, stars work particularly effective.

THE CAST

Norma Bennett.....	Dorothy Revier
Dr. Phil Ordway.....	Cullen Landis
Tony.....	Cesare Gravina
John Hurd.....	Charles Clary
Roberti.....	Leo White
Janet Bennett.....	Barbara Luddy
Miss Ordway.....	Margaret Landis

Author, Douglas Bronston. Director, Frank Strayer. Photographed by Frank Good.

SYNOPSIS. Because of her sister's betrayal and subsequent death Norma Bennett takes a vow to make all men pay. She becomes a night club favorite and is courted by Hurd, the man who ruined her sister. Dr. Phil Ordway is in love with her, but she refuses marriage. Discovering Hurd's identity with that of her sister's betrayer she goes to a cabaret to shoot him, but he is slain by another hand. Dr. Phil finally weds her.



Dorothy Revier, star of "Enemy of Men" a Columbia production.

Enemy of Men (Columbia Pics.) PRESS NOTICE

BEAUTIFUL Dorothy Revier is the star of "Enemy of Men," the great romantic melodrama which will be given its local premiere at the Theatre on _____. This is the story of a girl whose loved sister's betrayal turned her into a siren with a mission of vengeance to be wreaked on all men. A true lover beckoned, but she pursued her path until she discovered the man who ruined her sister. On the verge of killing him, a bullet from another avenging hand cut his life short. And happiness came her way at last.

Miss Revier's performance is a revelation in emotional appeal, with Cullen Landis scoring as the faithful lover.

CATCH LINES

For years he wondered what had become of the little shop girl, and found her a notorious woman in a great city! She was the enemy of men because of the terrible crime one had committed!

Stella Maris

(Universal-Jewel—5786 Feet)

(Reviewed by George T. Pardy)

A NOTABLE addition to the list of Jewel features, "Stella Maris" reflects credit on all concerned in its production. Mary Philbin distinguishes herself by wonderful work in the dual role. A sharper type contrast than that presented by Unity, the faithful, devoted drudge, and Stella, an exquisitely charming, unsophisticated "daughter of the gods" can scarcely be imagined, yet both characterizations stand out with cameo-like clearness, as natural as life and a lasting tribute to Miss Philbin's dramatic versatility. She is capably supported by all hands, with Gladys Brockwell scoring in a peculiarly venomous portrayal of the vicious wife. The double exposure effects are a veritable triumph of camera technique, in fact the photography throughout is an artistic treat. Pathos and melodramatic urge are combined in masterly style, the story's interest never slackens. Splendidly directed and acted, this film should win everywhere.

THEME. Drama. Details life stories of two girls in high and low social stratas, one finding happiness, the other sacrificing herself for man she loves.

PRODUCTION HIGHLIGHTS. Star's fine work in dual role, all around good acting. Double exposure effects. Emotional stress. Scene where Unity kills Louisa and self.

EXPLOITATION ANGLES. Bill as heart-moving drama alive with suspense and pathos. Feature Mary Philbin's great portrayals of Stella and Unity. You can praise story's dramatic power to limit without any fear of a comeback.

DRAWING POWER. Should give satisfaction at all houses, large and small.

SUMMARY. Intensely pathetic, dramatically effective, beautifully photographed, well directed. Has some of finest double exposures ever shown. A sure box office hit.

THE CAST

Stella Maris	Mary Philbin
Unity Blake	
John Risca	Elliot Dexter
Louisa Risca	Gladys Brockwell
Walter Herold	Jason Robards
Sir Oliver Blount	Phillips Smalley
Lady Blount	Lilian Lawrence
Dr. Haynes	Robert Bolder

Author, William J. Locke. Director, Charles Brabin. Photographed by Milton Moore.

SYNOPSIS. Stella Maris, invalid, lives in a fairyland of fancy created for her by her great friends, John Risca and Walter Herold. John is separated from his vicious wife, Louisa. Latter is imprisoned for torturing slavey Unity Blake. John adopts Unity, who adores him. Stella is cured. John confesses his love for her. Louisa, released, horrifies Stella with lies about John and Unity. Unity proves her devotion by killing Louisa and herself. Stella turns to Herold, whom she really loves.



Mary Philbin, starred in "Stella Maris" a Universal production.

Stella Maris (Universal Jewel) PRESS NOTICE

MARY PHILBIN'S latest starring vehicle, Stella Maris, adapted from the novel by William J. Locke, is hailed by critics as one of the finest emotional dramas ever screened.

It will be shown at the Theatre on ———.

Miss Philbin plays a dual role, that of Stella, an invalid girl of rare beauty who is cured by an operation and finds the real world so different from the fairyland she thought it was and Unity, a little slavey, who gives her life for the man she loves.

It is a wonderful performance, aided by marvelous double exposure effects. The support includes such stellar players as Elliot Dexter, Jason Robards, Gladys Brockwell.

CATCH LINES

A story of rare human interest, irresistible emotional appeal, with beautiful Mary Philbin doing the greatest work of her career in a dual role.

No sacrifice too bitter for unselfish love; she took the only way!

The Sea Beast

(Warner Brothers—6393 Feet)

(Reviewed by George T. Pardy)

WHATEVER may be said for or against its savage realism, there can be no denying the magnificently spectacular lure of this ocean epic of the old whaling days. Nor can the most hard-boiled critic fail to voice admiration of John Barrymore's wonderful acting, equally wonderful makeup, and the alluring grace and beauty of the heroine, Dolores Costello. The scene where Ahab loses his leg and the cauterizing of the bloody stump with the white-hot irons is a horribly effective bit of melodrama, mighty well done, but pretty sure to rack some folks' nerves, and most feminine patrons won't like it. There are many other strenuous episodes; Ahab driving his vessel through stormy seas in his mad hunt for vengeance on the white whale, the battle to the death with his treacherous brother, all emphasized by Barrymore's masterly portrayal of anguish and insanity. But sweetness and light triumph at the close, with the lovers united, which is a welcome set-off to the stark tragedy of the earlier portion of the picture.

THEME. Young whaling captain loses leg in a battle with huge whale, devotes life to its extinction, is finally successful, regains mental balance and sweetheart.

PRODUCTION HIGHLIGHTS. Barrymore's splendid acting. The marvelous marine photography. Fine work of Dolores Costello and support. Scenes where Ahab loses leg, ship driving through storm, fight between brothers, slaying of Moby Dick.

EXPLOITATION ANGLES. Feature John Barrymore and Dolores Costello. Play up the magnificent ocean scenes, the battles with Moby Dick. Bill as greatest sensational marine melodrama of season.

DRAWING POWER. A great card anywhere, if patrons' nerves can stand its realism.

SUMMARY. A "big" production in every sense of the word. Magnificent photography, crammed with sensational melo incident, moves swiftly, is fiercely realistic.

THE CAST

Ahab Ceeley	John Barrymore
Esther Wiscasset	Dolores Costello
Derek Ceeley	George O'Hara
Flask	Mike Donlin
Queequeg	Sam Baker
Perth	George Burrell
Reverend Wiscasset	James Barrows
Pip	Vadin Uranoff

Adapted from Herman Melville's Novel, "Moby Dick." Director, Millard Webb.

SYNOPSIS. Ahab and Derek Ceeley, harpooners, are in love with Esther Wiscasset. Ahab wins her. While hunting the great whale, Moby Dick, Derek pushes his brother overboard and the big fish bites off his leg. Ahab devotes his life to the pursuit of Moby Dick. Five years later he learns of Derek's treachery, who is drowned in a fight. Esther and her father are wrecked and picked up by Ahab's vessel. Moby Dick is killed. The lovers are reunited.



John Barrymore, starred in "The Sea Beast" a Warner Bros. production.

The Sea Beast (Warner Bros.) PRESS NOTICE

THE greatest marine and whaling epic of the age has reached the screen in the picturization of Herman Melville's world-famous novel, "Moby Dick," filmed under the titled of "The Sea Beast." This marvelous production, starring John Barrymore, will be given its local premiere at the ——— Theatre on ———. Moby Dick is a monstrous whale on whom the hero vows vengeance for having lost a leg while pursuing him. Fortune favors him in the end.

For spectacular thrills and wonderful marine photography nothing has ever equalled this feature, in which Mr. Barrymore adds fresh lustre to his laurels.

CATCH LINES

An epic of deep waters, a startling melodrama of the old whaling days, palpitating with suspense and thrills, that prince of actors, John Barrymore, in the leading role! A picture that once seen, you will never forget!

Stop, Look and Listen

(Pathe—5305 Feet)

(Reviewed by George T. Pardy)

IN this picture Larry Semon makes his first appearance as a star under Pathe's banner, offering a fast-gaited, amusing combination of melodrama and comedy that should win high favor with a majority of the fans and register as a likely box office attraction. Adapted from a musical comedy, the plot is of light construction, but merry gags, thrilling stunt work and the necessary bit of romance are in evidence all through the production which develops interest early and holds it to the end. There's a whimsical stage burlesque touch showing the stage-struck heroine getting all muddled up in her initial footlight appearance that is distinctly funny and Larry gets the laughs in plenty when in company with the colored porter he dodges an angry mob, and as for the thrills stuff, it comes thick and heavy, with the star indulging in some extraordinary acrobatics. It's the sort of role that suits Semon in every detail and he does it full justice, with Dorothy Dwan and other players supporting him gaily.

THEME. Stage struck girl persuades sweetheart to back her in show, which fails. Bank is robbed, hero captures thieves, recovers money, weds girl.

PRODUCTION HIGHLIGHTS. Star's amazing acrobatic angles and clowning. Neat balancing of thrills and comedy. Chase scenes, train wreck, burlesque windup.

EXPLOITATION ANGLES. Feature Semon's clown stunts, play up diverse thrills. Bill as combination melodrama and comedy crammed with exciting situations and unexpectedly funny punches. Mention prominent players in cast.

DRAWING POWER. Will please wherever they want fast melo and farcical fooling.

SUMMARY. A good Larry Semon vehicle. Gives star fine opportunities to display agility and clowning talent, has plenty of melodramatic thrills and physical suspense mingled with side-splitting comedy.

THE CAST

Luther Meek.....	Larry Semon
Dorothy.....	Dorothy Dwan
Mother.....	Mary Carr
Bill.....	William Gillespie
Sheriff.....	Lionel Belmore
Strong Man.....	Bull Montana
Strong Man.....	Joseph Swickard

Adapted from Henry B. Smith's Musical Comedy. Director, Larry Semon.

SYNOPSIS. Luther Meek, well behaved young citizen of a small town, has a sweetheart named Dorothy who pines for footlight fame and coaxes him into backing a traveling show in which she is starred. On the opening night the show manager and Luther's graceless step-brother rob a bank. Luther is blamed, escapes from pursuers and follows the thieves, finally catching them and recovering the money. Dorothy renounces the stage forever and weds him.



Larry Semon, star of "Stop, Look, Listen" a Pathe production.

Stop, Look and Listen (Pathe) PRESS NOTICE

LAUGHS, thrills, amazing stunt work, melodrama and romance, suspense and excitement, you'll find them all in Larry Semon's latest picture, "Stop, Look and Listen," billed as the chief attraction at the

Theatre on ———. Semon's wonderful clowning abilities were never shown to such advantage as in this film, in which he portrays a youth with a stage-struck sweetheart, whose ambitions lead him into all kinds of wild adventures, before she is finally tamed.

Dorothy Dwan gives a great performance as the heroine, supported by Mary Carr, William Gillespie, Lionel Belmore, Bull Montana, Joseph Swickard Babe Hardy, Curtis McHenry.

CATCH LINES

He was a fast stepper as a banker, but the chorus girls made him look as if he were standing still! Larry Semon at his best, a three ring comedy circus, smiles, acrobatic thrills and romance!

The Outsider

(Fox—5424 Feet)

(Reviewed by George T. Pardy)

SINCE the far-off days of "The Miracle Man" pictures with a faith-cure slant have come along with considerable regularity, the theme seems a popular one when romantically developed, as in the present instance, and this feature gives promise of rolling up a respectable box office score. It isn't propaganda for or against the medical profession, though prominent surgeons are shown as failing to achieve a cure where the magnetic hero succeeds. Because, in the final analysis you discover that the gypsy-gent healer's power over the girl was due to the fact that she reciprocated his affection, which doesn't say much for his chances with ordinary patients who couldn't all be expected to love him. But the story will please the average movie-goer all the more by its reliance on the tender passion as opposed to mere science. Lou Tellegen is sufficiently impressive and dignified in the hero role, Jacqueline Logan emotionally effective as the girl, support well balanced and photography first-class.

THEME. Drama. Crippled girl dancer pronounced incurable by surgeons is restored to health by will-power and love of Hungarian gypsy mystic.

PRODUCTION HIGHLIGHTS. Acting of Lou Tellegen and Jacqueline Logan. Emotional urge. Dancing scenes. Episode where girl recovers use of limbs.

EXPLOITATION ANGLES. Stress idea of love's power over mental and physical ills. Bill as touching and fervidly emotional heart drama. Dwell on fine work of Lou Tellegen and Jacqueline Logan in leading roles. Play up faith-cure theory.

DRAWING POWER. Should do well in average house.

SUMMARY. Has some good dramatic sequences, awakens sympathy for heroine. Is well directed, cleverly acted by principals and support. Offers no particular argument for faith-healing, but by mixing romance with idea, develops appeal.

THE CAST

Leontine Sturdee.....	Jacqueline Logan
Anton Ragatzky.....	Lou Tellegen
Basil Owen.....	Walter Pidgeon
Sir Jasper Sturdee.....	Charles Lane
Pritchard.....	Joan Standing
Shadow.....	Gibson Gowland
Doctor Todd.....	Craford Kent

Adapted from Dorothy Brandon's Stage Play. Director, Roland V. Lee.

SYNOPSIS. Leontine Sturdee and dancing partner, Basil Owen tour Hungary. They meet Anton Ragatzky, mystic faith-healer who falls in love with the girl. She is injured in an acrobatic dance, taken back to London and pronounced incurable. Ragatzky follows, offers aid, is denounced by doctors. Finally he obtains admission to Leontine. After several failures she rises and walks at his command. Leontine realizes that it was their mutual love that wrought the cure.



Lou Tellegen, featured in "The Outsider" a Fox production.

The Outsider (Fox) PRESS NOTICE

ALL the magic of gypsy lore and atmosphere, the power of faith-healing when aided by love is set forth in the story told on the screen by "The Outsider" which comes to the

Theatre on ———. Lou Tellegen and Jacqueline Logan are the featured layers. The former is cast as a Hungarian mystic who undertakes to cure an English girl he loves, given up by noted surgeons as a hopeless cripple. How he succeeds, despite hostile influences in a series of vividly dramatic sequences that strike right home to the hearts of the spectators.

Walter Pidgeon, Roy Atwill, Joan Standing, Craford Kent, figure prominently in the supporting cast.

CATCH LINES

She was an internationally famous dancer who scorned a Hungarian gypsy's devotion. But when an accident crippled her and surgeons failed to aid, it was the gypsy's love and mystic power that wrought a cure!

Just Suppose

(First National—Seven Reels)

(Reviewed by Frank Elliott)

THE most interesting thing about this screen version of the A. E. Thomas play is the appearance of Lois Moran, the charming little star who was introduced to us in "Stella Dallas," and who in "Just Suppose," is refreshing as a Spring zephyr. There isn't the least doubt about Miss Moran's genius for pantomime. She doesn't act; she lives her part. As for the feature, well it is just fair entertainment and certainly not worthy of the talents of a Barthelmess. This mythical kingdom-costume material isn't especially suitable for Dick. Fortunately the plot gets him to America for part of the story and these sequences have the greatest appeal. The picture has been exceptionally well mounted, some of the exteriors being made on the Widener estate in Philadelphia. There is an exciting polo game. The supporting cast has been well selected as to type. But it is all rather tame stuff for an artist who gave us "Classmates," and "Shore Leave."

THEME. Modern romantic drama of a prince who falls in love with an American girl whom he wins after surmounting many obstacles in this and his native land.

PRODUCTION HIGHLIGHTS. Comedy introduced at dedication of orphan's home. The meeting between the prince and the girl in America. The polo game. The sequence in which the prince pretends "heart trouble."

EXPLOITATION ANGLES. Play up Barthelmess and emphasize fact that he has a beautiful new leading lady, Lois Moran. Advertise it as a stirring romance of dashing prince chap and beautiful American society girl.

DRAWING POWER. Popularity of star should draw. Suitable for any house.

SUMMARY. Not the best thing Barthelmess has done by any means, but may provide mild entertainment for admirers of this star. Artistic mounting and new leading lady help to camouflage a rather weak story.

THE CAST

Prince Rupert.....	Richard Barthelmess
Linda Lee Stafford.....	Lois Moran
Count Pechy (Toni).....	Geoffrey Kerr
General Karnaby.....	Henry Vibart
The King.....	George Spelvin
The Crown Prince.....	Harry Short
Mrs. Stafford.....	Bijou Fernandez

Adapted from play by A. E. Thomas. Director, Kenneth Webb. Photographed by Stuart Kelson.

SYNOPSIS. Rupert, second son of King of Koronia, goes to America, meets Linda Stafford, with whom he became acquainted at home, and tells her of his love. She also confesses she is in love with him. Then Rupert is called home because of death of crown prince. But twins are born to the widow. Rupert, free to wed whom he will, rushes to Linda who has returned to Europe on a visit.



Richard Barthelmess, who is starred in "Just Suppose" a First National Picture.

Just Suppose (First National) PRESS NOTICE

RICHARD BARTHELMLESS in "Just Suppose," an adaptation of the play by A. E. Thomas, comes to the Theatre, commencing ———, when patrons will see Dick's new leading lady, beautiful Lois Moran, who, although only 16 years old, has a genius for pantomime. The story opens in the mythical kingdom of Koronia, where Prince Rupert meets and falls in love with Linda Stafford. But the death of an elder brother suddenly places him in direct line of regal inheritance, and his country supersedes his love. However, all is rearranged at the end of which the Prince and his American Princess "living happily ever after." It is all done in an atmosphere of modern magnificence.

CATCH LINES

The love story of a Prince who defies a nation, and dashes to freedom and love. When a boy would rather be a peasant in the kingdom of love than emperor of a nation—that's romance.

Driftin' Thru

(Pathe—Five Reels)

(Reviewed by Frank Elliott)

HOUSES catering to the western fans will find in this first of the new Charles R. Rogers series of Harry Carey productions a safe bet. While there is nothing startlingly new in this one, and who could expect it in a western, there is evidence throughout of expert handling of the scenario, direction, photography and settings. The story depicting how the fair owner of a ranch saves a "drifter's" life and in return having her property saved for her by the latter, who beats up the supposed friendly foreman, runs smoothly from beginning to end. The plot is laid against a series of beautiful natural backgrounds in the plains country. Carey has an appealing role as a hobo of the western wastes and some real human interest is introduced by his love for "Kentuck," a diminutive donkey. Real action is introduced when Carey is framed on a murder charge, but makes his get-away by leaping from horseback to speeding train and hiding in the heroine's stateroom until the sheriff departs.

THEME. Western melodrama in which "drifter" saves the ranch of a beautiful girl from plotters, after girl saves drifter from the noose.

PRODUCTION HIGHLIGHTS. The opening scenes as Carey and the donkey board the freight and meet with some rough handling. The getaway after he is framed for murder. The meeting between Carey and the girl, fight at the climax.

EXPLOITATION ANGLES. Boost the name of Harry Carey. He is a prime favorite with the western fans. Play this one up as one filled with thrills and action.

DRAWING POWER. Popularity of star makes this one O. K. for program house.

SUMMARY. This one meets all the requirements of a good outdoors feature. And it is much better produced than most pictures of this type. Good acting thruout.

THE CAST

Daniel Brown.....	Harry Carey
"Bull" Dunn.....	Stanton Heck
Stella, his wife.....	Ruth King
Joe Walters.....	Raymond Nye
Sheriff.....	Joseph Girard
The Girl.....	Harriet Hammond
Joshua Reynolds.....	Bert Woodruff

Authors, Basil Dickey and Harry Haven. Directed by Scott R. Dunlap. Photographed by Sol Polito.

SYNOPSIS. Daniel Brown, a "drifter," going to aid of gambling den operator's wife, finds himself framed into a murder charge when wife shoots gambler. Dan makes his escape, in which he is aided by the girl who hides him in Pullman stateroom. Dan finds refuge with Josh Reynolds, prospector, who tells him there's gold on girl's ranch. Dan foils plans of foreman and gambler's wife to rob girl of her property. The girl proves Dan innocent and then marries him.



Harry Carey, star of "Drifting Through" a Pathe release.

Driftin' Thru (Pathe) PRESS NOTICE

HARRY CAREY, one of the most popular portrayal of western characters, comes to the Theatre, commencing ——— in "Driftin' Thru," the first of a new series of action pictures in which he will star. Here we find Harry in the role of wandering plainsman, who after winning a fortune at the wheel, is framed into a murder charge, but escapes with the aid of a girl who is arriving in the west to claim a ranch left her by an uncle.

Harriett Hammond, one of former Mack Sennett beauties, plays opposite Harry while the remainder of the cast has been selected with great care. There are some real fights and much fine horsemanship.

CATCH LINES

Story of the love of society girl for prairie "drifter," told against backgrounds of scenic grandeur. Thrills, Romance, Adventure, Daring Horsemanship, Real Fights.

Regional News from Correspondents

L. D. SPRINGER Pathe Film Exchange hub manager spent the week-end in Houston.

Abe Silverberg, owner and manager of the Folly and Crown theatres has returned from a four days' trip to Dallas. While in Dallas Mr. Silverberg purchased some new fall pictures in addition to other business matter he attended.

Work on the new Ritz theatre, which is almost completed, has

Houston

been held up for a short time. The theatre is expected to open at an early date.

H. L. Bock, showman from Mexia and Waco, Texas, has been in Houston for several days. Mr.

Bock is one of the few well known showmen of Texas.

Jack Pickens, showman from Harlingen, Texas, in the Rio Grande valley, spent a short time in Houston last week. Mr. Pickens will open show number two early

in February. Before going to the valley Mr. Pickens represented a film exchange and made Houston his headquarters. He has a host of friends throughout Texas.

Mr. and Mrs. R. W. Bickert of Dallas have been in town on a swing around the Saenger circuit. Mr. Bickert calls New Orleans home but is well known here.

Wm. Harwitz, Jr., and wife of the Texan and Iris theatres are on their way to New York.

New York and New Jersey

In addition to several other theatres under construction on Long Island, A. H. Schwartz, Brooklyn exhibitor, has recently announced the acquisition of a large theatre site at 212th Street and Jamaica Avenue where he will immediately break ground for a modern theatre and store building. Plans for the theatre call for a seating capacity of 2500. This is another link in the recently announced expansion program of Mr. Schwartz and when the circuit is complete, it will unquestionably become a big factor in Brooklyn and on Long Island.

Sam Perry of Englewood, although looking a bit pale, is again back on the job and made his usual Tuesday trip to exchanges. Sam has only recently recovered from a serious attack of pneumonia.

Get J. Gordon Reid, managing director of Fabian's Mosque Theatre, to tell you the story that he told over at the Pathe exchange this week. It's a good one—and Mr. Reid knows how to tell them. He gets plenty of practice during "Reid's Half Hours" over the radio.

Harry Hecht, of the Hecht Circuit of New Jersey, was an exchange visitor this week. Mr. Hecht was accompanied by his well known "Four Horsemen."

Faulkner's New Roslyn Theatre at Roselle, N. J., recently held its opening and many prominent exhibitors and exchange men were in

attendance. This adds another link to the fast growing Faulkner circuit.

It is reported that Marcus Loew is to take over the Levy Brothers Theatre, located at Lincoln Road and Bedford Avenue, Brooklyn. This house has recently been nearing completion and the seating capacity is about 2500. Sam Sonin's Lincoln Theatre is just across the way. With the Bedford, Kameo, Fulton and the Levy Bros. house under the Loew banner, this section of Brooklyn comes pretty well under single control.

The opening date of the Embassy Theatre, East Orange, N. J., has been set for February 1st. This house has recently been under construction by Pollack and Bratter.

Pelham Lynton, dapper and energetic salesman who specializes on two reel comedies for Pathe in this territory, has a brand new "iron hat."

Theatre openings, transfer of ownership and changes in management are still active in this zone.

Irving Lesser, who operates the Great Neck Playhouse and several other theatres, has recently taken over the Strand Theatre at Rockville Centre and will take possession about January 21st.

The Drury Lane Theatre at 167th Street and Amsterdam Avenue, New York City, which has been closed for the past three years, will reopen in the near future, according to a report.

Another opening is that of the Little Theatre in Brooklyn, N. Y., and the date is set for January 21st. This house was originally called the Sylvia and located at 50th Street and 5th Avenue.

Matthew Chrystmos' New Parkside Theatre at Yonkers, N. Y., which was to have opened on January 15th, will not hold its premiere until the early part of February, probably about the 8th. The delay is due to a strike made by the plasterers.

Other February openings include two theatres at Portchester, N. Y. One of them is the Capitol which will add another in the Jack Ungerfeld circuit and the other one is the Ambassador, controlled by Rogowsky Brothers. It is reported that both theatres will be completed by February 15th.

It is rumored that the Hughes Theatre, 187th Street and Hughes Avenue, Bronx, New York City, will soon reopen under new management. This house was disposed of by one of the local theatre circuits some little time ago.

The owner of the Windsor Terrace Theatre property at 1224 Prospect Avenue, Brooklyn—and a new comer as an exhibitor—will assume the management of that house. The former manager gave up the lease.

The Palace Theatre at Keyport, N. J., formerly called the Armory will go on a six-day schedule, according to report. This house has

recently undergone extensive overhauling.

The Prospect Palace, Bronx, is reported as having definitely closed its doors.

Arron Sacks, of the Associated Exhibitors sales organization has returned to his duties after a serious siege of illness.

The brother of Betty Schmeterer—of Pathe booking office—recently met with a very bad accident. It was found necessary to amputate Mr. Schmeterer's leg.

Theatres recently equipped by Joe Hornstein of Howell's include Pollack and Bratter's Embassy at East Orange, The Palace Theatre, Staten Island, The Ambassador and Capitol Theatres at Portchester. Joe expects to move into his new quarters about February 1st and those who are favored with an invitation to the official opening may expect the kind of hospitality that Mr. Hornstein generally serves.

William McChesney has lost his travelling companion in the person of George Faulkner, Jr., Mr. Faulkner has moved to East Fred Faulkner, Sr. is also making Orange and Fred Faulkner, Sr., is also making his residence at the same address.

Jack Withers, formerly manager of the Pittsburg branch of Associated Exhibitors, is filling Ed Carroll's old position in the New York branch of that company.

Chicago

The lease of the Family Theatre at Mount Carroll, Illinois, formerly owned by C. L. Bishop, has been taken over by Miss Barter who was in Chicago this week, lining up her bookings.

Manager William Brumberg of Universal has completed the rearrangement of the exchange which presents a handsome and business-like appearance. The individual booths for salesmen is a decided improvement.

Wilbur Robinson is again connected with Pathe and is selling two reels in north side territory. Mr. Robinson, some months ago, received severe injuries in an automobile accident but is now entirely recovered and full of the old time pep.

The Star Theatre at Clinton, Iowa, has been sold by Manager Wilson to Ramsey & Alger, circuit operators.

It is reported that James T. Dvorak and Vincent T. Lynch, have purchased a site on Main Street, Downers Grove and will erect a twelve hundred seat de luxe house in that city. According to Architect Elmer F. Behrens, who is drawing the plans, a completely equipped stage and large organ will be features of the house, which will be of Spanish design.

Rudolph Wurlitzer & Sons, manufacturers of musical instruments, including theatre organs, are planning big expansion in Chicago. According to Howard Wurlitzer, the firm plans the establish-

ment of twenty branch stores in outlying territories.

It is reported that the big new Balaban & Katz Theatre on Randolph Street, which will be part of the twenty-two story Masonic Temple, nearing completion on the site of the old Colonial Theatre, will be named the Oriental, which fits in with the treatment given it by C. W. and George L. Rapp, architects.

Jack Ryder, for ten years sales manager of Paramount's Detroit exchange, has been appointed city sales manager for Chicago, and has already assumed his new duties.

Abe Ostrowsky, who operates the White Palace at Kedzie and Ogden Avenues, has bought out

Louis Brecka and taken over the California and Pilsen Theatres on West 26th Street.

Chet Bell, Paramount salesman, has been transferred from Chicago to the Detroit Exchange. The west side territory which he has been covering, has been taken over by Louis Goldberg.

It is reported that the north side is to have another two thousand-seat motion picture theatre which will be part of the business block to be erected at the northeast corner of Addison Street and Southport Avenue. The building will be owned by the Addison Building Corporation and Gumbiner Brothers have leased and will operate the theatre.



Salt Lake City



DAVID T. McELHENNEY, formerly Idaho sales representative here for Fox, has resigned and has joined the Metro-Goldwyn-Mayer forces.

L. J. Schlaifer, division manager for Universal, will be in this city this week from Denver, and will remain for a few days.

Universal has added a new salesman to the local salesforce in the person of **George Ekre**.

Louis Marx, complete service man for Universal, is here from New York, working out in the territory with the salesmen.

John Ruger, owner of the American and Orpheum Theatres at Park City, was visiting the row this week, as were the Peery Brothers of the Egyptian Theatre at Ogden, Utah.

Lee Marcus, General sales manager for F. B. O., spent one day in Salt Lake on his way to Los Angeles last week.

Joe K. Soloman, salesman out of the local F. B. O. office, is leaving for a trip into Wyoming. **W. T. Withers** is traveling the Yellowstone branch in Idaho out of this office.

L. A. Davis, branch manager here for F. B. O., is leaving for a two weeks' trip into Montana some time next week.

W. F. Gordon, who has charge of the Associated First National exchange in this city, has left for Butte, Montana. **Vete Stewart** is now covering Idaho and **Claude Hawkes** is in Southern Utah for a short trip. Manager **Gordon** intends to hold a conference with **John Harrington**, sales representative out of the Butte exchange.

W. H. Rankin, Warner Brothers local exchange manager, is on his way to Butte, Montana. **J. P. Connors** of this exchange has also left for an extended trip into Montana.

George Jensen is now selling for Pathe here. **Jensen** was formerly covering the Montana territory for Warner Brothers.

James R. Keitz has left his managerial chair at the local Greater Features exchange for a two weeks' trip into Idaho.

M. Stringman, operating the Colonial Theatre at Ogden, and **T. M. Chestler** of the Princess and Gem Theatres at Bingham, Utah, were exhibitor visitors this week.

The Paramount Empress Theatre here has a new change of policy becoming effective next week. The admission prices are to be reduced to popular prices again.

Dave Frazer, district representative for Producers Distributing

Corporation, is here for several days.

Harry Kreiter, new salesman for Producers Distributing Corporation, just finished a highly successful trip in Nevada, and is now making his first trip into the Idaho territory with equal success.

The new Orpheum Theatre at Milford, Utah, is being opened by **McDermond** and **Thornberg**, January 15th.

Messrs. **McDermond** and **Thornberg** have also taken over the theatres in **Parowan** and **Minersville**, formerly operated by **Clark Kessler**. Upon the advent of **McDermond** and **Thornberg** into **Milford** with the new Orpheum, **Kessler** closed his Victory Theatre there.

Dave Schayer, formerly Idaho representative for Producers Distributing Corporation, is now managing the **American Dansante** in this city, which is operated in conjunction with the **American Theatre**.

The month of February has been designated as Producers month by Branch Manager **C. E. Parr** of the local exchange.

Milton Cohn, United Artist sales representative, left the first part of this week on a trip to Montana and will be out in the territory for several weeks. **Joe**

Dowd, who was formerly connected with the United Artists exchange in this city as salesman until several weeks ago when he resigned, is again back in the harness, and will cover his old territory in the Utah and Nevada section.

R. D. Carruthers, owner of the Orpheum and Strand Theatres in Pocatello, Idaho, has provided a set of new wicker furniture for his houses for the benefit of the film salesmen who call upon him. It has been placed at the back of the theatre so that they might watch the programs while waiting for conference.

Clyde H. Messinger, Educational exchange manager here, has just returned from a successful ten-day trip into Idaho.

Paul F. Berger, executive from the Metro-Goldwyn-Mayer home office in New York, is now visiting the local exchange.

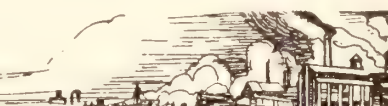
S. B. Steck, owner of the Cozy Theatre at Ogden, Utah, was in checking over contracts this week.

Frank White of the Real Art Theatre at American Fork, Utah, was also lining up new business.

L. P. McGinley, manager of the Famous Players-Lasky local exchange in this city, returned recently from a trek in Blackfoot and Pocatello, Idaho.



Albany



NO larger than the proverbial pint of cider, but with the same old infectious smile, the cigar and the white carnation, **Julius Singer**, sales director of the complete service department for Universal, arrived in Albany last week, and remained a half day or so at the Universal exchange before going on to Utica. Mr. Singer received a royal welcome from Film Row.

Harry Brooks, of Utica, is building a nine hundred seat house in that city, which will be managed by **S. L. Wolf**, who formerly acted as manager of the Orpheum in the same city.

"Pop" **Linton**, of Utica, one of the veteran exhibitors of central New York, who is erecting a theatre replacing the one burned about a year ago, was in Albany during the past week, and announced that he expected to open his house about March 15. Mr. Linton plans to use a seven-piece orchestra and also an organ, the house being a first-run affair.

George T. Ames, local manager for Pathe, made his first trip last week to the Lake Placid section and now looks forward to the time when he will again be called on business to the famous Adirondack winter resort. **Amos Leonard**, district serial sales representative for Pathe, left here on Monday for New Haven, where he will remain

for a week or so in looking after business in that territory.

Ackerman Gill, resident manager of Proctor's Theatre in Schenectady, lost his father last week, through death and the funeral was largely attended by attaches of the theatre and others. Floral wreaths were received from **F. F. Proctor**, as well as the house employees. The honorary pall bearers were from the city's police force.

Austin Interrante, local manager for Warner brothers, returned last week from a swing through northern New York. **Herman Stern**, local manager for F. B. O., is on a week's trip through the same territory at the present time.

Leon Medem was so tickled one day last week, while in town, in receiving his final naturalization papers, that he invited all the young ladies in the Pathe exchange, to a luncheon. Needless to say they accepted. Mr. Medem formerly handled Pathe's affairs in Albany, but is now associated with the company's Newark office.

Frank Hopkins, former manager for Universal here, but now district manager for Associated Exhibitors in Toronto, was back in town last week, renewing old acquaintances. **Ben Smith** of Warner Brothers' exchange, is ill with the grippe. **Ted Myers**, special feature representative for

Pathe, left Albany last week for Chicago.

Robert Wagner, former manager of the Gateway Theatre in Little Falls, and **Nicholas Servatius**, who was connected with the Majestic in Utica, are now road showing pictures in several of the small places through the Mohawk valley.

The condition of **Harold Filkins**, a salesman in the local F. B. O. exchange, remains practically unchanged. Mr. Filkins has been ill at his home for two or three weeks past. **I. M. Brown** has been named as salesman in the F. B. O. office, and will cover Mr. Filkins' territory until such time as he is able to return.

The motion picture machine operators of Schenectady met last week and elected the following officers: President, **John T. Saurboin**; Vice-President, **Alexander Roth**; Treasurer, **Edward O'Donnell**; Secretary, **Charles Travis**.

A new theatre has been opened in Mayfield by **Louis Jerome**, who resides in the village. The house will be known as "The Jerome."

Mrs. Alex Herman, wife of the manager of First National in Albany, was in New York the past week, attending a dinner given her brother before he sailed on a pleasure trip on Saturday, for Spain.

No more junior movies will be given at the State Theatre in Schenectady, although the orphans of the city will be entertained once a month as in the past. It was said that the children littered up the theatre so badly that it was almost impossible to clean the huge house in time for the afternoon show.

Workmen are busily engaged these days in restoring the Broadway Theatre in Schenectady, a neighborhood house, which will be run by **Frank Hickey** and **James Roach**. Mr. Roach is the manager of the Farash Theatres and his present venture is solely his own, with Mr. Hickey as his associate.

There is a probability that the forty-five or more employees of the Farash Theatres in Schenectady, may shortly form themselves into a mutual benefit association. The matter will come up at a get-together meeting which will be held in the basement of the Barclay Theatre in the near future.

Motion picture operators in Albany have decided to charge one dollar per reel, instead of fifty cents, for all work following the usual show. This came about as the result of trade screenings that have been shown at the Colonial Theatre by one of the local exchanges on Sunday nights.

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Cleveland



FOR the first time in five years, the Union Theatre, Cleveland is open on Tuesday evening. For five years, all the time it was owned and operated by Frank and Yara Ptelka, the Union Theatre was closed on Tuesday evenings. That was the Ptelka brothers' night off. But recently they sold the house to George Uher. And now the house is open every night in the week.

Yeggs celebrated New Year's eve by breaking into the safe of the Euclid Theatre. They got the day's receipts. The Euclid Theatre is owned by Max Lefkowitz and his associates who have a chain of local picture houses.

Managers Burton and Crockett had the laugh on burglars who attempted to break into the money box at the Lincoln Theatre recently. They got the safe open all right. But they couldn't get the strong box open which contained the money.

Sam Stein has once again opened the Columbia Theatre, St. Clair Ave., Cleveland. The house has been closed for the past few weeks.

Ray Wallace, manager of the Ohio Theatre, Alliance, is reported to be in a local hospital, seriously ill.

George Settos, who has the Lyric Theatre at Lima, has purchased the Orpheum, also in Lima, from Bob Shaw. Shaw is out of the picture business entirely for the time being.

Jack Bates is still being pursued by the jinx. He had just gotten back into harness selling films after being sick for almost three years, when he collided with an automobile. He has been laid up for three weeks, but is now recuperating.

W. A. V. Mack, Pathe short subject sales manager, was in Cleveland last Sunday and held a sales meeting.

Found; Billy Exton. At the Temple Theatre, Toledo. Exton was last seen in Florida, where he was severely attacked by the real estate germ. He has been divorced from motion pictures for about a year. Now he appears on the scene once more, this time as manager for the house owned by E. Mandelbaum. Exton succeeds

Jack O'Connell who recently resigned.

Max Schagrin, twin brother of Joe, who runs the Park Theatre, Youngstown, and himself a former theatre owner, has gone to California for the winter.

Christy Deibel, manager of the Liberty Theatre, Youngstown, is recovering from a recent operation for appendicitis. With that useless organ out of the way, there won't be anything to stop Deibel from winning another one of those golf tournament cups that he is collecting.

Morris Kaplan owns and runs the Camera Theatre. Of course, it's a business proposition, and Kaplan wants it to be a paying investment. At the same time, he wants his theatre to be the community centre of his neighborhood. He has always catered to his audiences, giving them the pictures they ask for, and donating the use of his house when a person is required. But last week he won the love and respect of the entire neighborhood when he pensioned three little children whose father was killed recently in an accident. Kaplan has given the three young-

sters passes to the show, and has promised them passes as long as they are neighbors. Good deeds like good news, travels fast.

J. B. Gardner has joined the local Associated Exhibitors sales force, and is covering the western Ohio territory. He was formerly with Metro-Goldwyn.

Robert Cotton, division manager for Producers Distributing Corporation, made a round of his exchanges last week, covering Pittsburgh, Cincinnati, Indianapolis and Detroit. This was Cotton's first round trip this year.

The Film Bldg. register showed the following out-of-town exhibitor guests for the past week: F. C. Reinecke, Paramount Theatre, Akron; George Manos, Rex, Toronto; E. F. Allman, Pike, Dover; John Pekras, Rivoli, Dreamland and Capitol Theatres, Elyria; H. T. Palmer, Lyric, Fairport Harbor; W. P. James, Ohio, Shadyside; T. J. Fowles, Idol, Lodi; Nat Charnas, who has a string of houses in Toledo; Tim Roberts, White Way, Mansfield, and J. R. Freeman and Mrs. Freeman of the Academy, Conneaut.



Seattle



A H. Huot, manager of the Film Booking Offices exchange in this city, last week announced the acquisition of W. K. Bloom to his local sales staff. Mr. Bloom is well-versed in the F. B. O. field, having come to this city from that organization's office in Salt Lake City.

Ned Edris, manager of John Hamrick's Blue Mouse Theatre in Tacoma was elected president of the Tacoma Theatre Managers organization at that body's monthly meeting held last week, and he will hold office for the ensuing year. Other officers elected were H. H. Berg of the Shell Theatre, vice president; Bob McKinnell of the Paramount Theatre, secretary; and Walter McNeish, of the Bijou Theatre, treasurer. Mr. McNeish's selection for the treasurer's office marks his third term in that capacity for the organization.

H. M. Glanfield last week announced his resignation from Manager W. H. Drummond's local Producers' Distributing Corpora-

tion exchange sales staff, in order to take up new connections in a similar capacity with Associated Exhibitors, under the direction of their new local manager R. S. Stackhouse.

The entire Seattle Film Row joined together last week in expressing to J. A. Gage, Educational Pictures Exchange manager, and Mrs. Gage their deep sorrow at the passing of Mrs. Gage's father, after an illness of only a few weeks.

Reports from Moscow, Idaho, received this week, indicated that the recent opening of the Kenworthy Theatre in that city early this month had been a tremendous success. The house is an entirely new and modern structure, built by M. Kenworthy to replace the former Kenworthy Theatre, used for several years as the leading photoplay house in that territory.

Among the changes in ownership and management in this territory recently is the sale of the Columbia Theatre in Columbia

City, a suburb of Seattle, by J. W. Burke to A. J. Miller. Mr. Miller came here recently from Santa Ana, California, but is a former Seattle resident and was welcomed back into this territory by many former friends.

Frank Harris, Western division manager of the Pathe organization, spent the better part of the last week in this city, in conference with Manager L. A. Samuelson of the local Pathe office. From here he was scheduled to visit the Portland office and then return to headquarters in California.

The proudest day in the history of motion pictures in Tacoma was achieved last week when H. T. Moore, manager of the Rialto Theatre, had the pleasure of presenting to packed houses the world premiere of "Hearts and Fists," the film made at the H. C. Weaver Company studios in Tacoma. R. S. Stackhouse, manager of the Associated Exhibitors office in this city, under whose banner the film is being distributed, was among the

members of the trade who attended the premiere. Delay in finishing prints necessitated the expenditure of more than one hundred dollars to get the film from New York to Tacoma by Air Mail, by the distributors, but the show went on "on time."

W. C. Gowen, former assistant manager of the C. M. Dunn Theatre in Renton, last week rejoined the sales staff of Western Film Corporation, with whom he was associated up to a few months ago.

Don Kesler's new Bethell Theatre in Helena, Montana, opened to packed houses a few weeks ago, and since that time has been the talk of the trade in this territory. Unlimited praise is accorded Mr. Kesler for the manner in which he has transformed an old opera house into a beautiful and modern motion picture theatre, ranking second to none in the Montana territory. J. H. Warren of Associated Exhibitors, and Walter K. Miller of Greater Features, both of Eutte, represented the industry at the opening.



Philadelphia



WILLIAM G. HUMPHRIES, Philadelphia branch manager for Producers Distributing Company, is receiving congratulations from his friends upon being one of the three winning branch managers in the United States in a recent sales and collections drive. Mr. Humphries' prize for being one of the first three managers in United States will be a trip to the company's studios at Hollywood.

He will leave about the first of March.

Norman J. Ayers, who was formerly Philadelphia and Washington branch manager for the Independent Film Corporation, has recently joined the Warner Exchange in Washington as sales manager. J. S. Hebrew, district manager, with headquarters in Philadelphia appointed Mr. Ayers.

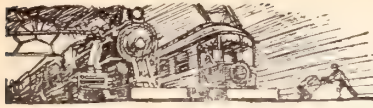
Upon his return from a rest

cure at Hot Springs, Va., Edgar Moss, manager of the Philadelphia Fox Exchange, was greeted with a huge basket of flowers, an expression of good will and welcome from his employees.

During the absence of Harry Knapp, chairman of the Penna. Board of Motion Picture Censors, who has been visiting in California, Henry Starr Richardson, sec-

retary of the Board, is acting in a supervisory capacity.

Vincent McKnight, a member of the staff of the Atlantic City Press Union, has been made publicity director for the Stanley Company of America in its Atlantic City Theatre. The general publicity, however, will be supervised from the Philadelphia office by Abe L. Einstein.



Kansas City



MORE zero weather descended upon Kansas City's film row this week, but if there was any depression in business among the exchanges it was not noticeable. Business during the last eleven months has more than doubled the expectations of E. C. Rhoden, manager of Midwest Film Distributors, Inc., of Kansas City, while First National Month, which will last throughout January, is proving more than gratifying to that company according to W. A. Burke, assistant branch manager.

Charles Knickerbocker, R. R. Thompson and Charles Russell have been added to the sales force of the Kansas City Associated Exhibitors force, according to Frank Cassil, branch manager.

R. S. Ballantyne, Pathe district manager, after a short visit in Kansas City, departed for a three-weeks trip through the Southern territory.

Grave concern was caused by the unexpected illness of Tom O. Byerle, First National branch manager, who is confined in Research hospital, ill of typhoid fever. W. E. Callaway of New Orleans, southern district manager for First National, is in charge of the Kansas City branch during Mr. Byerle's illness.

The new F. B. O. building in Kansas City, which will include 5,000 square feet, will be completed for occupancy by February 1st, it was announced. The build-

ing is located at 1713-15 Wyandotte street.

Howard Butler, formerly with Warner Bros., in Kansas City, has joined the Pathe force in San Francisco. Eddie Green, Metro-Goldwyn salesman who has been basking in the sunshine on the West Coast during the holidays, is back again plodding through Kansas City's snow.

O. H. Bogart, formerly with Paramount in Oklahoma City, has joined the First National sales force in Kansas City.

W. B. Bishop, Metro-Goldwyn district exploiteer, drove through Kansas City this week from Oklahoma City for St. Louis, accompanied by his family, where he will make his home.

Dan B. Lederman, Associated Exhibitors district manager, was a Kansas City visitor this week.

Roy Churchill, F. B. O. branch manager, was out in the territory this week aiding in putting over "Laugh Month."

M. C. Seneft, formerly with Associated Exhibitors, has been added to the Warner Bros., sales force in Kansas City, as has Fred A. Rohrs, also formerly of Associated Exhibitors. Jerry Curran of First National doesn't oppose the number "13" any more. That is his ranking among F. N. salesman in the national check-up for the last quarter of 1925.

W. E. Truog, assistant Universal divisional manager, and Charles Sears, in charge of Universal

theatres in the Kansas City territory, dropped everything the other day to make a hurried trip to New York.

E. C. Rhoden, manager of Midwest Film Distributors, Inc., of Kansas City is hustling out in the territory.

The boys who wear the eyeshades continued to work at a speedy pace in exchanges along Kansas City's movie row this week. Bob Withers, branch manager for Enterprise, reports a marked increase in the business of that exchange for 1925 over 1924, while Jack Langon of the Standard Film Company exchange, makes a similar assertion concerning his company. C. E. Reynolds, Universal representative, is displaying pride in a new Elgin watch, which was a gift from his company, P. D. C. branch manager, is back at his desk again after a visit with his Parents at Lester Prairie, Minn. Louis Reichert, Warner Bros., branch manager returned from an eastern Christmas trip, rolled up his sleeves and "dug in." It is with high anticipation that Russell Borg, Educational booker, is looking forward to the last week of this month, which will be Bookers' Week, in conjunction with a national drive on the part of his company. In all movie row stores this week there was much evidence of \$10 gold pieces. Did not two dozen employees of Kansas City receive one "gold man" each from their company? K. L.

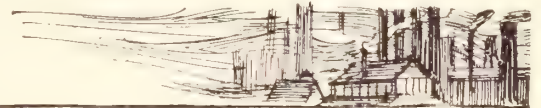
Eagon, who formerly was a Paramount representative in the Kansas City territory, has been added to the Kansas City Pathe force, according to J. A. Epperson, branch manager. Just to "rub it in," Eddie Green, Metro-Goldwyn representative who is spending the holidays on the West Coast, sent back one of those "the water's fine" cards to shivering Kansas City friends. R. S. Ballantyne, district Pathe Chief, has returned from a trip to Oklahoma City and Kansas key towns.

Among the out-of-town exhibitors in the Kansas City market this week were: G. L. Hooper, Orpheum, Topeka, Kan.; L. Brenning, Cozy, Crystal and Best theatres Topeka, Kas.; M. G. Weary, Farris, Richmond, Mo.; W. P. Cuff, Strand, Chillicothe, Mo.; Roy Spurlock, Star, St. Joseph, Mo.; Edward Peskay, Penn. theatre, St. Joseph, Mo.; M. W. Hubble, Hubble theatre, Trenton Mo.; Myers Brothers Auditorium, Slater, Mo.; H. Milliss, Photatorium, Smithville, Mo.; Charles Sears, Universal theatres, Missouri and Kansas.

William Mueller, Sedalia, Mo.; Mr. and Mrs. C. H. Christian, Byers theatre, Excelsior Springs, Mo.; G. L. Hooper, Orpheum, Topeka, Kas.; Walter Wallace, Orpheum, Leavenworth, Kas.; M. B. Shanberg, Midland Circuit of Theatres, Kansas and Missouri; Ben Levy, Hippodrome, Joplin, Mo.



Central Penn



MEN prominent in the motion picture industry throughout Pennsylvania attended the formal opening of the new Capital Theatre, Lancaster, Pa., on the night of December 21. This is the new 1,300 capacity house erected by Mr. and Mrs. George M. Krupa to replace the Krupas' Aldine Theatre which was destroyed by fire. It is now being operated as a combined picture and vaudeville house, with two changes of bill a week. C. H. Goodwin, representing the Motion Picture Theatre Owners' organization and others. John Creswell was master of ceremonies and introduced from the stage the builders of the theatre and members of the Krupa executive force. There were many floral gifts for Mr. and Mrs. Krupa, including a horseshoe from the Lancaster Kiwanis Club, of which Mr. Krupa is a member. An interesting part of the program was a recital on the large Robert Morton organ which has been installed in the theatre. After the exercises in the theatre the guests from out-of-town and the members of the Krupa organization were entertained at a supper dance in the Stevens House.

The Colonial Theatre, Harrisburg, which was closed for almost two weeks to permit the completion of \$40,000 worth of improve-

ments and renovations, reopened on Christmas eve, one day sooner than had been planned.

The Industrial Board of the Pennsylvania Department of Labor and Industry, which is revising the building regulations governing the showing of non-theatrical motion pictures, on the basis of suggestions made at the recent public hearing on the subject, announced at its meeting held at the capitol in Harrisburg on January 8 that the revisions will not be finally announced until the meeting on February 10.

The dressing rooms of the American Theatre, Pittston, Pa., devoted to pictures and vaudeville, were robbed on New Year's eve, by thieves who gained entrance to the building by removing the screen from a rear window. They ransacked the dressing room of one of the performers and escaped with \$40 and several other articles. Manager Claude Westley, of the theatre, reported to the police that several other robberies have taken place in the American in recent months.

A new theatre was opened on Christmas Day at Forty-Fort, Pa., by Frank Pepe, of Pittston. The equipment of the house includes a Marr & Colton organ.

Mahanov City, in the hard coal mining belt of Pennsylvania,

where the coal strike has temporarily handicapped municipal enterprise of all sorts, seemed to be without its usual community Christmas Tree until Manager Ascough, of the Victoria picture theatre, came to the rescue. Mr.

Ascough got in touch with Boyd Chamberlain, of the Chamberlain amusement enterprises, which controls the Victoria and numerous other picture houses in the coal regions, and Mr. Chamberlain saw to it that the tree was provided.

Arthur J. Lamb

presents

THE MOLLY MAY SERIES (INC.)

12-2 reel comedies

Written by A. J. LAMB

Featuring VIOLET MERSEREAU

Direction of JOSEPH LEVERING

Number one now ready

"Her First Night in Philadelphia"

in a tie-up with the comedy song of the same title by Lamb & Solman (Joe Morris Music Co., Selling Agents,) Philadelphia and New York.

No. 2.—Her First Night on Broadway

No. 3.—Her First Night in the Jollies

No. 4.—Her First Night with the Salvation Army

No. 5.—Her First Night in Honolulu

CRANFIELD and CLARKE (INC.)

Distributors for the World

1476 Broadway

New York City



Cincinnati



J. F. DAVIS, former manager of the Westland Theatre, Portsmouth, O., spent several days in the city looking over the present film situation. He has no immediate plans for the future but has several propositions, he announced.

Kermit Freck, football player de luxe and manager of the Eastern and Grand Theatres, Ironton, O., came into film row last week making arrangements for the improvement of the Southside Theatre in Ironton which he has recently acquired.

The Universal Joy Club gave a party last week at which ice cream and cake were served a la Volstead.

W. Lasance, Universal salesman is the proud owner of the Universal Mustang Championship medal. This shows that he acquired third place in the 1925 sales drive. This is the seventh consecutive time that Bill has won this prize in the last three years

that he has been with the firm.

Ned De Pinet, sales director for First National, spent several days at the local branch conferring with **Roy Haines**, local manager.

George Kirby, booker for Associated Exhibitors, has been ill at home for several days.

Hugh Nesbit, salesman for F. B. O., in the coal regions of W. Va., committed the extreme traveling man's error, that by getting on the wrong train and traveling for hours before discovering same. Nesbit, however, got even for this mistake when he prevailed upon **Roy Calloway** to purchase a box of candy for the telephone operator of the Corten Hotel at Welsh, W. Va.

Hugh Owens, former manager for Famous Players at Charlotte, N. C., has been transferred to the local offices of the same firm in the same capacity taking the place of **C. E. Peppiatt**, who has re-

signed to go into private business at his home town of Atlanta, Ga.

Ed. Keene of Oxford, O., paid his usual visit to the exchanges last week.

Eldon Byrness of the Columbia Theatre, Athens, O., spent several days in the city visiting with the various exchange managers.

Fred Myers and **Harry Silvers**, managers deluxe of the Palace Theatre, Hamilton, O., drove down one day last week and screened several pictures for early showing.

A special table was reserved by the various film managers for the Stage and Screen Scribes Frolic, which was held at the Hotel Gibson Roof Garden on Wednesday, January 20th. The affair was a huge success, with the members of the various shows in the city furnishing the entertainment. **Noah Schechter** was chairman of the affair.

Ralph Williams, sales director

for Universal, visited the local exchange last week.

Ralph Kinsler, well known in local film circles, has joined the sales force of First National.

Al. Kinzler, of the Elite Theatre, Dayton, O., bought several pictures while in town last week.

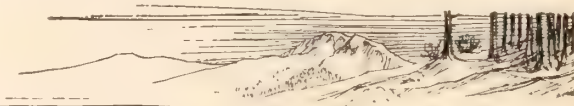
Chas. Thompson of the Amuse Theatre, Dayton, O., was another exhibitor from the Gem City to pay the local exchanges a visit recently.

Ernest Emmerling of Loew's Theatre, Dayton, paid one of his rare visits to the various exchanges last week.

L. B. Wilson, the very energetic little manager of the Liberty Theatre, Covington, Ky., has decided to run a serial in his theatre commencing with this week. This is the first attempt of this sort made by L. B. for his playhouse and the results are being keenly watched by local movie men.



Canada



THE general reorganization of moving picture theatre arrangements continues in Hamilton, Ontario, where numerous changes have taken place during the past week or two. One of the most recent changes was seen in the announcement that **George Swanwick**, formerly proprietor of the Princess Theatre, Hamilton, and also with Famous Players Canadian Corp., had re-opened the Lyric Theatre as an Independent house, featuring pictures and vaudeville, shows being given continuously.

Announcement has also been made of the re-opening of the Temple Theatre, Hamilton, under the direction of **G. Gillan**, this being another downtown house. The Capitol Theatre, Hamilton, has also reverted to the status of a moving picture theatre, under the management of **Ray Tubman**, formerly of the Algoma Theatre,

Sault Ste. Marie, Ontario, and the Palace Theatre, Calgary, Alberta. **Maxwell Morrison**, former manager of the Capitol, has gone to Toronto, it is understood. **H. E. Wilton**, former manager of the Savoy, Hamilton, has become manager of the Strand, Hamilton, and the Savoy Theatre is now closed.

A few weeks ago, the Delta Theatre, Hamilton, was completed and opened as a fine suburban theatre.

The Imperial Theatre, long operated at Ottawa, Ontario, by the late **Harry Brouse**, one of the original directors of First National, has been acquired by a new Ottawa enterprise, the General Amusements, Limited, for a long term of years, it was officially announced January 16. Those identified with this company also control and operate the Laurier and Eden Theatres in Hull, Quebec, all of which

are conducted as independent houses.

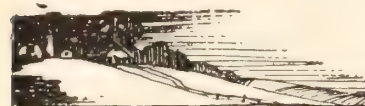
The head of the new organization is **Donat Paquin** and with him is associated **Harry O'Regan** and **James T. Moxley**. **Mr. O'Regan** is named as the manager of the two Hull Theatres and as the general supervisor of the large Imperial. **Mr. Moxley** is the house manager of the Imperial. Incidentally, **Mr. Moxley** is one of the best-known exhibitors in Ottawa, having operated the Ottawa Regent for years and also the Russell Theatre there for some time.

A mountain peak, standing 8,850 feet high, in the Canadian Rockies has been named in honor of a Canadian exhibitor, according to official announcement by the Canadian Geographic Board, Ottawa, on January 15. The theatre man so honored was the late **Sir James Loughheed**, owner of the Grand Theatre, Calgary, Alberta. He died in Ottawa a short time

ago. The peak has been officially named "Mount Loughheed."

Cecil G. Kappey, organist of the Strand Theatre, Calgary, Alberta, gained distinction when his latest composition, "Indian Reverie," was used for the orchestra overture and for the musical theme of "The Vanishing American" when it was presented at the Capitol Theatre, Calgary, by Manager **John Hazza**. The two theatres are under the same control. **Pete Egan**, house manager of the Capitol, made the arrangements while the adaptation was carried out by **Civil Godwin**, leader of the Capitol Orchestra.

A civic honor has fallen upon a Hamilton, Ontario, exhibitor, **H. E. Wilton**, manager of the Strand Theatre, Hamilton, having been elected alderman for ward 1 for 1926. **Ald. Wilton** has already taken his seat in the City Council Chamber.



Milwaukee



STEVE DORIS, one of the best known exhibitors of Racine, Wis., will open his new house, The Douglas, at that city on January 30, according to announcements sent out to friends in the industry. The new house will have 500 seats and will rank as one of the finest of the smaller houses of the state.

Finkelstein & Ruben of Minneapolis, plan to open their new State Theatre at Eau Claire, Wis., in about three weeks. The State will have some 1,200 seats and will be one of the best houses operated in Wisconsin by the Minnesota circuit.

Mrs. Frank Eckart, who with her husband operated the Palace Theatre at Wisconsin Rapids, Wis., is rapidly recovering from a slight but annoying attack of illness, which has interfered with her

duties as associate manager of the theatre.

George Herzog, well known exhibitor of Manitowoc, Wis., spent a day of last week in Milwaukee looking over the lay of the land at the exchanges.

Fred Feld, formerly with Metro-Goldwyn, has joined the sales force of F. B. O. He will cover central Wisconsin territory.

J. P. Gruwell, manager of the Ideal Theatre at Wisconsin Rapids, Wis., was a business visitor in Milwaukee during the past week. He reported good business at his theatre during the first week of the new year.

S. H. Abrams, manager of the Milwaukee F. B. O. branch received honorable mention for the month of December by the fire prevention committee. This honor

is conferred by the committee following monthly inspections at all local film exchanges.

William Roob, manager of the Grand theatre at Port Washington, was in Milwaukee a few days ago to confer with film exchange managers here. He reported an extremely successful holiday season at his theatre.

Dan Wolcott of the Majestic theatre at Racine was another out-of-town exhibitor to visit Milwaukee during the past week.

Following a week's trip through the upper peninsula of Michigan, **S. H. Abrams**, manager of the Milwaukee F. B. O. exchange reports that business in that section is booming.

Sam Miller of Chicago, booking manager of the Fischer theatres, was in Milwaukee a few days

ago in conference with local exchange managers.

The motion picture business at Oskosh is prosperous at the present time, according to **Charles Bauman**, manager of the Star theater at Oshkosh, who was a Milwaukee visitor last week.

Art. Roberts, assistant manager of the F. B. O. exchange in Milwaukee, together with **Mrs. Roberts**, spent New Years with relatives and friends in Minneapolis. **Mr. Roberts** returned to his duties a few days ago.

Len Brown of Fond du Lac, Wis., manager of the Fond du Lac theatre, was in Milwaukee for a brief visit last week. While here he conferred with officials at several of the film exchanges.



San Francisco

H. W. OSBORNE has joined local Universal office and has returned from a trip through the territory where he greeted old friends.

Bill Lendon, traveling auditor for Universal, was a visitor at the exchange recently.

Julius Cantwell of Progress has just completed a 10-day trip in the San Joaquin Valley.

Ray Grombacher, the leading movie magnate of Spokane, Washington, once a San Franciscan and in the show business, was a recent visitor.

Among the several San Franciscans located in Los Angeles, who came up to spend the week-

end holiday period with home folks and old friends was Mel Hulling, branch manager of Warner Brothers Los Angeles exchange.

Kenneth Hodkinson will shortly begin a tour of his district in interest of U. A. product now that a new branch manager has been appointed to the local exchange. Hodkinson has been attending to the duties of both positions for some time.

Sam Levin has taken over the Pacific Theatre, formerly operated by W. R. Senn. This now affords a Union Street circuit for Ben Levin to devote his attention to.

M. F. Lowery, the high powered U. A. traveling salesman, came in from a long southern trip to pass the holiday period with his family and the good cheer boys on film row.

Jack Marpole retired from Pathe and joined the Associated Exhibitors but all under the same roof. Jack will be titled city salesman and booker.

Ben Simpson, recent manager of Associated, is spending the holidays at his home in Marin County but plans to locate in Los Angeles soon. His Marin County property is for sale.

Harry Lustig of the Warner Bros. Pacific Coast District was a

recent visitor, conferring with Branch Manager Morgan Walsh.

Slater & Brett, of Mutual Independence Exchange, the new establishment handling Chadwick product, went south to spend the Christmas celebration.

Tom Gilboy has moved from Leavenworth street to more commodious quarters at 774 Golden Gate avenue.

W. V. Tamblin of the Broadway theatre, Nevada City, recently spent several days in town.

Milton Nathan is again to sit in the Executive Secretary's chair for 1926, of the Film Board of Trade.



South East



THE Charlotte Film Exchanges managers and theatre managers are to be guests of C. O. Kuester, business manager of the Chamber of Commerce at one o'clock on Monday, January 18th, at which time they will be entertained at a luncheon. This luncheon is to take the form of a get-together affair and it is the desire of Mr. Kuester to get the managers to give expressions and opinions as to what the Chamber of Commerce means to them and how it may serve them.

W. A. Wilkinson, of the Hays organization, was a Charlotte visitor the past week, stopping off on his return to New York from Prattsville, Ala., where he was called on account of the death of his father.

A. B. Huff, owner of the Broadway, Orpheum and Capitol Theatres of High Point, and Percy Parish, general manager, was in Charlotte the past week. Mr. Huff stated that business at the Capitol, which he has recently opened as a picture house, is improving daily.

Entire Film Row is extending sympathy to Walter J. Price, Manager of the Fox Exchange, in Charlotte, over the death of his wife last week. Mr. Price's wife formerly was Miss Susie Cone of Atlanta. Mrs. Price had been ill for several months and her condition became more serious recently but the whole film colony was entirely unprepared for her death. Besides her husband she is sur-

vived by two children. The funeral was held in Charlotte and the remains placed in a vault. The burial will take place in Atlanta in the Spring.

Mr. Owens will be succeeded by P. B. Styles, who has been salesman with the Jacksonville Exchange. Styles has arrived and is being welcomed along Film Row.

James Estridge, of Gastonian Theatre, Gastonia, N. C., was a Charlotte visitor a few days ago setting in dates and buying new product.

It is reported that Mrs. Buckner, wife of Carl Buckner, manager of the National Theatre, Greensboro, N. C., is in a Greensboro hospital to undergo an operation.

Nat Ferber, manager of the Orpheum at Durham, has been looking after the Grand at Greensboro, which has been running tab shows. Mr. Ferber has been driving back and forward each day from Greensboro to Durham. Mrs. Ferber is looking after the Durham house during the absence of Nat.

Vern Johnson, manager of the Auditorium Theatre, Winston Salem, N. C., is able to be out again after being confined to his home for several weeks by illness.

Donald M. Eaves, president of the Piedmont Theatres, Incorporated, having houses at Chester, Rock Hill, Gaffney, Union and other prominent towns in South Carolina, has taken over the Strand

and Imperial Theatres, in Anderson and also the Liberty and Pastime at Greenwood, S. C. These theatres were formerly controlled by the Famous Players-Lasky Corporation. Mr. Eaves took possession January 11, 1926.

A. B. Cheatham, formerly manager of the Ottoway and Ideal Theatres of Charlotte, N. C., and now special representative of Arthur Bromberg, of Progress Pictures, is a Charlotte visitor and will remain in the Charlotte territory for several weeks we understand.

A. B. Braswell, of Winnsboro, S. C., is equipping and will open a new theatre in Chester, S. C. in the next thirty days. This will be the only opposition to the Donald M. Eaves house, the Dreamland. Mr. Braswell also has the Palace Theatre, at Winnsboro.

Miss Kinney, from the Home Office of the Film Board of Trade, of New York City, is in Charlotte, where she was called to introduce and instruct a new secretary. Also to install some of the later systems in use in other Film Boards of Trade in the larger centers.

George Hendrickson, Manager of the Liberty Theatre, Darlington, S. C., was in Charlotte the past week dating in pictures and getting exploitation material for several large pictures he expects to show in the near future.

Frank Sans, salesman for First National Pictures, was married to Miss Marion Edith Shy, of At-

lanta, the past week. They were married at the home of Mr. and Mrs. H. D. Horton, Dilworth, in the presence of relatives and a few friends. Mr. and Mrs. Sans left for a motor trip through the Carolinas and will be at home at 506 E. Boulevard, after January 15th.

Manager Rice, of the Capitol Theatre, at Salisbury, was a Charlotte visitor the past week, introducing Mr. Young, his successor as manager of this house. James Davis, of Salisbury, is owner of the Capitol and Iris Theatres. Mr. Rice is resigning as manager of the Capitol to become manager of the Broadway, Winston-Salem, N. C. This is a new house and is owned by Messrs. Moses and Sams, and will be operated as a first class motion picture theatre. This house is one of the most modern houses in the South and is equipped with all the latest and most modern equipment.

Joseph DeMaio, of the Universal Film Exchange home office in New York, has been a Charlotte visitor for the past week or ten days. Mr. DeMaio is what is known as a black signal man and visits the offices in his zone to stimulate bookings and to get play dates.

Hugh Owens, Manager of the Famous Players-Lasky Corporation, Charlotte Office, has been promoted to manager of the Cincinnati Branch of the above corporation. Mr. Owens will leave on Wednesday to take up his new duties.



Views of the new Fox Film Corporation exchange at 397 South 2nd Street, Memphis—Left to right: spacious shipping room, Manager's office, cashier's office and the exterior view of the new building. There is no scarcity of sunlight throughout the building.



Atlanta



A NEWCOMER to the Atlanta film colony is C. L. Peavey, whom Sidney Katz installed as manager of the Atlanta Exchange of Film Booking Offices last week. Although new to Atlanta and the Southeast Mr. Peavey is a veteran film man, with a record dating back something more than ten years, the past two years on the sales force of F. B. O. in Cleveland.

Paul Whiteman's engagement in Atlanta, where the king of jazz and syncopation has a legion of followers, brought two talented musicians from Montgomery who have more interest in Mr. Whiteman's visit than that of enjoying his concert. They are Frank Woodruff, leader of the orchestra of the Empire Theatre of Montgomery, and George L. Hodge, organist at the Empire. Their mission is concerned with the ballad "For You" that was featured recently at the Metropolitan Theatre here. Mr. Woodruff wrote the words and Mr. Hodge set them to music—and now they are seeking to interest Mr. Whiteman in the composition. It is a tuneful number with a singing rhythm and seems destined for wide and increasing popularity.

C. T. (Shag) Jordan, salesman for Universal in the South Georgia and Alabama territory, was in Atlanta over the last week-end.

The Universal Force in Atlanta is in receipt of a beautiful letter of thanks from Mr. and Mrs. Ralph B. Williams for a wedding present sent them recently, and each member of the force is invited to New York as a special guest of the



Edwin C. Worns, manager of the new United Artists branch in San Juan, Porto Rico.

former Atlanta branch manager and his bride.

F. A. Leatherman, was among the first of Mike Coyne's Atlanta friends to learn of Mr. Coyne's appointment to the managerial post of United Artists' San Francisco exchange, and we are indebted to Mr. Leatherman for the item.

R. F. Johnson, formerly at the head of the Poster Department of the local Pathe Exchange, is now with the Accessory Department,

Southern Enterprises, 58½ Cone Street. J. C. White, who has been with Pathe for some time, succeeds Mr. Johnson.

Charles E. Kessnich, Southern Division manager of Metro-Goldwyn, is due back in Atlanta today where he will meet major home office executives of the company.

George R. Allison, generalissimo of the Fox forces in Atlanta, is expected to return this week-end from a high-powered sales trip that carried him in Chattanooga and other Tennessee towns.

P. C. Parrish, manager, Southern Theatre Equipment Company, Atlanta office, returned Thursday morning from Birmingham.

E. N. Hines, of the Lyric Theatre, Hogansville, accompanied by his wife and daughter, was in Atlanta for a few days last week.

Tom Little, manager Producers is expected to return today from Birmingham, where he attended the opening of the Picadilly Theatre.

W. A. Sanges, manager Progress Pictures, left last Tuesday for Birmingham. He will cover other points in the territory, returning to Atlanta in about ten days.

Ben Cammack, manager of the local Universal Exchange, left Wednesday for Nashville. Mr. Cammack will probably return about the last of the week.

R. H. Conway, president of the Universal Club of Atlanta, is arranging a delightful Valentine dance for the entertainment of this congenial group, made up of members of Universal's Atlanta Exchange.

Louis J. Ingram, salesman for Metro-Goldwyn, had a wreck on his way to Gainesville, last week. The wreck occurred on the side of a mountain of the Appalachian Highway and although serious, Mr. Ingram escaped without injury.

Earle M. Faine, formerly of the Vendome Theatre, at Nashville, Tenn., is now exercising his showmanship at the Palace Theatre of Leesburg, Florida, one of the Universal houses now operating under the supervision of Dan Michalove.

Sol Samuels, who with his brother, Sig Samuels, leased the Alpha Theatre to Louis Bach, has gone to Orlando, Florida, to take over the management of the American Theatre for Universal.

Producers Distributing Corporation will stage, during the month of February, a drive for play dates. Thomas A. Little, who has been with the Atlanta office for several months, is most enthusiastic over the outlook.

Walter Green, vice-president International Projection Corporation, was here last week to visit Arthur Lucas and Mr. McIlheran.

Sig and Sol Samuels have leased the Alpha Theatre to Louis B. Bach. The Alpha is one of Atlanta's smaller houses and is located on Whitehall street. Its programs in the past have been made up largely of Westerns, serials, and repeats of bigger features that have proved popular on their first runs in some major house.



Minneapolis



A RADIO broadcasting station, WCCO, Minneapolis, St. Paul, participated in the opening ceremonies for the New State Theatre at Eau Claire, Wis., opened last week by Finkelstein & Ruben, owners of nearly 100 Northwest theatres.

It broadcast from 10:30 p. m. to 11:15 p. m. Monday the entertainment given by special artists at the grand opening the following evening (Jan. 18) in the Wisconsin city.

The broadcasting program was arranged by the Eau Claire civic and commerce association and the Minneapolis Civic & Commerce association and by the owners of the theatre and the Gold Medal radio organization.

A short talk was given by Knute Anderson, president of the Eau Claire association.

Sigurd Rishovd, former violin soloist of the Minneapolis Symphony orchestra played several numbers and there followed selections from the revue which opened the Eau Claire State the next evening.

The new theatre is a de luxe house complete in every detail and designed and handled with as great

attention to beauty as are the State and Capitol theatres of this same company in the Twin Cities. It cost \$315,000 and seats 1,300 persons.

It is located on Eau Claire street half a block from Barstow street, the city's main thoroughfare. Across the street is the brand new Eau Claire hotel and union bus depot.

It has a \$20,000 organ and a seven piece orchestra and for the convenience of special parties it has a mezzanine floor which adds greatly to the beauty of the theatre. About 20 employees are required to handle the house.

Mike Deglman is the orchestra leader and Richard Bach is organist. Arthur Molestad is assistant manager.

In order that the new State may get off to the most auspicious possible start, F. & R. have prevailed upon V. B. Valleeau, a retired theatre owner, formerly of Albert Lea, to conduct it and to establish the policy for it.

The program will call for three changes a week with vaudeville units added to the films on Friday and Saturday. Incidentally Eau Claire will be the first stop for

vaudeville artists coming out of Chicago for the new F. & R. north-west circuit.

Among those who went to Eau Claire from the Twin City headquarters for the event were I. H. Ruben, Theodore Hays, Eddie Ruben, Harold Finkelstein, Ben Ferris.

Mr. Hays, veteran theatre owner and director of the Northwest, supervised the location, building and decoration and outfitting of the new theatre.

This is the second theatre opening in Eau Claire within a few weeks and gives the thriving little Wisconsin city of 25,000 inhabitants six handsome houses. Of these the New Wisconsin recently opened by Herman Schwahn and the Grand Opera House are the most pretentious, aside from the New State.

The engagement of Harold Finkelstein, one of the rising juniors in the Finkelstein & Ruben organization, was announced last week. He will marry Miss Gladys Jacobs Feb. 2. Harold Finkelstein is the musical genius of the F. & R. organization. He handles the selection of music for the 90 theatres controlled by the company

and works with C. P. Murphy, production manager, on some of the productions. Under the name of Harry Fink he has written several popular songs of recent publication. He also has charge of the personnel.

Charles Andrews of the Aster theatre, St. Paul, has been celebrating the arrival of a great grandchild.

Smiling Lew Epstein, theatre orchestra leader of St. Paul, got quite a kick out of the fact that the saxophone was used recently by the Minneapolis Symphony orchestra at one of its concerts. "The saxophone is getting respectable," he said.

Joe Maitland, new manager of the Tower theatre, has things running as smoothly as if the St. Paul theatre hadn't changed managers three times in the last six months.

R. E. Quale, manager of the St. Paul Strand, declares that the open winter about the Twin Cities has caused a decided pickup in business within the last few weeks.

Hal Daigler, manager of the Capitol theatre in St. Paul, owned by Finkelstein & Ruben, is back from a recent trip to Chicago with Harold Finkelstein, personnel and musical director of the circuit.



Detroit



S. E. CHAPIN, who operated the Strand Theatre in Jackson, Mich., has sold his interests to Mrs. M. Konopacki.

E. A. Eschman, from the New York office of United Artists, and Morris Safer, new divisional manager in this territory, were in Detroit last week conferring with H. W. Traver, local manager.

A chain of small houses all in Grand Rapids, Mich., previously owned by Beecher, Inc., have been sold to Messrs. C. Glen Fleiser, E. N. Brown and C. J. Callahan, also of this city.

A new member of the Detroit Film Board of Trade is H. R. Pfeifle, of the Priscilla Theatre, who with J. C. Ritter of the Rialto and Chairman Ed. E. Kirchner of the Family Theatre, represent the exhibitors. The exchanges are represented by all new members as follows: Lester Sturm, manager of Metro; Jim Minter, manager of A. B. C., and M. Star of Educational.

Phil Selznick, former film salesman in Cleveland, and Jimmie Kilbane, brother of the fighter,

have purchased the Silver Slipper, a well known cabaret in Detroit.

George A. Roberts, special representative from the Fox home office, was in Detroit for the past week.

Among the visitors along film row last week were: Mrs. Signor, who formerly operated the Martha Washington Theatre in Ypsilanti, Mich. She is engaged in the real estate business now and reports business very good. Ed. Reeves, from the Idle Hour in Paw Paw, Mich., also made his appearance.

Bob Sheehan, that eminent little showman out in Hamtramack, thought of another good stunt, and this time its a radio tie up. Bob really has one of the best organists in the country playing at his theatre. He is Reginald Webb, whose organ selections will be broadcasted from station WJR in Pontiac, a powerful station, every Monday, Wednesday and Saturday at 11.30 p. m.

About a year and a half ago, a young man came to Detroit to seek a position in the motor city. He came all the way from Omaha and

brought with him a diploma from the University of Nebraska. Automobiles did not interest him very much, but motion pictures did, and so he started at the bottom of the ladder in the Pathe office as a poster clerk. Holding this job only a short time when he was promoted to the shipping department. His next move was assistant to the booker and here his talents were discovered because of the amount of film he sold over the counter and the many friends he made. Wonder what that boy could do if given a chance, thought the manager and soon came the opportunity for him to be a salesman. He then traveled in the state doing very good, and a few weeks ago he was transferred to the city covering the east side. He has made good so far and more will be heard about him as time goes on. Now that's the story about Benjamin Fred Silbee, a city salesman today for Pathe.

W. S. Stanton, who has been salesman for Paramount for some time, resigned last week. Chet J.

Bell has been again transferred from Chicago to take his position.

E. A. Eberhart, who was manager for three years at the Baldwin Theatre in Royal Oak, Mich., resigned last week to take a position with a theatre circuit organization in Detroit.

Construction sprung up last week on another new theatre building on the corner of Marlborough and Mack avenues. This house is to have a capacity of 1,500.

Frank Stuart, manager of P. D. C., was out in the sticks last week.

George W. Trendle, associate of John H. Kunsky, and general manager and secretary of the Kunsky Theatrical Enterprises, left for an extended visit to California.

Mr. and Mrs. W. S. Butterfield, expect to leave early in February for Florida, where they will spend a month.

Malcom C. MacInnes, manager of the John H. Kunsky's new State Theatre, was presented not so long ago with a six-pound daughter. Mother and daughter reported as doing nicely.



Buffalo



PATRONS in the Franklin Theatre, Syracuse, were obliged to leave the other afternoon when a strip of film in the projection booth caught fire and filled the house with smoke. Although there was a hurried rush for exits, there was no panic and none of the patrons was injured. The operators fought the blaze with hand extinguishers until firemen arrived. The fire was confined to the projection booth and the damage amounted to only \$100. The Rev. Arthur B. Merriman is lessee of the theatre. He quit the theatre business to enter the ministry two years ago. His brother, R. P. Merriman, 1122 Euclid avenue, is manager. The owner is Henry P. Hallenback, 122 Stolp avenue.

Billy Leyser, director of publicity for Metropolitan Pictures corporation, writes that he wishes to be remembered to all his old friends in Buffalo, where Billy at one time was an exhibitor, managing several community theatres. That was way back in the old General Film days, before Billy went to new triumphs in Cleveland and later on the West Coast.

Genial Al Beckerich, manager of Loew's State Theatre, Buffalo, has been elected a director of the Greater Buffalo Advertising Club. Al now is engrossed in putting over a campaign in Buffalo in co-operation of the Evening Times.

George Biehler opened his new Palace Theatre in Hamburg on the

evening of January 14. The house boasts a ten-piece orchestra.

George E. Williams, former Buffalo Paramount exploiteer, has arrived in Atlanta, Ga., to take over his duties of publicity director at the Howard Theatre. George says it is a great theatre and a great country.

Harry T. Dixon, manager, and Elmer Lux, booker, both broke into the columns of the F. B. O. Accelerator the other day. The Buffalo office is at the top of the list of exchanges for collections, while Lux is third in the country on dates obtained by bookers. They're some hustlers at the Buffalo F. B. O. exchange.

Ed Flynn has resigned as manager of the Buffalo office of United Artists. Pending the appointment

of a new manager, Jack von Tiller is in charge.

Mell R. Edwards has been engaged as a member of the sales staff at the office of Warner Brothers. Mell is a veteran and has covered most all the territories in the past decade or so.

Marvin Kempner, Paramount manager and his staff were greeted by President Adolph Zukor and accompanying officials who came to town for the Shea Buffalo opening on Friday, January 15. Mr. Zukor shook hands with every member of the office force and congratulated Mr. Kempner on the showing being made by the exchange. Paramount, by the way, will soon be in its new exchange, one of the finest in the country.



Denver



J. F. LYNCH, president of the Wyoming Theatre Managers Association, arrived in Denver last Thursday on a combined business and pleasure trip. Mr. Lynch announced that the next annual meeting of the Wyoming Theatre Managers Association will be held during the Cheyenne Frontier Days celebration in Cheyenne, Wyoming, the exact time during the week to be announced later. He extended an invitation to the Denver Film Board of Trade to have a representative present at this meeting. He is the owner and manager of theatres in Laramie, the home of the University of Wyoming.

Paul Duane, a new son, arrived at the home of Joseph H. Askby, local branch manager of First National and the president of the

Denver Film Board of Trade, on Sunday, January 10, 1926. The new son, the third child of the family, weighs 7¼ pounds. Mother and son are reported doing fine.

G. B. Howe, traveling auditor for Universal Film Corporation, arrived in Denver from Kansas City, to visit with G. E. Rosenwald, local branch manager for Universal, and expects to remain several days.

Lou Gullett of the Paris Thea-

tre, Santa Fe, New Mexico, was another well-known exhibitor to call upon the offices in Film Row during the past week.

Eugene Gerbase, former manager of Universal, has resigned from the local Universal sales force. He will not commit himself as to his future plans, but it is rumored that he has been appointed to take over the management of one of the local exchanges.

E. N. Disney, former salesman

and until recently manager of the Curran Theatre of Boulder, Colorado, has been appointed to manage the new State Theatre at Boulder. The State Theatre, Boulder's newest amusement house, will be constructed by the Boulder Theatre Company, a \$50,000 organization composed of Boulder citizens. The new theatre will be a 500-seat amusement house, and will be located across the street from the Citizens Bank.



Empire Laboratories Inc.

723 Seventh Ave. N. Y., Bryant 5437 5736

DEVELOPING AND PRINTING
MOTION PICTURE FILM





Baltimore



E. J. WALL, former exploitation man in the Washington, D. C., office of Paramount, is now in Detroit, Mich., for that company. He has been succeeded in Washington by Irvin Zeltner, formerly of Cleveland and Wilkes-Barre, Pa.

The Virginia territory will be covered by J. B. Walsh, for Pathe. Mr. Walsh was formerly with Associated Exhibitors in Washington, D. C.

Max Milder has resigned as manager of the Trio Productions Exchange, Washington, D. C., and is now in New York.

Five dollar gold pieces were won recently by George Payette and H. Sego, First National salesmen for the number of new accounts they opened recently.

James V. Carney, formerly manager of the Rialto Theatre, Washington, D. C., has been succeeded by Fred J. Sarr, formerly of Detroit and later of New England.

The Embassy Theatre, 415 East Baltimore street, will have two of the latest model Powers projection machines to project the pic-

tures when it is opened. They were installed by the Washington Theatre Supply Company. The Embassy is the old Victoria Theatre, being remodeled by the Independent Film Company, Philadelphia, of which Lou L. Berman is president.

The Majestic Theatre, Mt. Savage, Md., was damaged by fire recently.

Mrs. Bernard Depkin, Jr., wife of the manager of Warners' Metropolitan Theatre, was operated on Monday, January 11, at the Woman's Hospital of Maryland. She is steadily improving.

Ben Oletzky, manager of the Waverly Theatre, 3211 Greenmount avenue, and son of Pete Oletzky, proprietor of the Federated Film Exchange, Baltimore, has returned to his work, having recovered from an operation recently performed at the Hebrew hospital.

Improvements have been made on the Moller organ at the Parkway Theatre, managed by H. M. Messiter, under the supervision of Howard S. Jefferson, musical di-

rector of the Combined Whitehurst Theatrical Interests.

After an illness of a number of weeks, George Hammerbocker, flute player at the Garden Theatre, has returned to his work.

Having been entirely remodeled, following a fire which partially destroyed it, the Capitol Theatre, Lancaster, Pa., was reopened to the public recently under the management of Mr. and Mrs. George M. Krupa, well known in that city as former proprietors of the playhouse.

L. D. Ruben, has resigned as manager of the Brodie Theatre, 1118 Light street, operated by the Riviera Amusement Company.

Joseph Robins, father of Sam and Fred Robins, orchestra conductors of the Century and Garden Roofs, respectively, has gone to Virginia Beach, Va., to talk over concessions at that resort for the summer. Mr. Robins, formerly operated a film exchange in Baltimore.

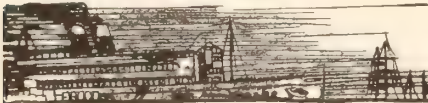
An orchestral organ has been installed in the Central Theatre, Martinsburg, W. Va., of which A.

C. Irons is manager. The Berkeley Theatre Company, Inc., C. W. Boyer, president, operates the playhouse. F. Henry Vanderherchen, formerly conductor of the Vanderherchen Conservatory of Music, Norfolk, Va., has been engaged to operate the instrument.

The Opera House Theatre, Frederick, Md., owned by the city, will have its roof made leak-proof and other improvements made, it is understood.

Weinberg and Sachs, Lexington, Va., have leased the New Virginia Theatre, Harrisonburg, Va., from the Virginia Amusement Company for ten years. About \$22,000 has been spent for improvements.

True Southern appreciation was shown by the firemen of Richmond, Va., when they had a committee present the management of the Bluebird Theatre in that city with a handsome silver cup, on Christmas morning. The cup was presented as an appreciation of the courtesies which the theatre had shown the firemen throughout 1925.



New England



JOHN CALLAHAN, who came to Boston only a short time ago from the Middle West to become exploitation manager for Paramount, and who won friends everywhere his work has carried him, gains another promotion by becoming exploitation manager not only for the Boston territory but for New Haven and Maine as well.

Rhode Island State police have started a rigid inspection of all motion picture theatres in the smaller cities and towns and as a result of the campaign at least one house has been closed until extensive changes are made. Superintendent Chaffee said that in the course of patrolling, one theatre in a rural section was found where the fire hazard was extreme, and the playhouse was promptly closed. This resulted in an order for an inspection of all theatres

in the smaller communities. "The inspectors have reported a number of minor defects as well as some decidedly serious conditions in four theatres inspected," Supt. Chaffee declared, and added that proprietors and managers had been ordered to make necessary changes. "Names of theatres, owners and managers will not be given out unless it becomes necessary to prosecute," said the superintendent.

Jack S. Eaton, who recently joined Loew's executive staff and who has been at Loew's State Theatre in Boston for the past three weeks, has been recalled to New York.

A group of Hartford men headed by Joseph Walsh of the Rialto Theatre, Hartford, Conn., are planning the erection of a new theatre on Farmington avenue, corner of Evergreen avenue.

Plans have not advanced sufficiently to give details. It is understood, however, that it will be one of the largest theatres in the state.

P. Vartigian of Somerville is to build a theatre at 303 Broadway, Somerville, for which Architect James Tuck of Boston has drawn plans. The proposed theatre will be 80 by 50 feet, with one balcony. It is expected that contracts will be awarded within a month so that construction work may start early in the spring.

Extensive alterations and improvements are being made at Loew's State Theatre, Boston. The entire interior is being redecorated. The former rather severe treatment of the lobby and foyer in imitation stone is to be panelled with silk hangings and the color scheme of the interior is being made lighter with a soft buff

combination. The stage has been completely reequipped; in fact it is practically an entire new stage, with soft drapes and complete new equipment including all lighting fixtures and the addition of a hundred spotlights. The dressing rooms back stage have also been refinished and refurnished.

Fire starting in the projection booth of the Central Theatre at Manville, R. I., Monday night, resulted in damage of about \$900 and caused the audience to hurriedly leave the theatre. One woman was slightly injured. The fire started at 8.40, soon after the show had started, a section of film taking fire. There were about 400 in the theatre at the time. Napoleon Trahan of Centredale, R. I., is owner of the playhouse and Albert Levesque was operator in the booth.



Des Moines



FAMOUS PLAYERS exchange makes the announcement that Miss P. M. King, stenographer for the booking department, is now Mrs. E. J. Hulse. It happened during the Christmas holidays. Mr. Hulse is located at Independence, Iowa, but expects soon to join his wife in Des Moines, transferring his business here. Until that time Mrs. Hulse will remain at the Famous Players office.

R. W. McEwan, salesman for

Pathe in the northern part of the state, is quite ill with flu. He contracted the illness following a little automobile accident which occurred last week near Cedar Rapids.

The Universal Club just about did itself out at that big party they had. They haven't had a meeting since. But one is scheduled for this week.

F. D. Wallace, who was recently promoted from cashier to assist-

ant office manager for Universal, has been ill and is not yet back at work.

L. V. Clement, formerly booker of the Famous Players office, who is now in California, writes that he had not found any theatre in which to invest as he had planned and that conditions out there are not very good. Mrs. Clement and the boy drove out with Clem.

Visitors in Movie Row were Byron Watson of the Grand Thea-

tre at Knoxville, Mr. Costen of the Eastern Iowa Theatres Company, W. F. Curtis of the Peoples Theatre at Redfield, and L. C. Rice of Algona.

A. G. Stolte, manager of the Capitol Theatre, Des Moines, for the A. H. Blank Enterprises, was in Chicago last week to attend the convention of the Midwest Theatre Managers. He returned on Thursday.



THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION



Publix Theatre Managers School Graduates First Students

All Will Be Assigned To Posts With Company

THE members of the first class of the Publix Theatre Managers Training School (formerly the Paramount Theatre Managers Training School) completed last week the six months course at the School. At the Hotel Roosevelt, a dinner was tended by Publix Theatres Corporation to the members of the class as a tribute to their work during the intensive training of the course which they followed. Present at the dinner were executives of the Publix Theatres Corporation and of the Famous Players-Lasky Corporation.

Mr. A. M. Botsford, Director of Advertising of the Publix Theatres Corporation acted as toastmaster. Mr. Sam Katz, Mr. Harold B. Franklin, Mr. Harry Marx, Mr. George Weeks, and Mr. John F. Barry, Director of the Managers School spoke at the dinner.

Mr. Sam Katz, President of the Publix Theatres Corporation in addressing the class developed the following statement, which is carried in the School Catalog for the coming session.

"The Paramount Theatre Managers Training School, which has just completed its first term, has proved itself of inestimable value in its work of providing a definite, specialized and complete course of practical motion picture theatre managership training.

"I have watched the work of this School with the greatest interest, in its scope and its possibilities of service, both to the student who desires to become an efficient theatre manager, and to the theatre where he eventually will be placed. Its position in a program for the constructive and continual raising of the standards of motion picture theatre entertainment is of the utmost importance.

"The Paramount Theatre Managers Training School now becomes the training school of the Publix Theatres Corporation and is one of the most important divisions in the organization of Publix Theatres.

"I have great hopes in the future of the Publix Theatre Managers Training School, both because of the splendid record of

the past year, and because we can all see through it, the means of adequately providing the high type of educated, intelligent and thoroughly trained theatre managers that this great business has now come to demand."

Many of the men have already taken over their assignments in the field. One member of the class is now managing the Fenway Theatre, Boston, others have been assigned to New Haven, Scollay Square Theatre, Boston, Haverhill, New Bedford, Washington Street Olympia Theatre and

the Fields Corner Theatre, Boston. One member of the class has been assigned to West Palm Beach, one is assigned to the Home Office Advertising Department of the Corporation and one to the Statistical Department at the Home Office. One member leaves for a Paramount Exchange for training in exploitation before he leaves for an assignment in South America.

Eight graduates are now at the Metropolitan Theatre, Boston, and nine graduates are at the Chicago Theatres operated by Balaban & Katz for two weeks of training in the operation of de luxe houses.

Over two hundred experts visited the School to give instruction during the period of training. Some of this training took place at the auditorium of the School where a miniature stage and other equipment was used in instruction. The Rivoli Theatre was also used extensively during the period of training. The class visited laboratories and factories in and near New York to supplement training in the maintenance of equipment. A week was spent at the Edison Lighting Institute, Harrison, New Jersey, whose experts conducted a course in Theatre and Stage lighting. Under the guidance of experts the class prepared advertising and exploitation campaigns for current productions and visited over one hundred theatres in New York City and the vicinity on different assignments. A course in Organ Maintenance and Organ Music for Motion Picture Theatres was given at the Wuritzer Auditorium. Mechanics of Newspaper Work was studied at the plant of the Western Newspaper Union. Certain effects in presentation were studied at the Inter-Theatre Artists School.

During the full course of training the Motion Picture Trade Papers, Advertising Magazines, Window Display Magazine, and Management Periodicals served to supplement the formal instruction. The amusement pages of thirty representative American Newspapers were

(Continued on next page)

NEW FIELDS

PROHIBITION and motion picture theatre equipment seem about as remotely connected as any two objects imaginable. Yet one does have its effects felt by the other.

We were an interested listener this morning while a manufacturer of stage lighting equipment told of new fields conquered by his company—and their unusually rich profits. His story went something like this: Since prohibition enforcement has acquired some semblance of seriousness in its application to Broadway the mortality among the numerous supper clubs, cafes, etc. is extremely high. A new club opening now may or may not be operating three weeks hence.

But each club must have its cabaret and effective lighting—and that means that every club is fully equipped with spots and the like—a very respectable order if only a one timer. However, this order is often repeated. The club is padlocked and the owners open up again a few doors away. Then our equipment manufacturer makes another complete installation. This added cost isn't, however, a great worry to the club owners as they usually make theirs.

These club proprietors are uninitiated in the buying of theatre equipment and they pay just what is asked by the manufacturer or dealer. Maybe only twice the actual list price or again perhaps four or five hundred percent in excess.

Poor business methods and only a few motion picture concerns are involved. In this instance however we refuse to severely condemn these companies for pirating as we've often attempted to enjoy evenings at these same night clubs and we pay as we are billed—and these charges are not only a modest four or five hundred percent in excess.

P. M. Abbott.

Student Managers Finish Course

(Continued from preceding page)

studied each week as part of the course in Newspaper Advertising. The Department Heads of the Publix Theatres Corporation instructed the class in the organization and operation of their respective departments, explaining the procedure of Home Office control and explaining the different forms that are used by the Corporation in its operation of theatres. For one month the class served as ushers at the Rivoli Theatre, New York, where they followed the regular training given the staff.

The next session of the Publix Theatre Managers Training School will start February 20th. At this time applications are being received for enrollment at the School. These applications will be sifted and the successful candidates notified during the coming month. The total of five hundred applications received for the first session of the School will be surpassed. In the next class of the Publix Theatre Managers Training School will be represented twelve theatre managers now on the circuit of the Publix Theatres Corporation. These men will attend the Managers School for three months at a time. For the new session of the School, a laboratory or practice room will be equipped with miniature stages for practice in stage lighting and stage effects, with miniature window display forms for practice in arranging window displays for cooperative advertising, and with cut-out machines for practice in the construction of decorative advertising devices.

During the six months of training the members of the class devoted their time to the following subjects in the schedule—

HISTORY OF THE MOTION PICTURE—Early Inventions—The First Reels—Feature Pictures—World Wide Development—Present Significance—The Future.

THE HISTORY OF PARAMOUNT—The Formation of the Famous Players Film Company—Pioneer Production and Distribution Methods—Organization of the Famous Players-Lasky Corporation—International Development—Distribution Systematized—The Present World-wide Organization—the Future.

THE DEVELOPMENT OF THE MOTION PICTURE THEATRE—Historical, Summary—Stages of Development from the Earliest Store Shows to the Great Modern De Luxe Theatre—Factors Which determine Development—Present Status of Motion Picture



First class, Publix Theatre Managers' Training School. Top row, reading left to right: J. A. Walsh (N. Y. City), M. A. Blitzer (Brooklyn), E. Levine (Boston), E. Bernstecker (N. Y. City), D. D. McFachin (Hibbing, Minn.), M. Weisberg, (Dorchester), R. M. Gillham (Kansas City), E. W. Pool (Los Angeles), W. S. Perutz (St. Louis), E. J. Lesser (Warren, Pa.), F. M. Plessner (Philadelphia), F. F. Smith (Chanute, Kans.), F. J. Gable (Beloit, Kans.), D. M. Baltimore (New Castle, Pa.), E. A. Read (Canton, Ohio). Bottom row, reading left to right: G. Laby (N. Y. City), E. J. Kelly (Springfield, Mass.), J. H. McKay (Wilmington, N. C.), R. K. Wareham (Manhattan, Kans.), H. C. Bamberger, (Indianapolis, Ind.), E. I. Garfinkle (Brooklyn), W. B. Rose (Lincoln, Nebr.), J. F. Barry, Director, Publix Theatre Managers' Training School, W. B. Lloyd (Set Cliff, L. I.), T. L. Olsen (Seattle, Wash.), F. L. Felhaber (N. Y. City), P. Boulogne (Mount Clair, N. J.), M. H. Kress (Piqua, Ohio), J. F. Allen (N. Y. City), E. Logano (El Paso, Tex.).

Theatres as to Territorial Distribution, Principal Classes, Leading Theatre Chains—The Publix Theatres Corporation.

THE INTERRELATION OF PRODUCTION, DISTRIBUTION & EXHIBITION—Existing Method of Film Distribution—Film Rentals—Part Played by Theatre Manager in Helping to Determine the Policy of Production and Distribution.

THE THEATRE SITE—Factors Which Determine the Ideal Theatre Location—Determining Theatre-going Population of Communities—Calculating the Growth of Cities with a View to Selection of Possible Theatre Locations.

TYPES OF THEATRES—How the Policy of Different Types of Theatres is Determined—The De Luxe First Run Theatre—The Second Run House—The Community Theatre—Vaudeville-Picture Houses—Building Codes in Relation to Theatres—The Styles of Equipment for Each Type of House.

THE THEATRE AND THE COMMUNITY—Cooperation with the Community such as Membership in Local Clubs—Community Chest Funds—Benefit Performances—Community Politics—The Meaning of "The Theatre is a Civic Institution."

PUBLIC SPEAKING—Essentials of Delivery—Composition—The Occasional Announcement—The Motion Picture Audience and Listener—Typical Addresses—Conducting Meetings of the Theatre Staff—Service Talks and Instructions to Ushers.

HOUSE SERVICE—The Organization of House Employees for the Different Types of Theatres—Contractual Relations with Patrons—The Policy of the Modern Theatre Concerning Courtesy to Patrons—The Definite Duties of House Manager, Floor Manager, Ushers, Cashier, Program Boys, Pages, Doormen, etc.,—Methods Used in Training Staff to Promote Efficiency Such as Service Meetings, Efficiency Contests, Service Awards, etc.

MUSIC—Orchestra—Organ—Music Library—Cuing Pictures—Special Program Numbers—Community Music Performances.

PROJECTION AND LIGHTING—Operation and Maintenance of Projection Machines—Optics of Projection—Maintenance of Screens—Stereopticon Effects—Handling of Film—Timing—History of Theatre and Stage Lighting—Colored Lights—Color Producing Media—The Psychology of Color—Safety Lighting—Sign Lighting—Marquee Lighting—Floodlighting—Light and Music—Seasonal Changes in Lighting.

PRESENTATIONS AND PROLOGUES—The Principle of Selecting Prologues According to the Type of Picture—Special Presentations—Stage Decoration—Holiday Numbers.

EXPLOITATION—The History of Motion Picture Exploitation—The Use of Ad Sales—Cut-Outs—Cooperative Tie-Ups—Window Displays—Built-in Fronts—Contests—Pneumographs—Animated Displays—Bally Loos—Lobby Decorations—Marquee—Use of the Trade Papers.

ADVERTISING—General Principles of Advertising—Motion Picture Theatre Advertising—Advertising Art—Principles of Layout and Copy—Type Display—Composition—Mechanics of Newspaper Work—Relations With Newspapers—Principles and Practices of Photo Engraving—Originals, Mats, Electros, and Stereotypes—Press Sheets—Out-Door Advertising—Lithographs—Newspaper Contests—Preparation of Newspaper Advertisements.

PUBLICITY—Sources of Motion Picture News—Stories—Avenues of Distribution—The Local Press—Preparing Copy—Preparation and Use of Electros and Mats.

GOODWILL BUILDING, CHILDREN'S MATINEES, HOLIDAYS—Goodwill Building—Cooperation with Better Films Committees—The Management of Children's Matinees—How Theatres Tie Up With National and Local Holidays.

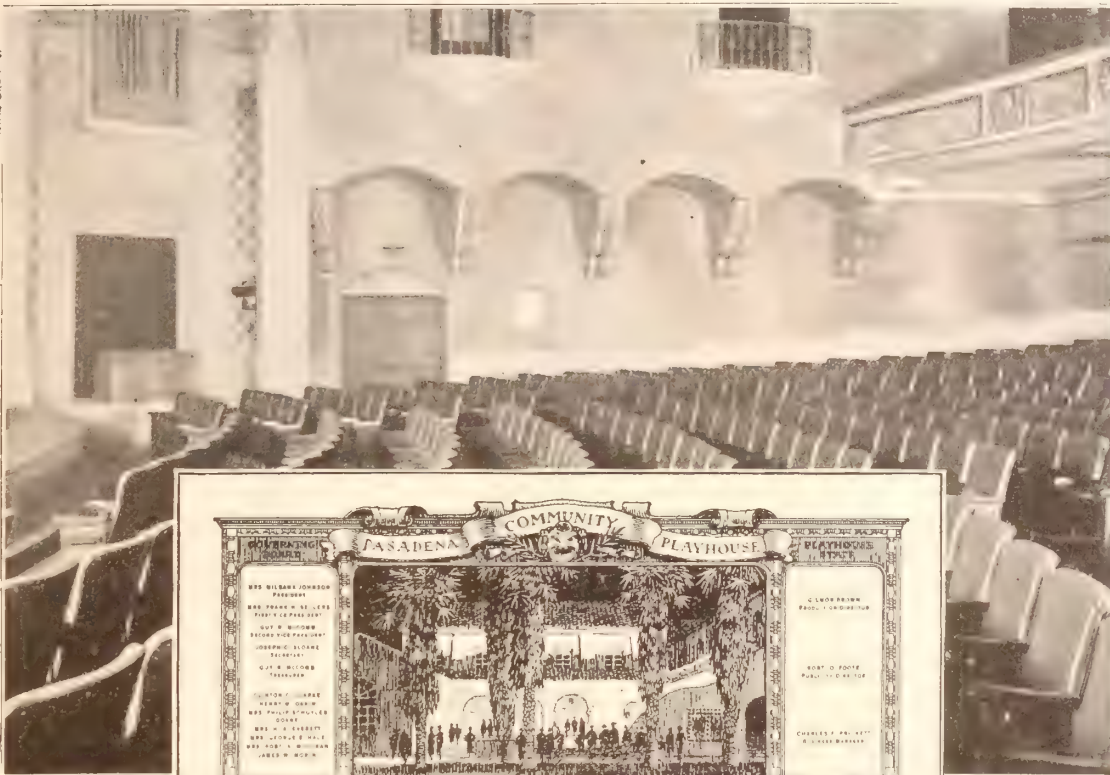
PROGRAM BUILDING—The Weekly Program—Cutting the News Reel—Feature Productions—Short Subjects—Greater Movie Season—Paramount Week—Special Performances—Pre-Views.

THEATRE ACCOUNTING—The Accounting System Followed by the Circuit—Individual Theatre Accounting—The System of Forms and Reports Used—Relation of the Theatre to the District Manager's office and to the Home Office in System of Reports.

THEATRE INSURANCE—FIRE AND ACCIDENT PREVENTION.



Beautiful Christmas tableau "The Adoration of the Magi," created by Norman Edwards for the Eastman Theatre, Rochester, N. Y. The Herald Angels, grouped around the Madonna sang "Holy Night" and "Hark, the Herald Angels Sing." An outstanding feature was the exquisite color achieved by costuming and lighting.



PASADENA COMMUNITY PLAYHOUSE

September 25, 1926

W. F. Seater Company,
222 South Los Angeles Street,
Los Angeles, California.

*Pacific Coast Distributors
American Seating Co.*

Dear Sirs:

The Pasadena Community Playhouse Association feels a great deal of gratification in the fact that you have installed in our new Playhouse and more than pleased with the satisfactory manner in which the installation was handled.

Inasmuch as the Playhouse is one of the finest buildings devoted to community drama in the United States, we were interested in the fact that you, while packing the quality of the building and some of its unique features, never fail to remark about the comfort and beauty of the seats.

So, you see, we are grateful to you for your assistance in making our building the pride of the community. If a word from us will bear any conviction with a prospective purchaser, we shall feel pleased to give that word, for "one good turn deserves another."

Yours very truly,
Chas. L. Fisher
Business Manager, PASADENA
COMMUNITY PLAYHOUSE ASS'N.

Sec'y.-Treas., PASADENA COMMUNITY GUILD.

CFF:EM

ADDRESS ALL COMMUNICATIONS PASADENA COMMUNITY PLAYHOUSE ASSOCIATION 222 SOUTH LOS ANGELES AVE. PASADENA CALIFORNIA

Interior Pasadena
Community Playhouse,
Pasadena, California,
designed by American
Seating Company,
Finer Cox Architect,
Los Angeles

American Seating Company

NEW YORK
113 W. 40th St.

CHICAGO
10 E. Jackson Blvd.

BOSTON
77-D Canal St.

PHILADELPHIA
1211-K Chestnut St.

Exterior view of Pasadena
Community Playhouse



Putting Benefit Performances on A Paying Business Basis

Finkelstein & Ruben Develop a New Branch of Patronage Building

By Earle R. Buell

FINKELSTEIN & RUBEN, operators of several theatres in Minneapolis and St. Paul and one of the largest chains in the Northwest, are blazing another trail through the wilderness of theatre management.

And two young Twin City women have found a new field of activity in motion pictures.

The women are Mrs. Harry David Warner of St. Paul and Miss Grace Harris of Minneapolis.

The new trail leads through the tangled byways known as organization benefits.

For the first time in the history of the Northwest's largest theatre chain and for the first time, so far as information is at hand, in the history of the theatre business a theatre company is going out actively to persuade civic organizations, clubs, societies and lodges to give benefit nights at the theatres.

There have been benefits and benefits in the history of theatredom in the Northwest but they just happened.

A club or lodge would go to the theatre manager and ask for the theatre for a night, putting its ticket-selling strength behind the project and drawing down a share of the proceeds.

Various methods of handling this sort of thing were tried but—as many another theatre man can testify—it was generally a nuisance.

Ben Ferris, director of advertising, or somebody in the F. & R. organization, spent a few moments contemplating the situation and evolved a thought.

If there must be benefits, why not make them amount to something?

That, in a nutshell, was the idea.

And the result was that the portly grand vortex chief mogul of the Ancient Order

As a means of turning club benefits and drives from detrimental into profitable channels for the box office, the Finkelstein & Ruben houses in Minneapolis and St. Paul have created a special bureau to solicit this business, and the response, according to Ben Ferris, to the many experiments so far have been far beyond expectations.

Two young women spend their entire time in arranging performances to promote funds for clubs, lodges and other social and civic organizations. The club assumes no financial responsibility but gives an active service in the sale of tickets. This feature is proving a means of reaching persons who ordinarily do not go to the theatre, and thus is working as a force for developing additional theatre patronage.

One of the main advantages of the plan as worked out by this organization is the fact that it tends to reduce to an appreciable degree the competition of amateur shows and performances.

of Organized Organizers, seated one day at his un-roll-top desk, was approached by a personable young woman.

"Kind sir," she remarked, or words to that effect, "could your organization use a little of the coin of the realm?"

"Don't ask foolish questions," responded the p. g. w. c. m. "If you are selling something, go into your prologue and hasten through to the final dance steps and the smiling exit."

"I represent Finkelstein & Ruben and we have a lot of theatres with plenty of seats in them," said Mrs. Warner, for it was none other. "You have a lot of members that would like to have a theatre party and sell their own tickets to each other and their friends and make a little money for the A. O. O. O. Am I correct?"

"You have been from the first," said the p. g. w. c. m., turning to the wall the framed motto: "This is my busy day."

"I will not conceal from you the undeniable fact that the theatre doesn't mind the added revenue," Mrs. Warner went on. "But there are other factors entering into the equation. We like good will and we like to get into touch with people who are not regular patrons of our theatres and so we will make you this proposition." And she made it.

"Very well, what is the catch? How much will it cost us?" came the inquiry at length.

"In the words of the old ballyhoo man, it costs you nothing but your time and attention," said the lady.

"At that price anything is cheap and you have sold something," the chief mogul said, signing on the dotted line.

And so a lot of members of his organization took tickets furnished by the theatre without expense to the lodge and divided

them up and bought some and sold the rest to their friends and made it a big night with a good show and much social commingling.

WHEN it was all over, the theatre checked a goodly net, the lodge banked a neat nest-egg. And then Finkelstein & Ruben figured up the rest of the proceeds.

Item. One small army of ticket sellers become apostles of good will for F. & R. and that particular show.

Item. One lodge became permanent boosters for F. & R.

Item. New faces began to appear regularly in the theatre and many of them were members of the friendly organization who had got the habit.

Percentages of the admission prices were worked out for each theatre.

Regular forms of agreement were prepared so that misunderstandings might be minimized.

And Miss Harris was put on the job in Minneapolis to give her full time to the same work inaugurated by Mrs. Warner in St. Paul.

The big selling argument was that the beneficiary need not invest a nickel in the project. Settlements were made on total number of tickets sold and both theatre and beneficiary made a profit out of the transaction.

The scheme has been working successfully now for a considerable period and everybody is happy.

Mrs. Warner and Miss Harris work with the advertising departments in their respective cities and their activities are held responsible for many new friends the F. & R. organization has made.



Mrs. Harry David Warner, in charge of the Benefit performances at F. & R. Theatres in St. Paul.



Miss Grace Harris, in charge of the Minneapolis Bureau of Finkelstein & Ruben benefits.



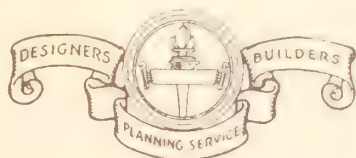
MODERN THEATRE SEATING

The Box-Office Test

There is nothing which emphasizes more, the vast difference between cheap theatre seating and the best seating, than the indisputable evidence of greater box-office returns. Then you realize how much the theatre-going public appreciates really comfortable and attractive chairs.

Years of seat-building experience and expert planning enable Steel Furniture Company to offer you the finest in theatre-seating equipment — at the low prices made possible by large volume.

Write for catalog and complete service information.



STEEL FURNITURE CO.

GRAND RAPIDS, MICHIGAN

F. & R. Form Presentations Circuit

Several Acts To Be Sent Over Theatre Chain in Northwest

THE stage spectacle and the atmospheric prologue have become such a factor in the business of Finkelstein & Ruben's 90 or 100 theatres in the Northwest that five or six of the best will be handled through a dozen or more cities of the circuit very much after the manner of the regular road show.

This announcement was made after the managers convention held in Minneapolis recently at which the slogan "Always the Best Entertainment" was drummed into the managers by practically all the speakers.

It was also announced that a strong vaudeville circuit would be operated by the company although it is primarily a motion picture firm.

The musical and scenic stage shows will be sent to every theatre of the string that has stage facilities to handle them, according to Theodore Hays, general manager. They will go to Rochester, St. Cloud, Mangato, Austin, Aberdeen, Sioux Falls, Grand Forks, Bismarck and the like.

The vaudeville circuits will include Duluth, Superior, Brainerd, Virginia, Hibbing, St. Cloud, Mankato, Rochester, Austin, Winona, Fargo, Grand Forks, Mandan, Eau Claire, Aberdeen, Sioux Falls, Huron and Mitchell.

F. & R. have maintained for some time a production department arranging spectacles and musical numbers for the State and Capital Theatres in the Twin Cities. It is under the direction of C. P. Murphy with Harold D. Finkelstein, supervisor of music and personnel, working in close cooperation with it.

Stage Productions Added at Loew's State, Boston

Loew's State theatre, Boston, will change its policy starting January 25. Instead of the straight motion picture program, there will be added a stage production at each of the three performances daily, somewhat after the plan of the new Metropolitan theatre. The first stage production will be "White's Collegians." Some time ago the theatre staged occasional stage productions in connection with its films and these are now to become a regular part of the program.

Lou Sidney, general manager of the Western houses on the Loew circuit, is in Boston preparing for the first stage production under the new policy.

Johnstown, Pa. Theatre Presents "Home Talent"

The Cambria theatre, Johnstown, has adopted the policy of presenting musical "home talent" in connection with its regular picture programs. The custom was inaugurated with the week of January 11 with the appearance of Charlotte Dunkel, a 15-year-old girl of Southmont, a suburb, who is skillful as a pianist. The management announced that in the future promising local talent, instrumental or vocal, will be given engagements in connection with the picture programs.

The MANAGER'S OFFICE

STANLEY BROWN has been promoted by the Saxe Amusement Enterprises to the managing directorship of the Strand, Merrill and Modjeska Theatres, the three largest Saxe houses in Milwaukee. Previously Brown managed the Strand. Elmer Hall, formerly assistant manager of the Strand and one of the oldest Saxe employees in point of service, will become house manager of that theatre. Franklin Dow, present assistant manager at the Strand, will take a similar position at the Merrill, where he will work under the house management of Jack Plant, who is being imported from Green Bay, Wis.

HAROLD LEVALLEY, formerly assistant manager of the Palace, Lockport, N. Y., has been appointed house manager of the Hi-Art Theatre in that city. The Hi-Art was recently taken over by Publix Theatres Corporation, which also operates the Palace.

J. FRED MILLER, associated in the advertising departments and managerial positions with several large eastern theatres, has been named manager of the Visalia Theatre, San Francisco, operated by the Golden State Theatre and Realty Corp.

WALTER J. NELSON is now manager of the National Theatre, Boston, recently purchased by Frank Cronin. Nelson was formerly manager of the Cameo in Pittsburgh.

ABBOTT LEACH has been selected by Albert J. Locatelli, managing director of Locatelli's Circuit in Suburban Boston, to manage the new Capitol Theatre in Arlington, Mass. This is Mr. Leach's first association in the theatrical business. He was formerly a manufacturer.

Supply of Amateur Talent Exhausted in These Towns

Some of the theatre managers in Schenectady and Troy, N. Y., are complaining these days that it is becoming harder and harder to secure local amateur talent, for the one evening each week given over to such acts with the picture program. The supply has become exhausted and it may be necessary for local managers to work in conjunction with William Smalley of Cooperstown, who employs a man to scout over the territory and dig up these acts for his various houses.

Stage of Shea's Hippodrome Enlarged Overnight

Between closing time Friday night and Saturday morning, January 16 the stage of Shea's Hippodrome in Buffalo was enlarged by a corps of workmen. The old orchestra pit has been entirely covered to give place to a large stage. New settings have been installed and the orchestra has been moved out into the audience where a new pit has been constructed. The stage now is large enough for production purposes. A new curtain using 700 yards of golden brown satin replaces the old one.

Old Fiddlers Contests Gaining Popularity

Many Theatres Feature New Fad

Capacity audiences at the Strand theatre, Portland, Maine, were the rule recently when Manager William E. Reeves engaged an old time fiddler and six old fashioned dancers for the intermission period. The attraction gave him one of his biggest weeks ever. John Grant, the fiddler, accompanied by a young lady on an old organ sawed off several of the old time dance melodies after which three couples went through the Lady of The Lake.

As a contrast Manager Reeves had two couples give the modern waltz, fox trot and Charleston. The act went over big but the Charleston got a bit the louder hand when it came to applause.

If the craze for old time fiddlers and dances is sweeping other parts of the country as it is Maine, theatres can cash in on a similar act.

Joe Saperstein, manager of Harmanus-Bleecker Hall in Albany, N. Y., is arranging for an old fiddlers' contest in the near future, that will be open to all fiddlers of fifty years or more in that part of the state. After the winner has been decided, Mr. Saperstein will endeavor to bring Mellie Dunham to Albany. Mr. Saperstein is putting on several innovations each week in connection with his program of double features, and is playing to very good business.

The Strand theatre, Altoona, staged a fiddling contest at the night performances throughout the week of January 18. Ancient fiddlers of Altoona and vicinity were lured from their retreats with offers of three generous cash prizes and each night, through competition, eliminations were made. Some of the tunes which were used in the competition were "Turkey in the Straw," "Fisher's Hornpipe," "Pop Goes the Weasel," "Nellie Grey," "Mississippi Sawyer" and "Soapsuds on the Fence."

Two or three of the veteran fiddlers appeared on the stage each night, and the winner each night became eligible to complete in the finals, the date for which was fixed for the following week.

"Old Fiddlers" of Toledo and vicinity had their day in the theatre recently when the Temple, Toledo, Ohio, featured a contest for the local Mellie Dunhams as a presentation number with "Thunder Mountain." There were twelve fiddlers entered in the competition, which it is reported scored a hit in Toledo.

The old fiddlers contest being conducted throughout the Finkelstein & Ruben theatre chain is beginning to hog the newspaper space in St. Paul where it has come down from the suburban houses to the downtown Astor, says a report from that city.

Lubliner & Trinz Alternate Musical Directors

Lubliner & Trinz, of Chicago, have inaugurated a new policy of alternating their two most popular musical leaders, Art Kuhn and Ben Paley, between the Senate and Harding theatres. Both leaders will take their entire orchestras with them.

Peerless

"The Super Reflector Arc Lamp"

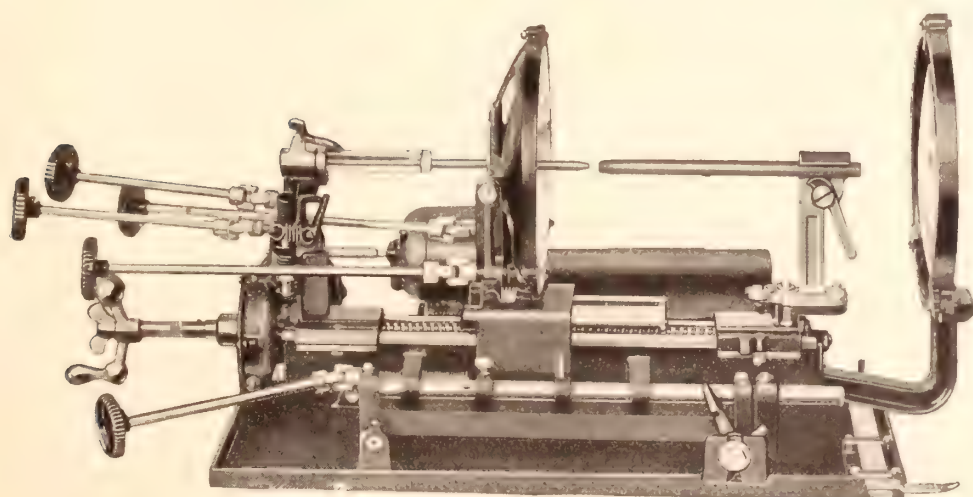
The Mark of Excellence

EXCELLENCE in the Reflector Arc Lamp field is inseparably associated with the name "Peerless." It is the Peerless standard; and all Peerless Reflector Arc Lamps faithfully measure up to this standard.

Therefore—Peerless performance is not a promise; it is a matter of record and actually based on reality, for every one of the thousands of Peerless Lamps in daily operation, in the greatest theatres and theatre circuits, prove this statement.

Peerless results are unobtainable with any other equipment; Maximum Light Volume, Maximum Economy, Perfect Definition and Performance are assured you, so—

DON'T EXPERIMENT!



Our New Catalogue will
be mailed for the
asking

Mfg. By
J.E. McAuley Mfg. Co.,
552-54 W. Adams St.,
Chicago, Ill.



Ascher Brothers new Terminal theatre, Chicago, which was recently opened. This house is very elaborately equipped and has a seating capacity of 3,000.

Ascher's Terminal Marks Another Step In Expansion Program

THE opening of Ascher Brothers splendid 3000 seat Terminal theatre on January 7th, marked another step in the great expansion program of this important Chicago firm, and added another notable cinema palace to the list of neighborhood houses catering to the pleasure of Chicago's amusement lovers.

J. E. O. Pridmore, the architect, has given the new house a real Spanish atmosphere and nothing modernistic has been omitted from its practical equipment. A magnetic switchboard, counterbalanced stage lifts, organ elevators, and a most complete ventilating system make the theatre up to date in every respect. An adequate orchestra and a Wurlitzer organ furnish the music, and the booth is equipped with Simplex projectors.

The Terminal will be operated on a policy of four shows every week, a complete change of stage and screen programs being made on Sunday, Monday, Wednesday and Friday. The prices for the evening shows will be forty cents and matinee twenty-five cents.

The opening day celebration was made a civic event in Albany Park, where the Terminal is located, civic organizations and business men staging a big parade and other events in honor of the new theatre.

Ed. Nikodem, who has been connected with the Ascher organization for ten years, and who was manager of the old Terminal, is in charge of the new house.

Credit is due Harry Ascher, who supervised the construction, for getting the theatre opened on time. In order to do this he spent the last three days without sleep, and when the doors were opened he was hurried in an exhausted condition to the

home of Manager Nikodem, where he slept for twenty-four hours.

George Laing is in charge of the film bookings for the Terminal and Harry Beaumont is looking after the stage talent.

Ralph Kettering's advertising campaign and four page section in the Chicago Evening American, which announced the opening, received much favorable comment from Chicago theatre men.

The next two houses which are scheduled to open under Ascher's new theatre a month program, are the Highland, a fine 3000 seat house at 79th and Ashland Avenue, and the Colony, of 3200 seat capacity, at 59th and Kedzie. Both are rapidly nearing completion and it is possible they may be ready to receive the public February 10th.

Spanish Type Theatre for Newark, N. J.

Plans are being prepared by Frank Grad, architect, for erection of theatre building on South Orange Avenue, Newark, N. J. The atmosphere of the theatre will be of a Spanish or Italian garden. The seating capacity will be for 1,200 persons and the building will cost approximately \$350,000. The owner of the new structure will be George Furst.

Greenfield Theatres Order Simplex Equipment

The Louis R. Greenfield Theatres of the West Coast have placed orders for new Simplex Projectors to be equipped with Peerless Lamps for installation in all of their theatres.

Syracuse, N. Y. to Have New \$500,000 Playhouse

Development of the O'Brien property at Warren and Harrison streets, Syracuse, with construction of a motion picture theatre, entailing an expenditure of \$500,000 or more is announced through the Eagan Real Estate company of the Salt City. Plans have been completed for remodeling the Kathryn apartments with the theatre, seating 2,200, to be erected at the south end facing Warren street. Work is expected to start early in the spring. The O'Brien estate, with Donald, William and Anna O'Brien, Mrs. McCaville and Mrs. Matthews, acquired the site to be developed about a year ago. It includes the Kathryn apartments, the Winter block at 102 Madison street, Lane property at 104-106 Madison street and the Campbell property, 108-110 Madison street. The theatre will be modern in all aspects, with facilities to change it for use by legitimate companies. Mr. Eagan says his clients have long felt the need of a new theatre in the down-town section and decided on lower Warren street as the most desirable site.

Earns Title of "Special Projectionist to President"

Arthur J. Smith, chief projectionist of the Capitol theatre, who ran "The Big Parade" for President and Mrs. Coolidge at the White House recently, may now be referred to as the "special projectionist to the President." This is the fourth time that Smith has presided over the projection booth at special performances in the East Room of the White House. The three other occasions were the running of "Dante's Inferno" for Roosevelt; the showing of "Birth of a Nation," and on a subsequent occasion, "Intolerance," to President Wilson.

David Mendoza, conductor of the Capitol Grand Orchestra, with an orchestra of picked men, also made the trip to Washington to play the score to "The Big Parade" which was written by him and Dr. William Axt.

Robbins' Little Theatre at Ithaca is Unique

Something unique in motion picture theatres has been given Ithaca, N. Y., in the Robbins' Little Theatre which is the remodeled Conservatory of Music. In the comparatively small auditorium which seats only 500 has been built in an atmosphere and artistry found but seldom in larger theatres. Albert Robbins of Syracuse is operating the Little Theatre which also boasts an orchestra directed by Patrick Conway, the noted bandmaster. Edith Kimple, Ithaca pianist, who took high honors for her art in Paris last summer, was this week's fine added music attraction. The interior has been redecorated in attractive fashion, with beautiful lighting effects and draperies.

Special Wurlitzer Added to Cleveland Theatre

Loew's Park theatre, Cleveland, has a new Wurlitzer organ. It was dedicated last Sunday with a special organ recital, in addition to the regular symphony overture number, which will continue to be a leading feature of the Park program. Harold Krell is organist. He will offer a special organ number each week.

Unrivaled for service and quality

Eastman Positive Film, constantly subjected to drastic tests that must prove it right, is unrivaled for the service it renders and the photographic quality it gives.

It carries quality from studio to screen.

To make sure pictures are printed on the genuine look in the margin for the black-lettered identification, "Eastman" "Kodak".

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.



Projection

Optics, Electricity, Practical Ideas & advice



Inquiries and Comments

Dissolving Change-Overs

A SHORT while ago a Wheeling, W. Va., projectionist by the name of Aschenfelter requested of us some information anent change-overs, at which time we suggested using an iris diaphragm in front of the objective lens to secure a smooth dissolving action from one picture to the second.

Two possible locations for this iris dissolver were pointed out—one at the condenser lens and the other at the objective lens, with the latter location receiving first choice due, primarily, to the fact that at this place, dual control over the projection beams could be obtained without obstructing the projectionist's movements around the projectors.

Criticism Evoked

It seems that some indirect criticism was evoked in certain quarters over the above recommendation; not as far as the use of an iris dissolver itself was concerned, but rather regarding the practicability of its placement in front of the objective lens.

This criticism took the form of a rather lengthy and involved discussion, based purely upon theory, which purported to describe the true conditions of screen illumination resulting from the placement of such an iris diaphragm at the condenser and objective lens locations.

We say that this discussion was based upon abstract theory for the reason that test data of our own and the investigations

of other persons who know motion picture projection leave us no other alternative in the matter.

We Test It Out

After becoming familiar with the arguments which endeavored to prove our recommendations wrong, we entertained very tortuous fears as to the correctness of our statements and forthwith set about obtaining honest data which would reflect favorably on our statements.

To this end we conducted a simple test—it was very simple and we admit it. Prompted by an honest desire to learn the naked truth and by certain egotistical considerations dear to the heart of every normal man, we obtained an iris diaphragm, placed it alternately before the condenser and objective lenses and closely observed the screen results when the opening in the diaphragm was varied over a certain range.

Our worthy opponents had held that the logical location for such a dissolving diaphragm was at the condenser lens and that if placed anywhere else, particularly before the objective lens, such dire things would occur to the screen illumination as would render it entirely unfit for service in any self-respecting theatre.

Test Versus Theory

Our resentment at this palpable attempt to destroy the confidence of our readers in our recommendations was overcome only when we found that the results of our test showed that no such a thing happened at all.

Indeed we found that the logical place for a dissolving diaphragm is at the objective lens position and *not* at the condenser lens; either before or behind it.

It is true that when placed at the latter location, a dissolving action of sorts can be obtained but the screen illumination during the period of dissolving is nothing of

which to be proud. Furthermore, it cannot compare with that obtained when the diaphragm is placed before the objective lens.

The results of our simple test are shown in the accompanying table and it should be apparent to anyone that the objective lens location is the most favorable as far as a dissolving diaphragm is concerned.

Corroboration

While this test may not be much as far as tests go and could undoubtedly be improved upon and expanded to include more data, still it can be taken as indicating the condition of the screen illumination resulting from placing a diaphragm at the described locations.

It appears that this argument was settled in an indirect manner some ten or eleven years ago when another investigator observed the results of varying the condenser angle by progressively moving the condenser farther from the aperture.

Starting with a condenser as large as could be used (to secure maximum illumination) the screen was then of desirable evenness. As the condenser (which was about six inches from the aperture) was moved farther away from the aperture, the corners of the screen became dark and the center remained even; then the center and edges gradually decreased in the brightness, the edges still being dark; gradually the screen grew more even and at a distance of about 15 inches the screen was quite even; beyond at this point the screen remained even for a short distance while the intensity only changed, but still further reduction in the condenser opening resulted in screen conditions essentially as described in our table.

This investigation, therefore, offers some corroboration of our results and makes us firm in our belief that *the best location for an iris dissolver is in front of the objective lens and not at the condenser.*

TABLE
Screen Appearance When Dissolving Iris is Placed at Condenser and Objective Lens Locations

Free Opening of Diaphragm	Screen Appearance with Diaphragm at: Condenser	Screen Appearance with Diaphragm at: Objective Lens
1½ inch.	Very bad light source images which were noticeable when picture was projected to screen.	Faint images of light source which were unnoticeable when picture was projected to screen.
¾ inch.	Noticeable light source images, barely visible through projected picture. Screen becoming smoother between streaks.	Faint traces of source images not visible through projected picture. A fairly smooth screen.
1 inch.	Bad, noticeable streaks. Screen intensity quite low and insufficient to show good picture.	Bright, even screen. Traces of source image visible only upon close inspection. Intensity sufficient to show good picture.
1¼ inches.	Uneven screen, noticeable streaks and dark corners.	To the eye, a perfectly even screen, quite bright.
1¾ inches.	Dark edges and dark corners with brightly streaked center.	Screen of normal evenness. Presence of diaphragm could not be detected except for lowered screen intensity.

Two New Marr & Colton Organs in N. Y. State

Recently, Marr & Colton Co. of Warsaw, N. Y. has installed a large 3-manual organ in the Strand Theatre at Auburn, N. Y. The theatre opened November 1st and S. L. Staumbaugh of Elkhart, Indiana, has been engaged as feature organist.

NO CROWDING WHEN YOU OPERATE YOUR BOX OFFICE with the Super GOLD SEAL REGISTER

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Automatic Ticket Register Corp
723 SEVENTH AVE. NEW YORK



Biehler's Palace Theatre at Hamburg, N. Y., One of the Finest in State

THE new Palace theatre was opened in Hamburg, N. Y., by George Biehler on the evening of January 14 and the people of this thriving western New York town were introduced to one of the finest motion picture houses to be found in a town of this size anywhere. The front of the Palace is of tapestry brick. A brilliantly decorated and lighted marquee covered the entire sidewalk in front of the house. Entrance is gained to the lobby through six mahogany swinging doors of high finish. As one passes into the lobby which is finished in mahogany, tile and marble, one observes four inset display frames of gold with velvet backgrounds. At the end of the

lobby are six more heavy mahogany doors inset with heavy bevel plate glass mirrors. In the center of the lobby ceiling are three chandeliers of pyramided crystals which when illuminated cast all the colors of the prism on the surrounding decorations. The lobby also contains a number of highly illuminated coves which lend an added richness to the color effects.

Going through the main entrance one passes beneath the balcony which may be reserved for private parties and which accommodates 200 persons. The balcony floor contains the projection room which is the latest word in motion picturedom and which is equipped with two Powers machines equipped with Powerlite low intensity lamps. There is also a Hertner transverter and a Brenkert spotlight. A Dalite screen is used. This equipment was installed by the Becker Theatre Supply company of Buffalo. The house has four double-door automatic fire exits which are draped in heavy velvet. Fourteen six foot radiators furnish heat for the main floor which is supplied with 1000 air-cushion seats. A mushroom ventilation system is used. The stage opening is 30 feet wide and has a depth of 24 feet, clear of the screen. The stage has a heavy, deep red velvet draw curtain. There are stores on either side of the entrance. Five offices including that of Mr. Biehler are on the second floor front. Mr. Biehler has been operating the old Palace theatre in Hamburg for many years.



Mezzanine of the Capitol theatre, Taylorville, Ill. This house, was recently opened.

Many Buffalo exhibitors and exchange men journeyed to the town for the opening. The lobby was jammed with floral offerings on opening night.

Albany Exhibitor Plans Neighborhood Theatre

Abe Stone, who is operating the Arbor Hill theatre in Albany, bought a large site last week on which he plans to erect a 1,500-seat house next spring. The site is located in the residential section and according to Mr. Stone the theatre will be one of the best neighborhood houses in New York state. Mr. Stone was in Syracuse for several years before coming to Schenectady, where in 1921 he took over the Rialto which he sold a year or so ago, later on leasing the Arbor Hill and the Delaware theatres in this city, but relinquishing his lease on the latter house last fall.



Attractive promenade of the remodelled Keith-Albee house, Boston.

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View of the McAuley Mfg. plant where Peerless Reflector Arc Lamps are manufactured by the most modern methods.

McAuley Co. Utilize Modern Methods in Building Peerless Lamps

OUR Chicago representative reports great activity after a visit to the factory of The J. E. McAuley Mfg. Co., manufacturers of the Peerless Reflector Arc Lamp. In fact the general manager, Mr. Hahn, advised him that the demand for Peerless Lamps has made necessary considerable night operation of the factory to keep up production.

The Peerless Reflector Arc Lamp factory is indeed a notable example of the ultimate result of building a quality product on a quantity scale. The factory equipment is the most modern obtainable; jigs, gauges,

special tools and fixtures being used wherever possible to insure uniformity of every lamp they manufacture.

A rigid inspection is maintained of every advancing assembly as it proceeds from man to man until it is ready for the final test under regular operating conditions just before passage to stock for shipment. A very complete record is kept on the "factory performance" of every Peerless lamp.

Every part of the Peerless Reflector Arc Lamp is as the saying goes "Made under the

same roof" from the drilling of the castings as they are received from the foundry until it leaves completely built ready for shipment to the purchaser.

In the drilling department a long line of gang drill presses are used operating under the direct supervision of a drilling foreman, and it is here that every casting, bracket, and part of the Peerless Reflector Arc Lamp is fitted into its individual drill jig for drilling, making all parts of the lamp interchangeable when completed. The same applies to the milling department where this process is practically repeated by placing each part to be machined in its individual milling fixture or jig.

It is very interesting to note the process of manufacture and follow every operation from the milling machines, gang drill presses, shapers, and automatic screw machines and thence on to the assembly benches and note how every item gradually becomes a finished product.

Pursuant with the policy of service we were advised by Mr. Hahn that Mr. McAuley spends the greatest part of his time "out in the field" in direct touch with every distributor of their lamp, rendering his able assistance and as one might say, directing operations from the field.

C. A. Hahn, during our visit, explained the reason for maintenance of their experimental department as a requisite to assure their customers of new developments in reflector arc lamp engineering and stated that at the present time they had some new additions to the Peerless line under process of development.

Reports in general indicate a bigger year for 1926; recent installations of Peerless Reflector Arc Lamps in the Chicago territory are Ascher Bros. Midway theatre, Biba Bros. Ritz theatre, Miller Simansky Lindo theatre and the Milo theatre. The Peerless Reflector Arc Lamp has been adopted by the Precision Machine Co., as standard reflector arc lamp equipment on Simplex Projectors.

Large Outdoor Theatre for Cleveland, Ohio

Cleveland Heights will have an outdoor theatre which will be large enough to take care of several thousand people. Plans for the theatre are now being drawn, and work will be started early in the spring, according to an announcement made by City Manager Harry H. Canfield. It will be located on the site of the new Cleveland Heights municipal park, at Mayfield and Cumberland roads. The theatre will have a complete stage, with dressing rooms and regular stage equipment.



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World's Largest Building Truss in St. Louis Theatre

What is said to be the largest building truss in the world has been installed in the Ambassador Theatre, Seventh and Locust streets, St. Louis, now in course of construction. The truss weighs 275 tons and the base beam weighing 54 tons is already in place.

The truss will be one of six that will extend across and above the auditorium of the theatre at the sixth floor to support the upper eleven floors of the theatre and office building.

Big Theatre for Moneta Dist., Los Angeles

Plans are being prepared for the erection of theatre building in the Moneta-Manchester district of Los Angeles, on the corner of Moneta and Manchester Avenues. The seating capacity will be for 1,500 persons, and the theatre will cost approximately \$350,000.

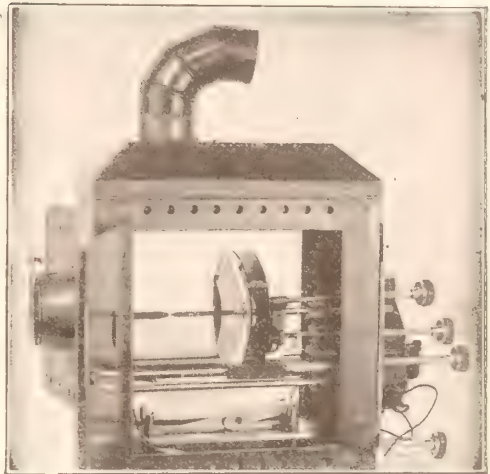
Complete Plans for F. P.-L. Theatre, Knoxville

Plans have been completed for erection of new theatre building to be erected in Knoxville, Tennessee, at the rear of the Burwell Building. The theatre will cost approximately \$1,000,000.



Console of the Kilgen organ installed in the Palace theatre, Gary, Ind.

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist.	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp.	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P. Schulberg (S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict.	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O.	5669 feet	
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O.	6006 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp.		
	S. R.		4901 feet	Jan. 9
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O.	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once In a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Part Time Wife	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Plastic Age, The	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Seven Days	Lillian Rich	Prod. Dist. Corp.	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackail	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Millis-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4800 feet	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4801 feet	
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Erol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros.	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr.	Artclass Pict.	5012 feet	
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	"Lefty" Flynn	F. B. O.	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp.	6084 feet	Sept. 5
Hurricane Horseman, The	Wally Wales	Artclass Pict.	4440 feet	
In Search of a Hero	Richard Holt	Gerson Pictures		
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp.	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O.	6712 feet	Oct. 17
Low Tyler's Wives	B. P. Schulberg (S.R.)			
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24

Feature	Star	Distributed by	Length	Reviewed
Luck and Sand	Leo Maloney	Clarion Photoplays	4903 feet	
Man on the Box, The	Sydney Chaplin	Warner Bros.	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O.	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp.	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros.	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp.	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp.	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict.	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O.	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib.	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros.	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels	
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	L. Barrymore-H. Hampton	Assoc. Exhib.	5561 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib.	5600 feet	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib.	5400 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib.	5500 feet	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp.	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist.	4614 feet	Dec. 12
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp.	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros.	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr.	Artclass Pict.	4728 feet	
Satan in Sables	Lowell Sherman	Warner Bros.	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros.	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp.	5070 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick	6500 feet	Sept. 19
S.O. S. Perils of the Sea	Elaine Hammerstein	Columbia Pict. (S.R.)	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick	6800 feet	Jan. 2
Under the Rouge	Tom Moore	Assoc. Exhib.	6500 feet	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp.	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	Dec. 5
Wild Girl	Louise Lorraine	Truart (S. R.)	5800 feet	
Wyoming Wild Cat, The	Tom Tyler	F. O. B.	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5900 feet	
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compson	Assoc. Exhib.	7 reels	Nov. 21

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4508 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5709 feet	Dec. 19
Don't	S. O'Neill-B. Roach	Metro-Goldwyn	6008 feet	
Fate of a Flirt	Dorothy Revier	Columbia Pict.	5823 feet	Jan. 23
Flood, The	Special Cast	Truart (S. R.)		
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana Agnew	M-G-M		
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S. R.)	4865 feet	
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	7 reels	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National		Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The		Tiffany (S. R.)	6500 feet	
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov. 21
Lover's Island	Hampton-Kirkwood	Assoc. Exhib.		Jan. 23
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp.	5417 feet	Nov. 14
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib.	5 reels	Jan. 16
Northern Code, The	Eva Novak	Lumas	5920 feet	Jan. 9
Pals	Louise Lorraine	Truart (S. R.)	5800 feet	
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Pinch Hitter, The	Glenn Hunter	Asso. Exhibitors		Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	
Prince of Pep	Richard Talmadge	F. B. O.	4911 feet	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec. 19
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet	Jan. 6
Splendid Road, The	Anna O. Nilsson	First National	7646 feet	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet	
That Royle Girl	Dempster-Fields	Prod. Dist. Corp.	10253 feet	Dec. 19
Three Paces East	Goudal-Ames	Prod. Dist. Corp.	7369 feet	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	
Time the Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7 reels	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet	Dec. 5
Wages for Wives	Special Cast	Fox	6252 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet	Nov. 28
Woman of the World, A	Pola Negri	Paramount	6353 feet	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Barrier, The	Kerry Barrymore	Metro-Goldwyn		
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M		
Blue Streak, The	Rich. Talmadge	F. B. O.		
Braveheart	Rod LaRocque	Prod. Dist. Corp.	7256 feet	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)		
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn		
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp.		
Demon, The	Jack Hoxie	Universal	4539 feet	
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp.	5781 feet	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet	Jan. 9
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue	De La Motte	Prod. Dist. Corp.		
Fighting Edge, The	Harlan-Miller	Warner Brothers		
First Year, The	Special Cast	Fox		
Flaming Waters	Special Cast	F. B. O.		
Gilded Butterfly, The	Special Cast	Fox	6200 feet	Jan. 16
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Girl from Montmartre	La Marr-Stone	First National		
Hands Up	Raymond Griffith	Paramount	5883 feet	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib.		Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters		Tiffany	6500 feet	
I Do	Harold Lloyd	Assoc. Exhib.		
Just Suppose	Richard Barthelmess	First National		
Lady from Hell	Blanche Sweet	Assoc. Exhib.		
Little Giant, The	Glenn Hunter	Universal		
Lure of the Wild	Jane Novak	Columbia (S. R.)	5684 feet	
Mannequin	Special Cast	Paramount	6981 feet	Jan. 2
Man Rustlin'	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Marrying Money		Truart (S. R.)	5800 feet	
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox		
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Phantom of the Forest	Thunder (dog)	Lumas Film	5700 feet	
Queen O'Diamonds	Evelyn Brent	F. B. O.		
Reckless Lady	Belle Bennett	First National		
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet	
Rocking Moon	Bowers-Lashman	Prod. Dist. Corp.	6000 feet	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros.		
Shadow of the Law	Bow-Lewis	Assoc. Exhib.		
Sky High Corral	Art Acord	Universal		
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp.	6680 feet	Dec. 26
Stella Maris	Mary Philbin	Universal		
Stop, Look and Listen	Larry Semon	Pathe	6 reels	
Sweet Adeline	Charles Ray	Chadwick	6000 feet	
Thrilling Youth	Billy West	Rayart (S. R.)	5000 feet	
Too Much Money	Nilsson-Stone	First National		Jan. 23
Traffic Cop, The	"Lefty" Flynn	F. B. O.		
Trip to Chinatown, A	Special Cast	Fox		
Under Western Skies	Norman Kerry	Universal		
Western Pluck	Art Acord	Universal	4207 feet	
What Happened to Jones	Reginald Denny	Universal	6700 feet	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O.		
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet	Dec. 12
White Mice	Jacquelin Logan	Associated Exhib.		
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	
Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 16

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Beautiful Cheat, The	Laura La Plante	Universal		
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	

Feature	Star	Distributed by	Length	Reviewed
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.		
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Cave Man, The	Prevost-Moore	Warner Bros.		
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Dangers of a Great City	Special Cast	Fox		
Desperate Game, The	Pete Morrison	Universal	4400 feet	Dec. 12
Dixie Merchant, The	Special Cast	Fox		
Double Fisted	Jack Perrin	Rayart (S. R.)	5000 feet	
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet	
Half-Breed Hostler, The	Bob Custer	F. B. O.		
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
Johnstown Flood, The	Special Cast	Fox		
King of the Turf	Special Cast	F. B. O.		
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Light Eternal	Norma Shearer	M-G-M		
Little Irish Girl, The	Special Cast	Warner Bros.		
Made for Love	Leatrice Joy	Prod. Dist. Corp.		
Man Upstairs, The	Monte Blue	Warner Bros.		
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp.		
Miracle of Life, The	Busch-Marmont	Assoc. Exhib.		
Money Talks	Special Cast	M-G-M		
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
My Own Pal	Tom Mix	Fox		
Night Cry, The	Rin-Tin-Tin	Warner Bros.		
Night Watch, The	Special Cast	Truart (S. R.)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Road to Glory, The	Special Cast	Fox		
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib.	6800 feet	
Silent Witness, The	Louise Lorraine	Truart (S. R.)	5800 feet	
Sky High Corral	Art Acord	Universal		
Speed Limit, The	Raymond McKee	Lumas Film	6000 feet	
Torrent, The	Cortez-Garbo	M-G-M		
Tough Guy, The	Fred Thomson	F. B. O.		
Transcontinental Limited	Special Cast	Chadwick (S. R.)		
Trumpin' Trouble	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Bow-MacDonald	Assoc. Exhib.		
Under Western Skies	Norman Kerry	Universal	7 reels	

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet	
Blue Blazes	Pete Morrison	Universal	5000 feet	Jan. 23
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp.		
Chip of the Flying U	Hoot Gibson	Universal		
Cohens and the Kellys, The	Special Cast	Universal		
Coming and Going	Buffalo Bill, Jr.	Artclass Pictures	4800 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Love Toy, The	Lowell Sherman	Warner Bros.		
Manhood	Special Cast	Fox		
Marriage	Special Cast	Fox		
My Old Dutch	Special Cast	Universal		
Oh, What a Nurse	Syd Chaplin	Warner Brothers		
Play Safe	Monty Banks	Assoc. Exhib.		
Red Dice	Rod La Rocque	Prod. Dist. Corp.		
Six Shooting Romance	Jack Hoxie	Universal		
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Test of Donald Norton	George Walsh	Chadwick		
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Special Cast	Chadwick (S. R.)		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Border Sheriff, The	Jack Hoxie	Universal		
Combat, The	House Peters	Universal		
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Isle of Retribution, The	Special Cast	Film Book. Offices		
Other Women's Husbands	Blue-Prevost	Warner Bros.		
Racing Blood		Lumas Film (S. R.)		
Rustlers Ranch	Art Acord	Universal		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Streets of Sin		Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Click of the Triangle T	Hoot Gibson	Universal		
Footloose Widow, The	Irene Rich	Warner Bros.		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros.		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros.		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Sally in our Alley	Mary Philbin	Universal		
Sign of the Claw	Thunder (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Escape, The	Pete Morrison	Universal		
Gilded Highway, The	Dorothy Devore	Warner Bros.		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros.		
Passionate Quest, The	Marie Prevost	Warner Bros.		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros.		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Account of Monte Cristo	"Aesop Fable"	Bischoff, Inc.	2 reels	
Air Cooled	"Aesop Fable"	Pathe	1 reel	
Alice Plays Cupid	Winkler (S. R.)	Winkler (S. R.)	2 reels	
Alice the Jail Bird	Winkler (S. R.)	Winkler (S. R.)	2 reels	
All Abroad	"Helen & Warren"	Fox	2 reels	Dec. 19
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	
Bad Man, The	"Dinky Doodle"	F. B. O.	1 reel	
Barnyard Follies	"Aesop Fable"	Pathe	1 reel	Sept. 5
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie	Jimmie Adams	Educational	1 reel	
Better Movies	"Our Gang"	Pathe	2 reels	Nov. 7
Between Meals	"Our Gang"	Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reels	
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bonehead Age, The	"Aesop Fable"	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Brotherly Love	Smith-Bennett	Educational	1 reel	Jan. 23
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	"The Gumps"	Universal	2 reels	
Camel's Hump	"The Gumps"	Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Caretaker's Daughter, The	Charles Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Chester's Donkey Party	Joe Murphy	Universal	2 reels	
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	"Aesop Fable"	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc.	2 reels	Oct. 31
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	"Aesop Fable"	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus	Charles Chaplin	Film Book. Offices	1 reel	
Dinky Doodle in the Hunt	Charles Chaplin	Film Book. Offices	1 reel	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Butt In	Charles Chaplin	Pathe	1 reel	
East Side, West Side	Fox	Fox	2 reels	Dec. 12
Ebony Clean Up	L. B. Cornwell (S.R.)	Universal	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York	Edna Marian	Fox	2 reels	
English Channel Swim, The	"Aesop Fable"	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	"Cartoon"	Educational	1 reel	
Felix the Cat in Eats Are Wets	"Cartoon"	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	"Cartoon"	Educational	1 reel	
Felix the Cat on the Farm	"Cartoon"	Educational	1 reel	
Felix the Cat Flirts with Fate	"Cartoon"	Educational	1 reel	
Felix the Cat Kept on Walking	"Cartoon"	Educational	1 reel	Jan. 23
Felix the Cat on the Job	"Cartoon"	Educational	1 reel	
Felix the Cat Spots the Spooks	"Cartoon"	Educational	1 reel	
Felix the Cat Tries the Trades	"Cartoon"	Educational	1 reel	
Felix the Cat Trips Thru Toyland	"Cartoon"	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A	Fox	Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Flamingo Affair, A	Special Cast	Fox	2 reels	
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
For Sadie's Sake	Jimmie Adams	Educational	2 reels	
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From Rags to Riches	Billy Bevan	Pathe	2 reels	Dec. 19
Going Good	Wanda Wiley	Universal	2 reels	
Gold Rush, The	"Aesop Fable"	Pathe	1 reel	
Good Cheer	"Our Gang"	Pathe	2 reels	
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gosh Darn Mortgage, The	Pathe	Pathe	2 reels	
Great Open Spaces, The	"Aesop Fable"	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Haunted House, The	"Aesop Fable"	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Helpful Al	Al St. John	Universal	2 reels	
Her Lucky Leap	Wanda Wiley	Universal	2 reels	
Hero Wins, The	"Aesop Fable"	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc.	2 reels	Sept. 12
Hold Everything	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	2 reels	Dec. 12
Hold Tight	Alice Ardell	F. B. O.	2 reels	
Honeycomb Hotel, The	Neeley Edwards	Universal	1 reel	
Honeycomb Squeak, The	Edna Marian	Universal	2 reels	Jan. 23
Honor System, The	"Aesop Fable"	Pathe	1 reel	Nov. 21
Horse Laugh	Chas. Puffy	Universal	1 reel	

Feature	Star	Distributed by	Length	Reviewed
Hot Cakes for Two	Alice Day	Pathe	2 reels	Jan. 23
Hot Dog	Arthur Lake	Universal	1 reel	Jan. 23
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail	Film Book. Offices	Film Book. Offices	1 reel	
How the Elephant Got His Trunk	F. B. O.	F. B. O.	1 reel	
Humming Birds, The	Buddy Messenger	B'way Dist. Corp.	2 reels	
Hungry Hounds	"Aesop Fable"	Pathe	1 reel	
Hurry, Doctor	Ralph Graves	Pathe	2 reels	
In Deep	Cliff Bowes	Educational	1 reel	Oct. 10
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5
Jiminy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	"Aesop Fable"	Pathe	1 reel	
Just Spooks	"Dinky Doodle"	F. B. O.	1 reel	
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	"Hey Fellas"	Davis Dist.	2 reels	Sept. 5
Ko-Ko Nuts	"Cartoon"	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	"Cartoon"	Red Seal	1 reel	Nov. 14
Ko-Ko Steps Out	"Cartoon"	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)	"Cartoon"	Red Seal Pict.	1 reel	Oct. 3
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 5
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Lickety Split	Alice Ardell	Educational	2 reels	
Lighter Than Air	"Aesop's Fables"	Pathe	1 reel	
Lion and the Monkey, The	"Aesop's Fables"	Pathe	1 reel	Oct. 10
Little Brown Jug, The	"Aesop's Fables"	P the	1 reel	
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards	Baby Peggy	Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Maizie Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	"The Gumps"	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	"Krazy Kat"	Winkler (S. R.)	1 reel	
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	"Aesop Fable"	Pathe	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars	Charles Puffy	Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Eddie Gordon	Fox	2 reels	Nov. 7
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	"Fat Men"	F. B. O.	2 reels	
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	"Our Gang"	Pathe	2 reels	Dec. 12
Or-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	"East Side"	Fox	2 reels	Nov. 7
Peacemakers, The	"Helen & Warren"	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Pie Eyed Pie	"Krazy Kat"	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al St. John	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Rainbow's End, The	"Felix the Cat"	Educational	1 reel	Dec. 19
Raisin' Trouble	Arrow	Arrow	2 reels	
Rainy Knight, A	Pathe	Pathe	2 reels	
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Scandal Hunters	Al St. John	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Sea Scamps	Big Boy	Educational	2 reels	
Shoes	Special Cast	Fox	2 reels	Aug. 29
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Hooks	Clyde Cook	Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	"The Gumps"	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Soft Pedal	Pathe	Pathe	1 reel	
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film Book. Offices	2 reels	
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks	Bischoff (S. R.)	Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	"Fat Men"	F. B. O.	2 reels	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love	Eddie Gordon	B'way Dist. Corp.	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	Jan. 23
Three Blind Mice	"Aesop's Fables"	Pathe	1 reel	
Three Wise Goofs	"Fat Men"	F. B. O.	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Ugly Duckling, The	"Aesop Fable"	Pathe	1 reel	Sept. 26
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29

Feature	Star	Distributed by	Length	Reviewed
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 19
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 3
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
Whispering Whispers	Cliff Bowes	Pathe	2 reels	Dec. 10
Whispering Lions	Parrott-Ralston	Pathe	1 reel	Oct. 10
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wildcats of Paris	"Aesop Fable"	Pathe	1 reel	Nov. 21
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3

Short Subjects

Feature	Star	Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	Dec. 26
All for a Girl	Buddy Messenger	B'way Dist. Co.	2 reels	Dec. 26
All Tied Up	"Fat Men"	Film Book. Offices	2 reels	Dec. 26
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Animated Hair Cartoons (Series)		Red Seal Pict.	1 reel	Oct. 24
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel	Oct. 24
At Home	"Our Gang"	Pathe	2 reels	Oct. 24
Baby Be Good	"Juvenile"	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe	1 reel	Sept. 12
Barrier Busters (Sportlight)		Pathe	1 reel	Sept. 12
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Call of Hazard, The (Fred Humes)		Universal	2 reels	Dec. 5
Clever Feet (Sportlight)		Pathe	1 reel	Sept. 12
Colorful Fashions From Paris (Novelty)		Educational	1 reel	Sept. 12
Crook Buster, The (Mustang)		Universal	2 reels	Dec. 5
Cuba Steps Out (Variety)		Fox	1 reel	Dec. 5
Fight Within, The	George Larkin	Universal	2 reels	Dec. 5
Film Facts (Series)		Red Seal Pict.	1 reel	Dec. 5
Flame Fighter, The (Serial) Herbert Rawlinson		Universal	10 episodes	Dec. 5
Flaming West, The (Mustang Series)		Universal	2 reels	Dec. 5
Flashes of the Past		Pathe	2 reels	Dec. 5
Flirting With Death		Red Seal Pict.	2 reels	Sept. 26
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 10
Green Archer, The (Serial) Ray-Miller		Pathe	10 episodes	Dec. 5
Hearts of the West	Edmund Cobb	Universal	2 reels	Dec. 5
Hero of Piperock	Corbett-Holmes	Universal	2 reels	Dec. 5
In a China Shop (Variety)		Fox	1 reel	Dec. 5
I Remember		Short Films Syn.	2 reels	Sept. 26
Iron Trail Around (Variety)		Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)		Educational	1 reel	Nov. 14
Life's Greatest Thrills		Universal	2 reels	Sept. 26
Magic Hour, The		Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)		Educational	1 reel	Dec. 19
Man With a Scar, The (Fred Humes)		Universal	2 reels	Dec. 19
Marionettes (Hope Hampton)		Educational	1 reel	Dec. 5
Marvels of Motion (Series)		Red Seal Pict.	1 reel	Sept. 5
Montana of the Range	Josie Sedgwick	Universal	2 reels	Sept. 5
Mother Goose's Movies (Hodge Podge)		Educational	1 reel	Oct. 3
My Bonnie (Ko-Ko Series)		Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)		Fox	1 reel	Aug. 29
Outings For All (Sportlight)		Pathe	1 reel	Aug. 29
Perils of the Wild (Serial)		Universal	10 episodes	Aug. 29
Queen of the Hills	Josie Sedgwick	Universal	2 reels	Oct. 10
Raid, The (Mustang Series)		Universal	2 reels	Oct. 10
Range Law (Mustang Series)		Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)		Universal	2 reels	Nov. 23
River Nile, The (Variety)		Fox	1 reel	Nov. 23
Road From Latigo, The (Mustang Series)		Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopic)		Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)		Universal	2 reels	Nov. 21
Rustlin' Kid, The (Mustang Series)		Universal	2 reels	Nov. 21
Scarlet Streak, The (Serial) Jack Daugherty		Universal	10 episodes	Nov. 21
Shakespeare (Gems of the Screen)		Red Seal	1 reel	Nov. 21
Shooting at Time (Sportlight)		Pathe	1 reel	Nov. 21
Shootin' Wild (Mustang Series)		Universal	2 reels	Oct. 24
Silvery Art		Red Seal	2 reels	Sept. 26
Sky Skidder, The		Bischoff	10 episodes	Sept. 26
Sky Tribe, The (Variety)		Fox	1 reel	Sept. 26
Songs of Ireland (Music Film)		Pathe	1 reel	Sept. 26
Starting an Argument (Sportlight)		Pathe	1 reel	Sept. 26
Story Teller, The (Hodge Podge)		Educational	1 reel	Oct. 3
Taking Chances (Mustang Series)		Universal	2 reels	Oct. 3
Then and Now (Sportlight)		Pathe	1 reel	Oct. 3
Toiling for Rest (Variety)		Fox	1 reel	Oct. 3
Too Many Bucks (Mustang Series)		Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)		Universal	2 reels	Dec. 19
Tricked (Mustang Series)		Universal	2 reels	Sept. 12
Uprising Generation (Sportlight)		Pathe	1 reel	Sept. 12
Walloping Wonders (Sportlight)		Pathe	1 reel	Sept. 12
What Price Touchdown (Sportlight)		Pathe	1 reel	Sept. 12
Whirlpool, The (Variety)		Fox	1 reel	Sept. 12
White Paper (Variety)		Fox	1 reel	Sept. 12
With Pencil, Brush and Chisel (Variety)		Fox	1 reel	Sept. 12
Wild Beasts of Borneo		Educational	2 reels	Sept. 12
Wild West (Serial) Ferguson-Mulhall		Pathe	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	Pathe	2 reels	Sept. 12
Winking Idol, The (Serial) Desmond-Sedgwick		Universal	10 episodes	Sept. 12

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		

Feature	Star	Distributed by	Length	Reviewed
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox		
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Atlantis		First National		
Auction Block, The	Boardman-Ray	M-G-M		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Barriers of Fire	Monte Blue	Warner Bros.		
Bat, The	Special Cast	United Artists		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Behind The Front	W. Berry-Hatton	Paramount		
Behind The Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Ben Hur	Special Cast	M-G-M		
Beverly of Graustark	Marion Davies	M-G-M	12000 feet	Jan. 16
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 28
Black Pirate, The	Douglas Fairbanks	United Artists		
Blind Goddess, The	Special Cast	Paramount		
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Border Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O.		
Borrowed Plumes	Daw-Welch	Arrow		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp.		
Brown of Harvard		S. R.		
Call in the Night, A		Metro-Goldwyn		
Charity Ball, The		Truart (S. R.)		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Cleaner Flame, The		Arrow		
College Widow, The	Syd Chaplin	Warner Bros.		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Cyclone Bob	Bob Reeves	Anchor Film Dist.		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Daybreak		Fox		
Dancer of Paris, The	Special Cast	First National		
Danger Line, The	Special Cast	Astor Dist. (S. R.)		
Dangers of a Great City		Fox		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Desert Gold	Holt-Dove	Paramount		
Desert Healer	Stone-Bedford	First National		
Deserts' Price, The	Buck Jones	Fox	5709 feet	Dec. 19
Detour		Prod. Dist. Corp.		
Devil Horse, The	Rex (orse)	Pathe		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O.		
Don Juan	John Barrymore	Warner		
Dumb Head		Tiffany (S. R.)	6500 feet	
Earth Woman, The	Priscilla Bonner	Davis Dist.-Vital		
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.		
False Pride		Astor Dist.		
Far Cry, The	Sweet-Mulhall	First National		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Buckaroo, The	Buck Jones	Fox		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Heart, The	Frank Merrill	Bud Barsky Prod.		
Fighting Smile, The	Bill Cody	(S. R.)	5000 feet	
Fighting Thorobreds	Billy Sullivan	Inde. Pict. Corp. (S.R.)	4630 feet	
Fine Manners	Gloria Swanson	Rayart (S. R.)	5000 feet	
Flames	Special Cast	Paramount		
Fleet Foot	Special Cast	M-G-M		
Flying Thru	Marilyn Mills	Davis Dist.-Vital		
Flying Fool, The	Al Wilson	Davis Dist.-Vital		
Forest of Destiny, The	Dick Jones	Sunset Prod. (S. R.)		
Forever After	Corinne Griffith	Gotham Prod. (S. R.)		
For Heaven's Sake	Harold Lloyd	First National		
Fort Frayne	Ben Wilson	Paramount		
Four Stragglers, The	Special Cast	Davis Dist.	5000 feet	Aug. 29
French Paint	Raymond Griffith	M-G-M		
Friends	Special Cast	Paramount		
Frisco Sal	Special Cast	Vitagraph		
Frivolity		M-G-M		
Galloping Dude, The	Franklyn Farnum	B. P. Schulberg (S.R.)		
Gambling Chaplain, The	Special Cast	Inde. Pict. Corp. (S.R.)	4700 feet	
Garden of Eden, The	Special Cast	M-G-M		
Glorifying the American Girl		M-G-M		
Gold Hunters, The	David Butler	Paramount		
Goose Man, The	Special Cast	Davis Dist.-Vital	6500 feet	Nov. 7
Great Jewel Robbery	Herbert Rawlinson	M-G-M		
Grey Vulture, The	Ken Maynard	Dependable Films	4800 feet	Jan. 9
Gulfters, The	Special Cast	Davis Dist.-Vital		
Gulliver's Travels		Warner Bros.		
Hairpin Duchess, The	Special Cast	Universal		
Harem Girl, The	Special Cast	M-G-M		
Haunted Range, The	Special Cast	Astor Dist. (S. R.)		
Haven, The	Ken Maynard	Davis Dist.-Vital		
Heir's Apparent	Special Cast	M-G-M		
Hell's Four Hundred	Special Cast	First National		
Her Big Adventure	Margaret Livingston	Fox		
His Woman	Special Cast	Kerman (S. R.)	4800 feet	Jan. 16
Horses and Women		Whitman Bennett	7 reels	
Human Mill, The	Special Cast	B. P. Schulberg		
Hurricane, The	Special Cast	M-G-M		
I Can Do It	Special Cast	Truart (S. R.)		
I'll Tell the World	Special Cast	M-G-M		
Inevitable Millionaires, The	Olmstead-Arthur	M-G-M		
In His Arms	M. Moore-Devore	Warner Bros.		
In Praise of James	Special Cast	M-G-M		
Carbine	Special Cast	M-G-M		
Irene	Colleen Moore	First National		
Jason	Special Cast	M-G-M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Kiki	Norma Talmadge	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn		
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9

Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Lawless Love	Al Ferguson	Davis Dist.-Vital			Sea Horses	Special Cast	Paramount		
Law or Loyalty	Lawson Harris	Davis Dist. Div.	4800 feet	Nov. 14	Sea Wolf, The	Ralph Ince	Paramount	7500 feet	Dec. 19
Lena Rivers	Special Cast	Arrow	6521 feet		Second Chance, The	Nilsson-Frazier	First National		
Leave It to Me	Special Cast	Warner Bros.			Self Defense	Aileen Percy	Arrow Film Corp.		
Les Miserables		Universal			Separate Rooms	Special Cast	Fox		
Let's Get Married	Richard Dix	Paramount			Seventh Heaven	Special Cast	Fox		
Life of a Woman		Truart (S. R.)	6500 feet		Seward's Folly	Special Cast	M-G-M		
Lightnin'		Tiffany (S. R.)	6500 feet		Shadow of the Mosque	Odette Taylor	Cranfield & Clarke		
Lightning Jack	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet				(S. R.)	6200 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)			Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Lights of Moaiwa, The	Ken Maynard	Davis Dist.-Vital			Share and Share Alike	Jane Novak	Arrow	5569 feet	
Little Bit of Broadway	Ray-Starke	Metro-Goldwyn			Shenandoah		B. P. Schulberg (S. R.)		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12	Shipwrecked	Jack Perrin	Prod. Dist. Corp.		
Lodge in the Wilderness		Tiffany (S. R.)	6500 feet		Shootin' Square	Special Cast	Ambassador Pict. (S. R.)	5000 feet	
Long Odds	Marilyn Mills	Davis Dist. Div.			Siberia	Special Cast	Fox		
Loyalties	Special Cast	Fox			Siegfried		Ufa		Sept. 12
Lower's Oath, A	Ramon Novarro	Aster (S. R.)	5800 feet	Oct. 17	Silence	H. B. Warner	Prod. Dist. Corp.		
Lunatic at Large, The	Leon Errol	First National			Silver Lanterns	Special Cast	Arrow		
Lying Wives	Special Cast	Ivan Abramson (S. R.)	7 reels	May 2	Silver Treasure, The	Special Cast	Fox		
Man and the Mement		Metro-Goldwyn			Sky Rocket, The	Peggy Hopkins Joyce	Assoc. Exhib.		
Man Four Square	Buck Jones	Fox			Smith of Cornell	George Walsh	Chadwick		
Man With a Thousand					Somebody's Mother	Mary Carr	Rayart	6000 feet	
Faces	Special Cast	M-G-M			Song and Dance Man, The	Tom Moore	Paramount		
Mare Nostrum	Special Cast	M-G-M			Sons of the Sheik	Rudolph Valentino	United Artists		
Married Cheats		Fox			Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Memories	Ramon Novarro	M-G-M			Strange Bedfellows		Metro-Goldwyn		
Men of Steel	Milton Sills	First National			Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Message to Garcia	Special Cast	M-G-M			Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Midnight Flames		Columbia Pict. (S. R.)			Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Midnight Specie		Truart (S. R.)			Tempest, The	Special Cast	M-G-M		
Miss Brewster	Millions Bebe Daniels	Paramount			Tentacles of the North	Special Cast	Davis Dist.-Vital		
Million Dollar Bill		Assoc. Exhib.			Ten to Midnight		Prod. Dist. Corp.		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)			Texas's Oath, The	Ken Maynard	Davis Dist.-Vital		
Misadventures	Doris Kenyon	First National			That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
Miss 318	Special Cast	M-G-M			Thoroughbred	George O'Brien	Fox		
Miss Nobody	Colleen Moore	First National			Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Mile Modiste	Corinne Griffith	First National			Three Pals	Marilyn Mills	Davis Dist.-Vital		
Modern Musketeer, A	Gene Corrado	Bud Barsky (S. R.)	5000 feet		Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Monte Carlo	Special Cast	M-G-M			Toilers of the Sea	Special Cast	M-G-M		
Mr. Battling Butler	Buster Keaton	M-G-M			Tony Runs Wild	Tom Mix	Fox		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23	Tongo	Special Cast	M-G-M		
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital			Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Mysterious Lady	Special Cast	M-G-M			Tough Guy, The	Fred Thomson	F. B. O.		
Mystery Island, The	Special Cast	M-G-M			Trailing Shadows	Edmond Lowe	Fox Film		
Nervous Wreck, The		Prod. Dist. Corp.			Travelin' Fast	Jack Perrin	Ambassador Pict.		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Sten, Inc.	5600 feet	Nov. 21			(S. R.)	5000 feet	
Nocturne	Special Cast	Arrow	5491 feet		Travis Coup, The		Tiffany (S. R.)	6500 feet	
North of Nome	Special Cast	Paramount			Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 15
Old Ironsides		Universal			True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Old Soak, The	Jean Hersholt	Universal			Twentieth Century, Unlimited	Special Cast	First National		
On With the Show	Lowell-Russell	Lowell Prod.	7 reels		Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. 28
Open Book	Special Cast	M-G-M			Up and At 'Em	Jack Perrin	Ambassador Pict.		
Ordeal, The	Special Cast	M-G-M					(S. R.)	5000 feet	
Palace of Pleasure		Fox			Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Paris	Charles Ray-E. Boardman	Metro-Goldwyn			Vengeance of Durand, The	Irene Rich	Warner Bros.		
Paris at Midnight	Special Cast	Prod. Dist. Corp.			Viennese Medley	Special Cast	First National		
Partners Again	Sidney Carr	United Artists			Volcano, The	Bebe Daniels	Paramount		
Passionate Youth	Special Cast	Truart (S. R.)	6 reels	July 11	Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital			Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital			Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital			Way of an Eagle, The	Special Cast	M-G-M		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital			Wedding March, The		Paramount		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital			What Will People Say		Metro-Goldwyn		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital			When We Were Twenty-One	Special Cast	M-G-M		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital			Whispering Canyon		Ginsberg Dist. Corp. (S. R.)		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital			White Chief, The	Monte Blue	Warner Brothers		
Plumes	Special Cast	M-G-M			White Fury	Marilyn Mills	Davis Dist.-Vital		
Poker Faces	Special Cast	Universal			White Heat	Special Cast	M-G-M		
Poor Girl's Romance, A	Special Cast	Film Book. Offices			Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Prince of Pilsen	Anita Stewart	Prod. Dist. Corp.			Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14	Wife, The	Special Cast	M-G-M		
Quality Street		Metro-Goldwyn			Winner, The	Charles Ray	Chadwick (S. R.)		
Quo Vadis	Emil Jannings	First National		Nov. 28	Winning of Barbara Worth		Principal Pict. (S. R.)		
Rainbow Riley	Johnny Hines	First National			With Kit Carson Over the		Sunset Prod. (S. R.)		
Reason Why, The	Pringle-Love	M-G-M			Great Divide	Special Cast	Astor Dist. (S. R.)		
Red Clay	William Desmond	Universal			Wives at Auction	Special Cast	Lee-Bradford (S. R.)	6600 feet	Jan. 9
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2	Wives of the Prophet	Special Cast	Universal		
Return of a Soldier	Special Cast	Metro-Goldwyn			Wives for Rent	Valli-O'Malley	Davis Dist. Div.		
Road That Led Home, The		Vitagraph			Wolf Hunters, The	Special Cast	Gotham (S. R.)		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)			Woman Who Did Not Care		Metro-Goldwyn		
Rotham of an Actress		Chadwick			Women and Wives		Fox		
Ropin' Venus, The	Josie Sedgwick	Universal			World of Promise, The		Metro-Goldwyn		
Rust	Special Cast	M-G-M			World's Illusion, The		Davis Dist. Div.		
Rustling for Cupid		Fox			Worst Man of the Troop	Wilson-Gerber	B. P. Schulberg (S. R.)		
Sailors' Wives		First National			Worst Woman, The	Special Cast	Tiffany (S. R.)	6500 feet	
Salvage		Truart (S. R.)	5800 feet		Wrong Coat, The		Warner Brothers		
Sandy		Fox			Yoke, The	Special Cast	M-G-M		
Savage, The	Ben Lyon	First National			You Too	Special Cast			
Scarlet Letter, The	Special Cast	M-G-M							
Scraps	Mary Pickford	United Artists							

Newspaper Opinions on New Pictures

"Mike" — Metro-Goldwyn-Mayer, Capitol, New York

Mirror: "Mike" is dedicated to those who enjoy a laugh. Neilan's latest is very entertaining. Miss O'Neil is petite, brunette, with a face that lends itself easily to comedy grimaces and pertness. One of the comedy highlights is a delightful drunk sequence with Charlie Murray and Ford Sterling howlingly funny. William Haines is a sympathetic hero, and the three youngsters—Frankie Darro, Junior Coughlan, and Muriel Frances Dana are cunning, and the remainder of the cast adequate."

Times: "Marshall Neilan who wrote and directed this conglomeration of humor and excitement inserts some good fun, and an exciting ending. Mr. Murray's expressions and gestures are bound to arouse laughter."

Telegraph: "Neilan's 'Mike' at the Capitol reveals many endearing touches. The picture provides simple plot, punctuated with comic characters and incidents—a joy to the eye. Neilan is in his happiest vein when he is directing children and animals."

World: "Saturday baths, a mail robbery, a runaway caboose, the capture of the robbers by an

aviation squad, the rescue of 'Mike' and the children by means of a steam shovel, and the family mourning over a goose thought to have been butchered for dinner are high spots in a film of more than average interest."

Journal: "Sally O'Neil, has a distinct screen personality, and the story gives her plenty of opportunity to romp about and display it."

"The Golden Strain" — Fox, Monroe, Chicago

Tribune: "Without a doubt 'The Golden Strain' will please the

average fan—the fellow who goes to a show to be entertained."

Herald-Examiner: "Rich in romance, in action, in color—and photographed superbly — 'The Golden Strain' is one of the best pictures the Monroe has unreel for months. Schertzing's direction and attention to detail are excellent and really all star cast takes equally good of its roles. Madge Bellamy is a beauty as the heroine; Kenneth Harlan stalwart; and Ann Pennington has a chance to show her dimpled knees."

Duplex Film Cement

HOLDS



and when the climax of the feature is reached—it won't be necessary to hold your breath and pray that your splice won't break.

for EVERY stock

No. 7 cements inflammable film to non-inflammable, or instantly patches either.

It works fast—dries immediately and the bottle may be used for weeks until all the cement is gone. It does NOT deteriorate with ordinary handling.

8 oz.
Bottle
\$1 Plus
Postage

**Yes No. 7
HOLDS!**

**USE
THIS
COUPON**

DUPLEX MOTION PICTURE INDUSTRIES, INC.
Long Island City, New York



1 oz.
Bottle
25¢

DUPLEX
Long Island City

DATE _____

*Here's a Quarter—
let's try it!*

Name _____

Address _____

City _____



Rothacker Aller Laboratories, Hollywood, Calif.

Louis B. Mayer presents
The John M. Stahl Production
"Memory Lane"—an original
Screen play by John M. Stahl
And Benjamin Glazer. Played
By Eleanor Boardman, Conrad
Nagel, William Haines, Eugenia
Ford, John Stepping, Florence
Midgely, Dale Fuller, Dot Farley,
Hedda Hopper and Billy Bennett.
Settings by Cedric Gibbons and
Arnold Gillespie. Photography by
Percy Hilburn. Assistant director,
Sidney Algier. Film edited by
Margaret Booth. A delicate
Example of John Stahl direction.
Produced by Louis B. Mayer.
A First National Picture.
Rothacker Prints and Service.



*Eleanor Boardman
and
Conrad Nagel
in
"Memory Lane"*

Rothacker
FILM MFG. CO. CHICAGO, U.S.A.
TRADE MARK REG.

**Look Better —
Wear Longer!**



Founded 1910
by
Watterson R. Rothacker

February 6, 1926

Motion Picture News

Read U. S. Patent Office



Watch
MIKE

set the
smile record
of film history!

**MARSHALL
NEILAN'S**
Big Comedy Hit
Sally O'Neil
Charles Murray
William Haines
Ford Sterling

Metro-Goldwyn-Mayer

Entered as second-class matter January 31, 1924, at the Post Office at Albany, New York,
under act of March 3, 1879.

Vol. XXXIII

No. 6

Published Weekly - \$2.00 a year

PRICE, 20 CENTS

Albany

Los Angeles

New York

Chicago

A WURLITZER Organ REG. U.S. PAT. OFF. for Every Purpose

The popularity of the Wurlitzer Organ is universal, and the artistic and tonal achievements have established an unapproachable reputation. Not only is the Wurlitzer Organ considered the leading instrument by the Motion Picture Industry but, the many recent installations in Theatres Churches Lodges, Auditoriums and private residences have been recognized as the most artistic and successful ever built.

Wurlitzer branches are located in thirty-three cities from coast to coast for the service of all Wurlitzer organ owners. Our staff of experts will extend any co-operation in solving your music problems, whether they relate to Organs or to Pianos and Musical Instruments.



The WURLITZER UNIT ORGAN

The RUDOLPH WURLITZER CO.

CINCINNATI NEW YORK CHICAGO SAN FRANCISCO DENVER LOS ANGELES
121 East 4th St. 120 W. 42nd St. 329 S. Wabash 250 Stockton St. 2106 Broadway 814 S. Broadway

And Forty Other Branches in Thirty-Three Cities

MADE TO BOX OFFICE MEASURE!

GIRLS -
100 pippins

APPEAL -
1000 Eye-power

GOWNS -
latest from Paris

THRILLS - *!!!!*

LAUGHS -
a riot!

Total —
*The Perfect
Box Office
Picture*

*A
Mop-up
at the
RIVOLI
New York
this week!*

*a
BIG
Paramount
Picture*

WITH
ESTHER RALSTON
FORD STERLING
LAWRENCE GRAY
"MISS AMERICA"
(*Jay Lanphier*)
AND
THE ATLANTIC CITY
BATHING BEAUTIES
A
FRANK TUTTLE
PRODUCTION
BY TOWNSEND MARTIN
SCENARIO BY
FREDERICK STOWERS

"THE AMERICAN VENUS"



Congratulations, Mr. Exhibitor!

You're wise—and you're a fast worker.

You know your public won't wait till next Fall for BIG pictures.

So you're booking BIG ones now—for immediate release, from January to June:

PARAMOUNT'S GREAT SPRING GROUP OF 30 SPECIALS

You're booking them faster than any line-up of pictures was ever booked before!

AND WITH WHAT AMAZING RESULTS ALREADY
AT THE BOX OFFICE!

"THE WANDERER" is cracking all records in Boston and other key points.

"THE GRAND DUCHESS AND THE WAITER" topped all previous highs at McVicker's, Chicago, with \$31,000 in a week.

"THE VANISHING AMERICAN," fresh from its \$2 showings, is going like a box office afire.





HAROLD LLOYD in "For Heaven's Sake" (his first Paramount release) is on the way.

"BEHIND THE FRONT" is the red hot tip of the hour for a comedy cleanup!

GLORIA SWANSON in "The Untamed Lady", **THOMAS MEIGHAN** in "The New Klondike", **POLA NEGRI** in "Because I Love You", **RAYMOND GRIFFITH** in "Fresh Paint"—super-star specials.

"DANCING MOTHERS", "THE BLIND GODDESS", "SEA HORSES", "THE SONG AND DANCE MAN", "THE RAIN MAKER"—sensational stories with casts studded with favorites.

BEBE DANIELS, **DOUGLAS MacLEAN**, **RICHARD DIX**, **W. C. FIELDS**—stars that draw and draw and *draw!*

That's the caliber of Paramount's 30—all coming on definite release dates between now and June.

Congratulations, Showmen!

You know the World's Greatest Picture Buy when you see it—and you're grabbing it quick!



Paramount Pictures

WHAT IS

(No. 471 Straight from the Shoulder
Talk by Carl Laemmle, President
Universal Pictures Corporation.)

WHAT IS AN EPIC?

I HAVE FORGOTTEN, IF I EVER KNEW. MY DICTIONARY is missing from its accustomed place. Maybe the advertising department is using it, digging up new words to describe "THE FLAMING FRONTIER."

EVERYBODY WHO HAS SEEN "THE FLAMING FRONTIER" says it is epic!

SO AGAIN, I ASK, WHAT IS AN EPIC?

WHEN I FIRST HEARD THE WORD EPIC USED IN connection with "THE FLAMING FRONTIER" I thought maybe it was something to eat because the sales staff said, "It's an epic. They'll eat it up."

THEN I IMAGINED IT MIGHT BE A Mallet OR Hammer of some sort, because the exploitation crowd said, "It'll knock 'em dead!"

IF A PICTURE WHICH SENDS WILD THRILLS OF EXcitement chasing up and down your spine is an epic, then "THE FLAMING FRONTIER" is an epic.

IF A PICTURE IN WHICH SEEMINGLY COUNTLESS hordes of soldiers and Indians stage a mad battle seen before your very eyes is an epic, "THE FLAMING FRONTIER" is an epic.

AN EPIC?

IF A PICTURE WHICH GIVES A TRUE REPRODUCTION of the vital things in American life in the early seventies is an epic, then "THE FLAMING FRONTIER" is an epic.

THIS PICTURE IS THE DADDY OF ALL BIG WESTERNS. With all due respect for big westerns of the past—including epics, whatever they are—here is THE GREATEST OF ALL THE GREAT!

IT'S BIGGER THAN WE DARED HOPE IT WOULD BE—and our hopes were big at that. It is going to be the talk of the world. It is going to give new significance to the slogan, "Universal has the pictures."

THAT SOUNDS LIKE A BIG ORDER TO FILL, BUT YOU can take my word for it that "THE FLAMING FRONTIER" will do all I have said, and more.

JUST WAIT TILL YOU SEE THE WILD RIDING! JUST wait till you see the stupendous scale on which this wonderful tale has been told. Just wait till you see one of the most amazing chapters of American history unfold before you on the screen. You're going to have something to yell about.

TREAT IT AS AN EPIC. GIVE IT EPIC ADVERTISING. *Epic it all over the place and make an epic profit.*

WHAT IS AN EPIC? DARNED IF I KNOW THE DICTIONARY definition, but in a short time you'll agree that the right definition of epic is "THE FLAMING FRONTIER."

Answer These

BRUSH aside the bunk—sweep away the tinsel dust of colored inserts—stuff your ears to the screech of noisy ballyhoo—dig down under the extravagant claims of producers—get down to earth and answer this question with one word:

WHO IS MAKING THE MONEY-GETTING PICTURES THIS YEAR!

Who made "THE PHANTOM OF THE OPERA"?

Who made "THE HUNCHBACK OF NOTRE DAME"?

Who made "THE FLAMING FRONTIER"?

Who made "THE MIDNIGHT SUN"?

Who made "HIS PEOPLE"?

Who made "THE COHENS AND KELLYS"?

Who made REGINALD DENNY'S "SKINNER'S
DRESS SUIT"?

Who made HOOT GIBSON'S "THE CALGARY
STAMPEDE"?

Who made REGINALD DENNY'S "ROLLING HOME"?

Who made "THE TEASER"?

Who made "WATCH YOUR WIFE"?

The answer to the above is the name of the p

27 Questions

Who made HOOT GIBSON'S "THE ARIZONA SWEEPSTAKES"?

Who made REGINALD DENNY'S "WHAT HAPPENED TO JONES"?

Who made HOOT GIBSON'S "LET 'ER BUCK"?

Who made REGINALD DENNY'S "WHERE WAS I"?

Who made "SPORTING LIFE"?

Who made "UNDER WESTERN SKIES"?

Who made "THE STILL ALARM"?

Who made HOOT GIBSON'S "TAMING THE WEST"?

Who made HOUSE PETERS' "COMBAT"?

Who made HOOT GIBSON'S "THE SADDLE HAWK"?

Who made REGINALD DENNY'S "CALIFORNIA STRAIGHT AHEAD"?

Who made HOOT GIBSON'S "THE HURRICANE KID"?

Who made REGINALD DENNY'S "I'LL SHOW YOU THE TOWN"?

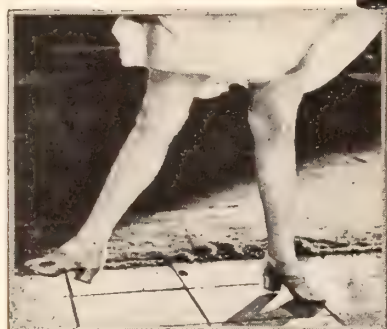
Who made "LORRAINE OF THE LIONS"?

Who made REGINALD DENNY'S "OH DOCTOR"

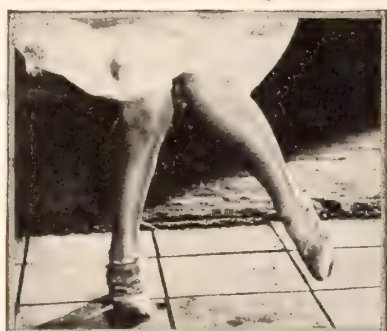
Who made HOOT GIBSON'S "CHI OF THE FLYING U"?

producer whose product you'll want next year!

Hey! Hey!



DANCING THE



INTO YOUR BOX



RELEASED BY PRODUCERS DISTRIBUTING

F. C. MUNROE, President RAYMOND PAWLEY, Vice-President and Treasurer JOHN C. FLINN, Vice-President and General Manager

heel and toe-watch 'em go!
they're million dollar
legs and they'll get
you the dough!



DOLLARS

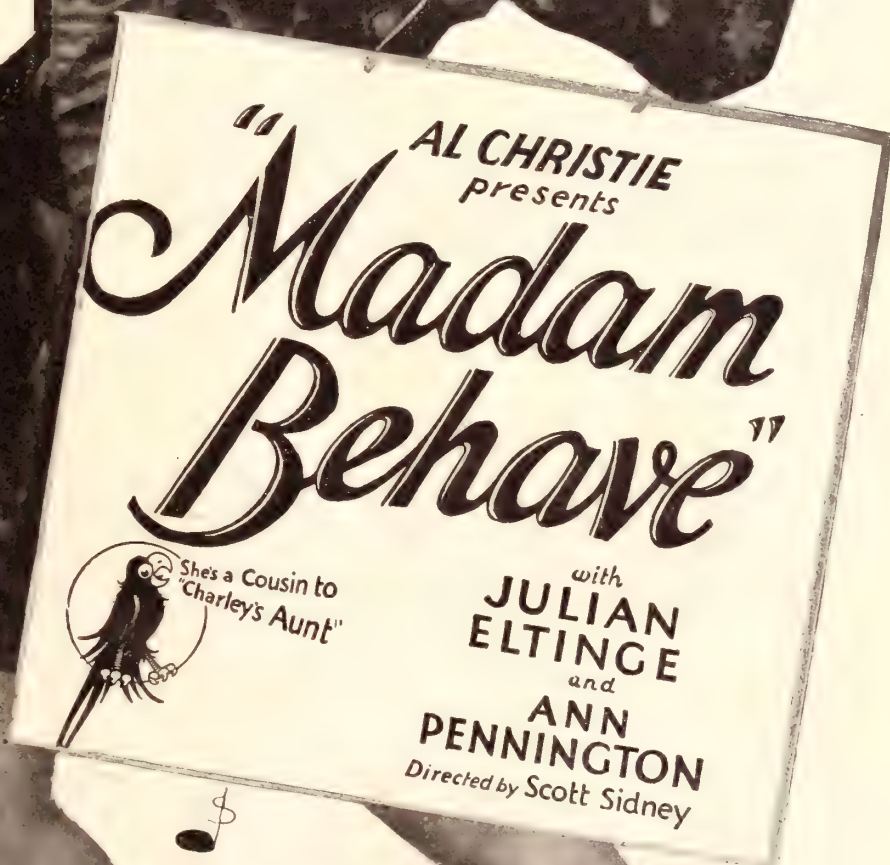


OFFICE



CORPORATION

Member of Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President



ANN PENNINGTON
Dancing the Charleston
in "Madam Behave"

Foreign Distributors
Producers International Corporation
130 West 46th Street
New York, N. Y.

HARD-

Quinn Martin Says:

PEGGY HOPKINS JOYCE

II

in

The SKYROCKET

A Marshall Neilan Production

*From the Cosmopolitan Magazine Story by Adela Rogers St. Johns
Produced by Celebrity Pictures Inc*

*Presented by Associated Exhibitors Inc.
Oscar A. Price, President*

BOILED

N.Y. World Jan 26th.

The New Films

AT THE COLONY PEGGY HOPKINS JOYCE IN "THE SKYROCKET"

Associated Exhibitors, Inc., present Miss Joyce in a film made from the Cosmopolitan serial by Adele Rogers St. Johns. Directed by Marshall Neilan

THE CAST

Sharon Kilm	Peggy Hopkins Joyce
Mickey Reid	Owen Moore
Luella Morgan	Gladys Hulette
Mudred Rideout	Paulette Duval
Ruby Wright	Ilvan Tashman
William Dvorak	Earle Williams
Sam Hertzfeld	Bernard Randall
Stanley Craig	Arnold Gregg
Pat Stanton	Henry Hall
Vladimir Strouga	Nick Dundan
Morris Phoenix	Sammy Cohen
Edna Comedian	Eddie Dillon
Comedy Director	Hank Mann
Comedy Producer	Joan Standine
Sharon's Secretary	Eugenie Besserer
Wardrobe Mistress	

The fragilely white and internationally provocative Miss Peggy Hopkins Joyce, one-time show girl and married so importantly and so often as to have engaged the envy of the whole world of femininity, is being seen (and by large and eager crowds) this week at the Colony in a motion picture called "The Skyrocket," which is a story about a motion picture extra girl in Hollywood.

more than a little enlightening, and generally sensible piece of Cinderella construction. It is better than dozens of films which have passed down the road this season. It is good enough to have held this reviewer through to the end without a struggle.

As for Miss Joyce (I forget for the moment what her real or entire name is) this young woman appears in the film a lovely person of extreme blonde coloring. I see no reason for denying the beauty which is so richly hers. In closeups she seems even more delightful to look upon, although one is willing to add that with the employment of the merciful diffusing disc now so much in favor with the ladies who would fudge a little, the effect of the Joyce facial perfection may very well have been enhanced. This, however, is a part of our art, and is by no means to be despised.

Miss Joyce is now, and the statement is made without fear of any contradiction whatsoever, as well equipped in screen acting as are four out of five of the old timers, and furthermore, she gives promise of a fine future. Especially, I thought, did she seem gifted with the ability to perform her serious scenes with effect. Of course she wore her suits and her dresses with great good grace. The girl is stylish beyond words.

QUINN MARTIN.



Comedy means a lot to your cash box

YOU don't need National Laugh
Month to make comedy pay. Any
month in the year is a good month to
play Glenn Hunter. Here you have him
with CONSTANCE BENNETT in an-
other of those "lovable boob" characters
—the story of the boy who tried to make
the college baseball team. He made it—
as bat carrier. But when the day of the
big game came—BOY, here's comedy-
drama with a real box-office kick. Play
this one—NOW!!!

Presented by
ASSOCIATED EXHIBITORS, INC.

From the story by C. Gardner Sullivan
Directed by Joseph Henabery

GLENN HUNTER

WITH

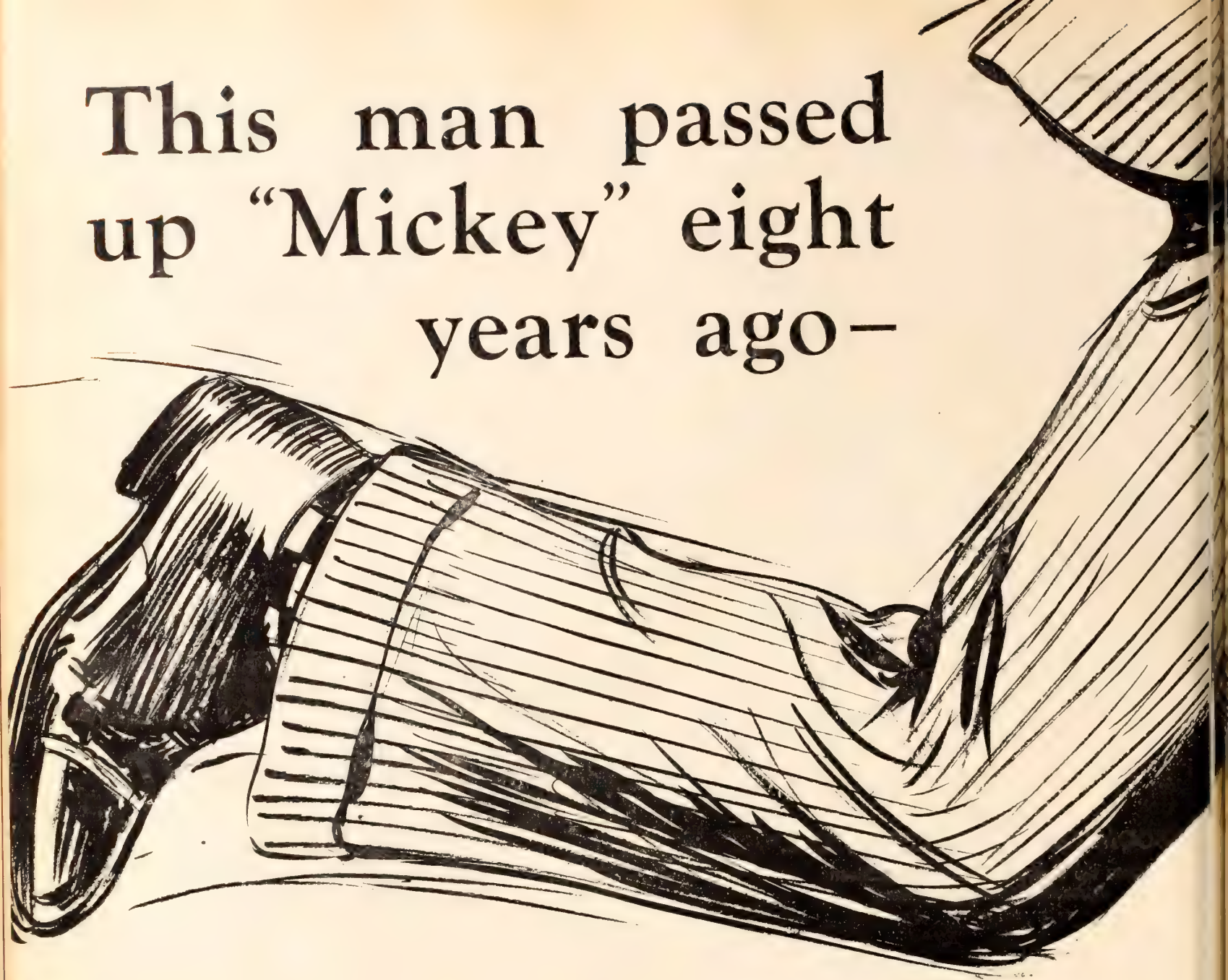
CONSTANCE BENNETT

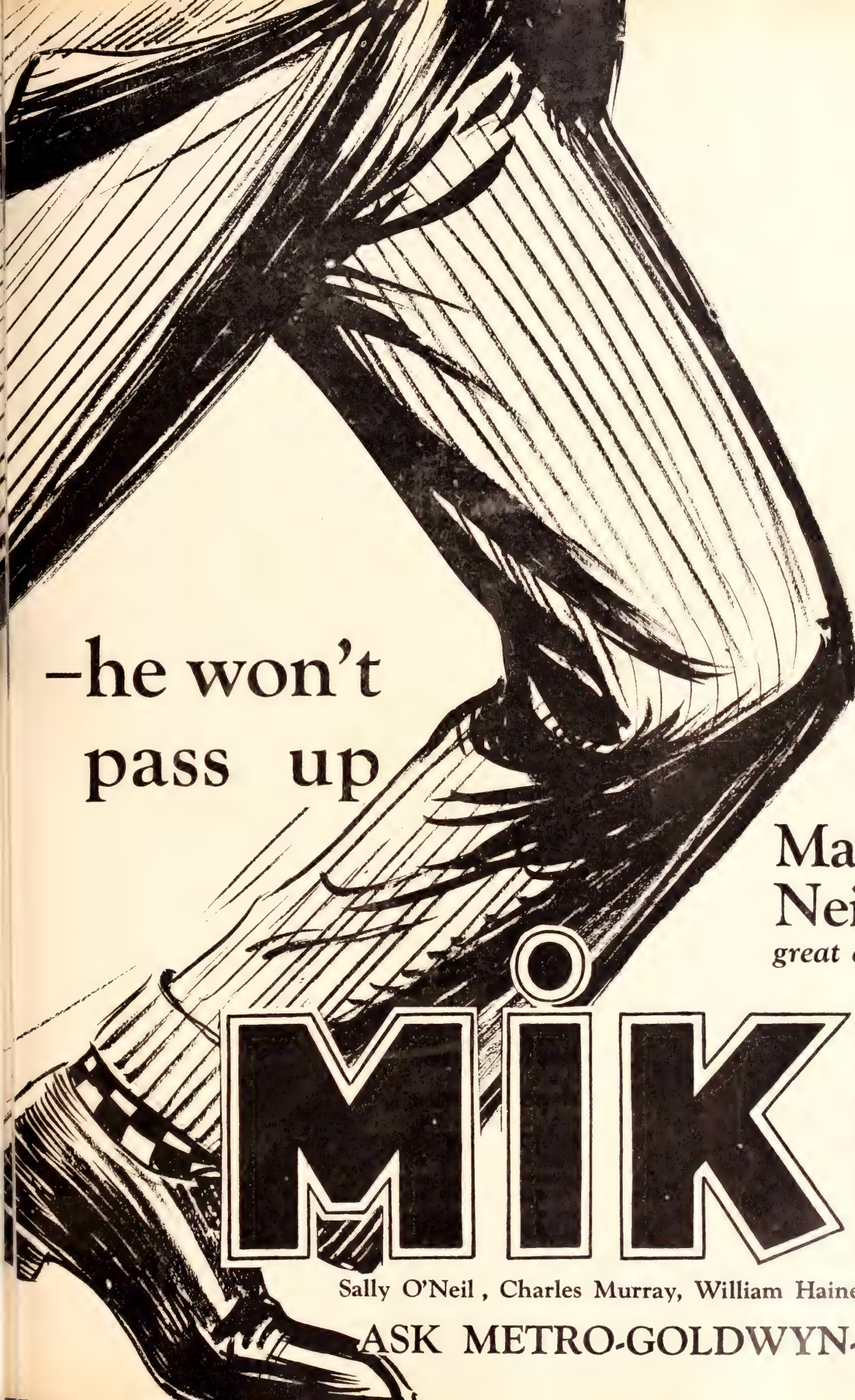
IN

"THE PINCH HITTER"



This man passed
up "Mickey" eight
years ago—





-he won't
pass up

Marshall
Neilan's
great comedy hit

MIKE

Sally O'Neil, Charles Murray, William Haines, Ford Sterling

ASK METRO-GOLDWYN-MAYER

Announcement
Extraordinary!!!
Texas Guinan

*New York's Greatest Favorite and
Broadway's Most Sparkling Personality
Will Be the Official*

GUEST CONDUCTOR OF WISE CRACKS
(AT THE)

sixth annual
A.M.P.A.
**Naked
Truth
Dinner**

That will set the record for all revels
in the history of the Motion Picture Industry

2 — MARVELOUS ORCHESTRAS — 2
100 STARS — 100 TABLES

*The Twelve
Movie Immortals*

ASTOR HOTEL
SAT. EVE., FEB. 6th

Tickets \$10 — Tables Seating Ten \$100

NAT ROTHSTEIN — Master of Ceremonies

Tickets from Charlie Einfeld, care of 1st National
383 Madison Ave., New York

Hello! Everybody!

**I'M IN THE
MOVIES NOW**

William
FOX presents

1/6



20,000,000

More than

with
Madge Bellamy

Leslie Fenton
Harrison Ford
David Torrence
Bardson Bard
Gloria Hope
Charles Farrel

HARRY BEAUMONT
production.

a new story by
ELENORE
author of *'Chickie'* **MEHERIN**

30

of all the people of
the United States are following

W.D.Y.

readers—More than 100 newspapers

Reveals, in this **full-o-pep** age, a drama of life itself.

The most remarkable story yet written on the present day girl.

More in public demand than any other newspaper serial story ever published.

There is the established, "**cash waiting in the hand,**" public appeal background of the FOX picturization of "**Sandy.**"

They are booking "**Sandy**" now — and booking it **fast** —

"**Sandy**" is the answer to a real showman's prayer — for a sure-fire box-office mop-up!

Fox Film Corporation.



"SANDY" is a story of America and its people

"Sandy", herself, is average and typical, just like millions of girls met everywhere.

She is a creature of our changing times; fair of face, ambitious, attracted by life and and pleasure, "temperamental" as thousands of young women are, and the enigma of her parents, who wish only well for her, but do not comprehend her at all.

So they marry her to a "suitable" husband whose money and secure position, as they see it, will "protect her" — and the inevitable happens in due course. She flings away the safeguards they have set up around her in their unwisdom and embarks on the perilous enterprise of "living her own life in her own way."

Book "Sandy" today—for big profits tomorrow!

FOX FILM CORPORATION

Exhibitor's Idea Exchange

According to
J. C. Carpenter

Manager of the Park theatre, Cobleskill, N. Y., he used with eminent success a "gold nugget" exploitation stunt for "The Gold Rush." The stunt which Mr. Carpenter reports has had at least one outstanding novel angle—that being the contest twist which offered prizes to the youngster who collected the greatest number of the heralds (an envelope containing a "nugget") and which were distributed from door to door. This repeat solicitation in which an article is carried into the home and later requested by another ambassador of "The Gold Rush" seems a valuable addition to a very old and very effective form of exploitation.

The "nuggets" which Carpenter distributed were bits of crushed stone, dipped in gilt and enclosed in a small envelope with billing for the picture and an added line requesting people to retain the nugget, in order to help some boy or girl win a prize. Another line used the teaser idea in announcing the contest, saying that the rules would be announced later.

"The envelopes" writes Mr. Carpenter "containing the nuggets I distributed to every house in the town two days before the opening date of 'The Gold Rush.' Then on the opening date I went to the schools and gave out the herald announcing that prizes of a two-weeks pass to the theatre would be awarded the boy or girl who brought to the theatre the greatest number of nuggets. The herald urged the youngsters to go from door to door and ask for the 'Gold Rush Nuggets.'

"The result was that every house had a visit from one or more children asking for Gold Rush Nuggets, you can readily see how direct this contest advertising was, as surely after anyone answers the doorbell several times and is asked each time for Gold Rush Nuggets they are going to know that the Gold Rush is playing in the town. The children here returned 640 nuggets out of a possible 800."

According to
Hugh Gardner

Manager of the Orpheum, Neosho, Mo., the theatre manager should "go it strong"

on pictures which in his judgment are outstanding examples of the type of attraction his patrons favor. As a specimen of Gardner's work along these lines, we have high regard for his handling of publicity on "Havoc," one of the recent productions which he singled out for special endorsement on his part.

On the editorial page of his monthly house organ—a very neatly printed folder, done on pink paper and listing the attractions for the coming month at the Orpheum—Hugh says, that "we get sold on certain pictures. Naturally we look forward to the showing of some of our attractions more than we do some of the others, it couldn't be otherwise it seems. One of these is the international stage success 'Havoc,'" and he goes on to describe the theme of that picture and point out its pictorial and dramatic superiority.

As a follow up to the advance notice given in this editorial comment, Gardner went in for "flash" newspaper advertising. He carried a full page spread in the Neosho Daily Democrat. Gardner's ad had singular force and vigor. He used three of the press book cuts—each of two-column size—in the layout, and featured quotations from newspaper reviews by New York newspaper critics, in a center panel set in between the two press book cuts at the bottom of the page.

According to
J. G. Caldwell

Manager of the Princess theatre, Aurora, Mo., exhibitors who have never tried

the amateur ad writing contest, would do well to consider this exploitation device, since in his experience it costs little and arouses lots of interest. Caldwell used the ad writing contest recently in connection with "That Royle Girl." He writes "The results were very good—causing quite a bit of talk—every one read the prize ads—some even calling the theatre to find out who was the winner." Prizes, consisting of passes to the show, were offered for the ads accepted for reproduction. The ads used carried at the top the name of the writer—another inducement to action on the part of the townspeople. It is a stunt which makes ready appeal to newspapers, for it is a promotional proposition for their business and hearty cooperation generally goes along with the stunt proposed by the theatre manager.

According to
M. Rosenthal

Manager, Majestic theatre, Bridgeport, Conn., in addition to obtaining immediate

box office results, the prestige and goodwill of the theatre was advanced greatly by the stunt which he used to exploit "Phantom of the Opera" and gain funds for the Christmas Basket Fund of the Bridgeport Star.

The stunt was used during Christmas week and was based on the printing of a special extra edition of the Star. The paper was sold on the streets by "Phantom Newsettes." It was called the "Star Santa Claus Extra" and the price of the paper was "what you will pay." A streamer head featured the line "Phantom Newsettes Sell Santa Claus Extras Bringing Happiness of Toys to the Poor Children of Bridgeport." Proceeds from the sale, which netted a handsome sum, were turned over to the Star's Basket Fund. The expense of the extra edition, printed on pink paper, was borne by the newspaper.

"This item," writes Rosenthal, "was only one of many used in the campaign, including the touring of the city of the Phantom Girls, the use of all restaurant menus with our ad and a terrific advance billboard and newspaper campaign, sniping every available inch of open space."

According to
Charles Lee Hyde

Manager of the Grand theatre, Pierre, South Dakota, the claim that

the small town exhibitor is satisfied to stick out a one sheet and expects the town to come to his show because of it, was never less justified than at present. And as proof conclusive, Hyde sends us a photo showing some 24-sheeting he does for his shows and which would make a big town palace envious.

The stand which he uses to bill his week's program is of the so-called de luxe type. There is a twenty-four on every picture he has booked for the week. These appear in a row, reading from left to right in the order of play dates, and follow a three which announces "Grand Theatre. This Week." Pierre is a town of 3,200 and, adds Hyde "They all can see this and they come to the theatre too"—a convincing statement on the testimony of the photo showing the live-wire billing which this enterprising showman uses for his attractions.

According to
Gus Metzger

Of the Rivoli theatre, Portland, Ore., the Charleston dance contest offers ex-

hibitors an excellent drawing card and the means of innumerable tie ups which pave the way for future cooperative stunts that will prove advantageous. Metzger negotiated a Charleston contest recently and on the box office receipts stands by the stunt as a very profitable one. His exploitation was in a hook up with the Portland News, which sponsored the affair and gave it the widest publicity. The prize was a loving cup and cash awards amounting to a total of \$35 for the runners-up in the competition. As the feature picture used with the contest, "The King on Main Street" has a stirring Charleston scene performed by Bessie Love, the paper announced that the cup was presented by Miss Love, a publicity feature which gave added zest to the publicity notices.

SHARE YOUR THOUGHTS

WHEN you think of some stunt in showmanship which made money for you—Share Your Thoughts with your fellow exhibitors by thinking aloud through the medium of the Idea Exchange! Let this page serve as the direct contact between your mind and that of the other exhibitors—by writing in to this department your experiences with a stunt or an idea which you know can be turned to good account elsewhere.

Here you will find the views of other exhibitors—their thoughts and ideas. Make good use of the opportunity to listen-in on the experiences and opinions of others who are working toward the same goal at which you are shooting! The cards are all on the table. Look them over to see what you can see and learn what you can learn!

Exhibitors Service Bureau



Action and color marked the lobby attractor used to herald the showing of Universal's "The Calgary Stampede" at the Galax Theatre, Birmingham, Ala., as shown in the photo above.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Irish Luck	—	2	8	—	64	7,008 ft.
FILM BOOKING OFFICES.						
Last Edition, The.....	—	2	7	1	67	6,400 ft.
FOX.						
Fool, The.....	—	1	8	1	70	9,488 ft.
METRO-GOLDWYN.						
Old Clothes	—	2	7	1	67	5,915 ft.
Only Thing, The	—	3	7	—	61	5,824 ft.
PROD. DIST. CORP.						
Road to Yesterday, The.....	—	5	5	—	55	9,980 ft.
UNIVERSAL.						
Calgary Stampede, The.....	—	—	8	3	78	5,924 ft.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Eddie Zorn, Managing Director, Boardway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

H. A. Albright, Manager, T. D. & L. theatre, Glendale, Calif.

Chaire Meachine, Grand theatre, Westfield, N. Y.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

Dearth's Seattle Campaign for "Best Bad Man"

J. Lloyd Dearth, formerly of Memphis, Tenn., and now manager of the Pantages theatre in Seattle, has been celebrating his entry to the latter city with many exceptional exploitation stunts. Among the outstanding campaigns he has put on is the drive he used for Tom Mix in "The Best Bad Man."

Dearth increased his newspaper space and made an extraordinary poster flash with the use of fifty-five 24-sheets—a more extensive outdoor display than has been made hitherto in Seattle by a picture theatre. As a lobby display he obtained a saddle and a Tom Mix sombrero, through the courtesy of local dealers, and as well installed a Postal Telegraph messenger and telegraph instrument in the lobby. The latter stunt was used as an advance announcer of "The Best Bad Man." The messenger delivered messages from Tom Mix to patrons, inviting them to attend "The Best Bad Man" when it played the following week at the Pantages.



Big cutout and big letters get big attraction value for the display, shown above, for the presentation of "Below the Line" (Warner Bros.) at the Strand, Knoxville, Tenn. W. F. Brock, manager of the house, designed the display.

Testimonial Ads Sell "A Kiss From Cinderella"

The list of testimonial ads on "A Kiss for Cinderella," printed in both of Spartanburg's daily papers, was the result of a special morning showing Manager J. H. Stelling held at the Rex theatre for the ministers, school teachers, representatives of women's clubs, and prominent citizens of the town. These personal endorsements of well-known men and women proved extremely valuable from a publicity standpoint.

To interest the collegiate element of Spartanburg, arrangements were made with the Dean of Converse College, whereby an announcement of the picture was made in the dining room of the college, the night before showing.

Unsolicited publicity was given the picture three days prior to opening by a well-known Presbyterian minister, who used the thermometer scene in the photoplay to illustrate his sermon, which ended with praiseworthy comments on the picture at the Rex.

Wanamaker's 'Sea Beast' Show

Whaling Relics, Sea Chanteys and Lecture in Auditorium Tie Up With Warner Feature

ONE of the most striking and dignified exploitation stunts staged in conjunction with a motion picture is on view this week in the auditorium of Wanamaker's where a "Moby Dick Week" is being celebrated in connection with the run in the Warner Theatre of "The Sea Beast."

The picture, based upon Herman Melville's whaling story, lends itself admirably to an exhibit of relics which bring back all the romance and glamor of a great American industry now living only in tradition.

The stunt was the result of conferences between Wanamaker advertising officials and members of the Exploitation Department of Warner Bros. And the whole cost

to Warner's was the loan of some shots from the picture. In short, Wanamaker's agreed to play the part of an exhibition pot for a glorified trailer of "The Sea Beast," and proof of the effectiveness of this trailer is had in the announced intention of hundreds of persons to see the feature after they had seen these few selected scenes.

Advertisements announcing the exhibit and its surrounding features are appearing in all the metropolitan dailies—in some instances they are as large as 100 lines over two columns—and throw-aways are being sent to their mailing lists.

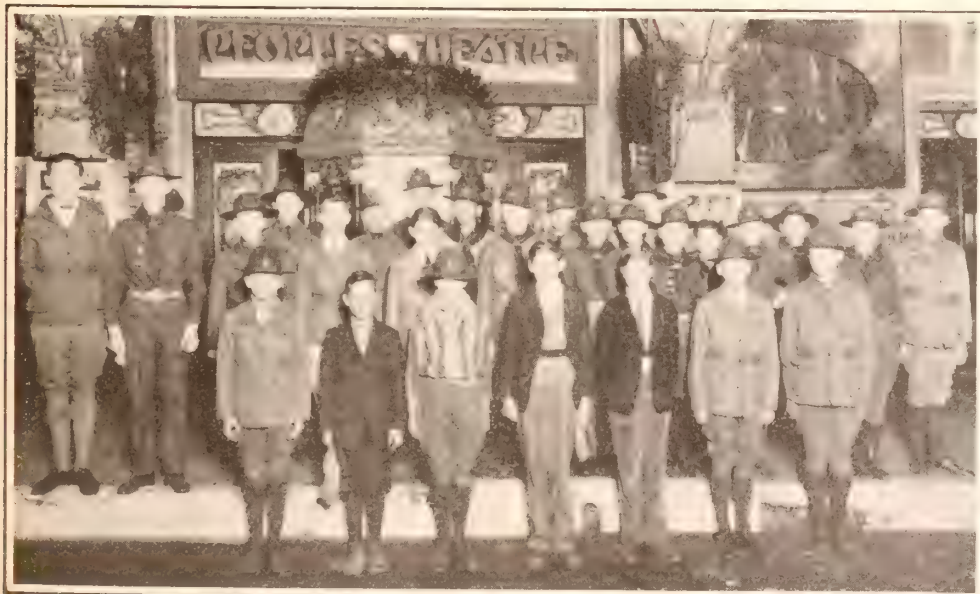
Representatives of the store were sent to New Bedford, New London and Washington, D. C., to gather whaling relics, and the Ritz Quartette, which recently won the Wanamaker Close Harmony Contest, is rendering a repertory of Sea Chanteys. These are being broadcast.

In addition to this, A. K. Dawson delivers a lecture daily on "Moby Dick Adventure Land," in which he tells of old whaling days.

Theatre 'Broadcasts' Game in "The Freshman"

As a theatre ballyhoo for "The Freshman" the Robbins' Avon theatre, Utica, N. Y., installed a broadcasting unit through which the exciting moments of the "game" were put on the air. A loud speaker and a sign announcing the stunt was placed on a busy corner of the city and crowds collected to tune in on the progress of the game and the laughs and cheers of the audience.

The play by play football action kept the crowds outside the theatre laughing and a cheer went up from the street when Harold broke through for the long run that brought fame for himself and Tate College.



Troop of Boy Scouts attending in a body a performance of "As No Man Has Loved" (Fox) at the Peoples theatre, Portland, Ore., where there was a big response to the latter recommending the picture to Scout Masters sent out by Chief Scout Executive James E. West.

Invites Cops to Solve Plot of "The Green Archer"

Manager Sidney Larsehan of the Meserole theatre, Greenpoint, L. I., is conducting a lively campaign to exploit his presentations of episodes in "The Green Archer," the Pathe serial. In addition to a strong billing campaign, which includes 1-sheets used as snipes, Larsehan has invited the police and the patrons of the theatre to take a hand in solving the mystery of who the Green Archer is.

In two-column space in the Greenpoint Weekly Star, Mr. Larsehan has addressed an open letter to Police Captain Charles E. Lee, which reads:

"The mysterious Green Archer appears at the Meserole theatre every Saturday afternoon. Who is the Green Archer? A deep mystery requiring the service of the entire force under your command. You are invited to dispatch the most competent detectives on your staff to the Meserole theatre every Saturday afternoon to help solve the greatest mystery of modern times."

On the opening day of the Pathe serial, Mr. Larsehan gave to each of 500 children a "Green Archer" novelty.

Individual Service by Mail Offered by Fox Staff

Individual exploitation service is a new feature installed by the Fox exploitation staff. Exploiters at the exchanges, in between times when they are personally executing campaigns for theatres, now send out to exhibitors a service by mail well in advance of play date.

A press book is sent to the exhibitor together with a letter outlining a complete campaign designed for the individual uses of the theatre addressed. The letter stresses the strong points and selling angles of the picture and calls particular attention to those features of the press book that will best aid in executing a successful campaign.

Next follows a complete set of newspaper display advertising laid out to suit the individual requirements of the theatre, and which shows how best to use the cuts furnished by the exchange. Then, depending of course upon the picture and the opportunities offered, follows a description of several ballyhoos, merchants' cooperation and store window tie-ups, contests of various kinds, special matinees, practical suggestions for lobby display, and atmospheric prologues.



The "Radiobile"—a new type of ballyhoo introduced in New York by F. B. O. to broadcast entertainment picked up by F. B. O. feature productions, "The Keeper of the Bees," "Flaming Waters," "Heads Up," "The Midnight Flyer" and "The Last Edition."

F.B.O. Invents the 'Radiobile'

New Form of Ballyhoo Wagon Tours Streets of New York—Barker Speaks into Microphone

THE microphone has been added to the "barker's" equipment and the attractions of radio combined with the flamboyant colors of the circus wagon to promote the interest of the motion picture ballyhoo wagon. An innovation employing these elements of showmanship recently made its appearance on the streets of New York as an exploitation device for the F.B.O. Gold Bond productions.

This vehicle carries twelve one sheets covering the twelve F.B.O. Gold Bond productions. Above these sheets in bright red letters on a background of gold are the words: "Broadcasting to the World News of F.B.O. Pictures." A radio has been installed in the inside of the wagon and the horns, wires, and other radio apparatus are visible above the top of the vehicle. An announcer in a booth alongside the driver's seat speaks into a microphone, and the news concerning F.B.O. stars and productions is broadcast.

News items about "Drusilla With a Million," "If Marriage Fails?" "Parisian Nights," "The Keeper of the Bees," "The Last Edition," "The Midnight Flyer,"

"Flaming Waters," "When Love Grows Cold," "A Poor Girl's Romance," "The Non-Stop Flight," "The Isle of Retribution" and "The King of the Turf" are wafted on the cold January breezes. A fifteen minute talk is given every half hour, and news of F.B.O. stars is interspersed with news of productions.

This new form of exploitation which was invented and executed by the advertising department of F.B.O. will, in all probability, be utilized in other cities. As soon as the radiobile has covered New York City it will be sent to Pennsylvania, New Jersey and the New England States.

Stunts Feature Atlanta Campaign for "Phantom"

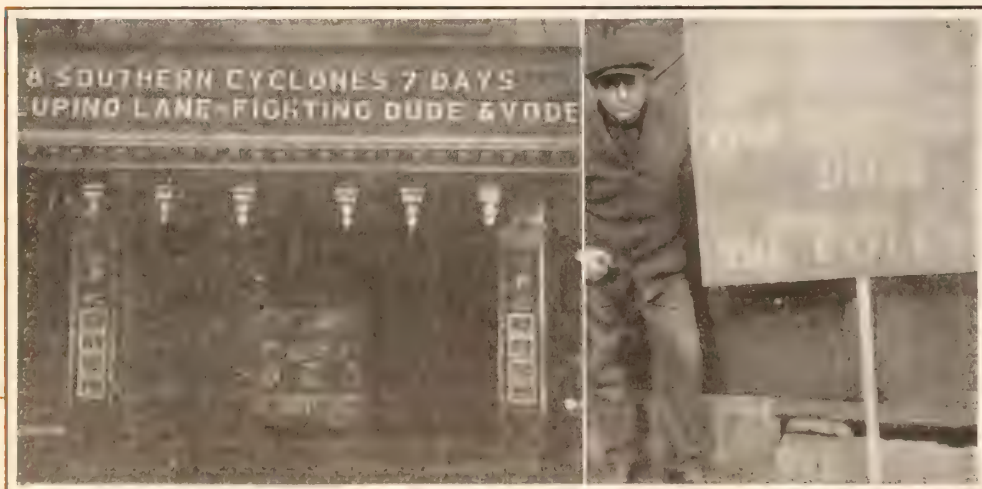
A series of publicity stunts, among which was a tie up with the police department which allowed the theatre four men, dressed in red costumes to direct sidewalk traffic, featured the "Phantom of the Opera" campaign executed by the Howard Theatre in Atlanta.

The campaign opened with a pre-view for 200 men and women prominent in film circles.

A ballyhoo which attracted attention was an old carriage drawn by two white Arabian horses. This equipage was driven by a masked man in a red robe and carried on the back seat a young girl dressed as Mary Philbin's Christine in "The Phantom." "Christine" was bound with heavy cord.

The Atlanta Constitution tied up with the picture on a "Phantom Voice" which called several hundred homes on New Year's Eve, saying: "Happy New Year. This is 'The Phantom of the Opera'."

The Howard's lobby was dressed with oils two weeks in advance of the showing and a 6-sheet cut-out was stationed on the lobby stairway. Fifteen thousand heralds were distributed from house to house. One department store conducted a sale of "Phantom Red" hats and another with a sale of dresses.



Roy Tillson's frontal display and ballyhoo for "The Fighting Dude," Educational comedy starring Lupino Lane, for its showing at the Fuller Theatre, Kalamazoo, Mich., which he manages.

Exploitation For Short Features



Showing the mysterious Green Archer who exploited the Pathe Serial "The Green Archer" for the Family Theatre, Philadelphia, Pa. The girl rode about the city and launched feather-weight arrows bearing handbills for the theatre.



How the Newman Theatre, Kansas City, featured an "Our Gang" comedy (Pathe) in marquee lights is shown in the photo above.



A scene outside the Strand Theatre, Emporia, Kans., previous to the special matinee at which Manager Harry McClure launched his "Buster Brown" Club to exploit the comedies of that title offered by Universal. Seven hundred kiddies signed membership cards in the organization.



Reginald Ford, who is flashing a superior brand of American showmanship at the Canteo Theatre, Paris, France, places due emphasis on the "Felix" cartoon reels released by Educational, in his lobby display—illustrated above—and sets an example which may be profitably emulated "over here."



Lupino Lane's Educational comedy "Maid In Morocco" was featured in the electrical frontal display at Shear's Hippodrome, Buffalo, N. Y., as the above photo indicates.



Liberal marquee space was accorded Educational's novelty reel "Marionettes" at the Newman Theatre, Kansas City. The photo shows that the short features can be played up as an important program attraction without detracting from the feature offering.

FAMOUS MELODY SERIES

featuring

PEGGY SHAW

Produced by
James A. Fitzpatrick

with
Special Musical Score
Prepared by
Dr. Hugo Riesenfeld



See the fascinating story of the world's famous songs on the screen—

Hear the thrilling, romantic music in the fine special musical score which is loaned to you, without charge, with the film.

A novelty that in interest and presentation rivals your big feature. Pictures made for the music in the actual places mentioned in the songs.

A series of one reel pictures, each of which reaches the heart, appeals to the eye and charms the ear.

NOW READY; "Songs of Ireland," "Songs of Scotland" and "Songs of England."

Pathépicture

TRADE



MARK

**For the First
Time in History
a Judge Plans
and Renders a
Decision Based
on what a News
Reel Shows**

Of course it was the

Pathé News

Judge Vincent M. Brennan is a true modern Solomon.

He not only showed wisdom in planning the means by which he could render a just decision, BUT

He selected the most famous motion picture in the world, the one in which the public reposes its affection and confidence, to carry out his idea.

**Pathé News Was First.
There Was No Second!
Today!**

Movie in Court is Test Of Mother Love For Baby

KING SOLOMON'S method of deciding which of two mothers was most devoted to a child they both claimed was adopted in modern form by Judge Vincent M. Brennan in the Circuit Court Saturday at the hearing of a writ of habeas corpus obtained by Mr. Julia Przybyla, 11570 Waltham avenue, natural mother of a three-year-old daughter Irene, in her fight to wrest the child from Mrs. Irene Goosen, 12599 Flanders avenue, foster-

mother of Irene and formerly Mrs. Przybyla's sister-in-law.

Instead of threatening to dismember the child with a sword, as did King Solomon to study the emotions of the two mothers, Judge Brennan announced that he would award the child to neither Mrs. Przybyla nor Mrs. Goosen, but would commit her to an institution. At the very instant the announcement was made a movie man under Judge Brennan's direction trained his camera on the two women to record their emotional reactions on a film.

Judge Brennan said he would employ the aid of psychologists in studying the film and award the child to the claimant whose features show the greatest expression of grief. His decision will be announced Wednesday, he said.

After the hearing of testimony, which consumed the afternoon, Judge Brennan ordered the two women before him and directed court attaches to place the child, who is now living with Mrs. Goosen, between them on a chair. Behind the judge stood the motion picture operator with a camera and his lights.

"In view of the fact that the Court has heard much testimony against both parties in this action, I have decided to commit the child to an institution," announced the Judge.

As the "movie" lights were flashed on the women and the operator started grinding on his camera, Mrs. Goosen burst into tears and, bending over, clasped the child to her arms, while her 13-year-old son, Edward, who sat in the front row of spectators, also began crying. Mrs. Przybyla made no demonstration.

Asked if they had any statement to make to the court, Mrs. Przybyla said he was married and had a home, and wished the child for her own—so Irene could benefit by these advantages. Mrs. Goosen was so overcome she could make no statement.

A large crowd witnessed the experiment in the courtroom.

Irene, who was born out of wedlock to Mrs. Przybyla Feb. 10, 1922, was placed in the care of Mrs. Goosen at the age of six weeks. On Feb. 10, 1925 Mrs. Przybyla was married to her present husband.

Dec. 24 Mrs. Goosen obtained a decree of divorce from her husband, William Goosen, who is Mrs. Przybyla's brother, but retained possession of Irene. March 20, 1925, Mrs. Przybyla obtained a writ of habeas corpus but it could not be served on Mrs. Goosen.

A previous writ has been refused Oct. 24, 1924. The present action was commenced last week.

**Detroit News
Jan. 18**



Exhibitors Box-Office Reports



Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
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ASSOCIATED EXHIBITORS

Barriers Burned Away.....	456	Wyo.	Rural	Snow	Poor
Camille of the Barbary Coast	772897	Mo.	1st run	Rainy	Fair
Fifty-Fifty.....	450000	Mo.	Transit	Stormy	Good
Manhattan Madness.....	506676	Cal.	1st run	Cold	Good
Never Say Die.....	456	Wyo.	Rural	Cold	Fair

FAMOUS PLAYERS

American Venus, The.....	506676	Cal.	1st run	Clear	Good
.....	401158	Ohio	First Run	Clear	Fair
Ancient Highway, The.....	450000	Mo.	Transit	Stm'y	Fair
.....	2500	Texas	Small town	Stm'y	Good
Are Parents People?.....	1500	Mich.	Small town	Clear	Poor
Argentine Love.....	3000	Ky.	Small town	Clear	Fair
.....	3410	Tenn.	Small town	Clear	Fair
Best People, The.....	12500	Ohio	General	Cold	Fair
.....	3410	Tenn.	Small town	Rainy	Fair
Cobra.....	12500	Ohio	General	Clear	Fair
.....	3410	Tenn.	Small town	Clear	Good
Dressmaker from Paris, The	1131	Nebr.	Small town	Clear	Fair
Enchanted Hill, The.....	796836	Ohio	1st run	Clear	Good
.....	156976	Texas	1st run	Cold	Good
Female, The.....	3410	Tenn.	Small town	Clear	Good
Garden of Weeds, The.....	3000	Ky.	Small town	Clear	Fair
Golden Bed, The.....	3000	Ky.	Small town	Stm'y	Fair
Golden Princess, The.....	3410	Tenn.	Small town	Clear	Good
Goose Hangs High, The.....	1500	Mich.	Small town	Clear	Good
Her Love Story.....	3410	Tenn.	Small town	Cold	Good
Irish Luck.....	12500	Ohio	General	Clear	Good
.....	796296	Md.	1st run	Rainy	Good
King on Main Street, The..	3410	Tenn.	Small town	Cold	Good
.....	2500	Texas	Small town	Clear	Good
Kiss in the Dark, A.....	456	Wyo.	Rural	Cold	Fair
Little French Girl, The.....	3410	Tenn.	Small town	Clear	Good
Lord Jim.....	796296	Md.	1st run	Cold	Good
.....	25000	Mass.	Mixed	Clear	Fair
Lovers in Quarantine.....	12500	Ohio	General	Clear	Fair
Manicure Girl, The.....	3410	Tenn.	Small town	Clear	Good
Mannequin, The.....	796296	Md.	1st run	Cold	Good
.....	12500	Ohio	General	Cold	Good
.....	401158	Ohio	1st run	Stm'y	Good
A Man Must Live.....	3410	Tenn.	Small town	Cold	Good
Moana.....	506676	Cal.	1st run	Clear	Good
New Brooms.....	796296	Md.	1st run	Cold	Fair
.....	3410	Tenn.	Small town	Clear	Poor
.....	2500	Texas	Small town	Stm'y	Fair
Peter Pan.....	3410	Tenn.	Small town	Cold	Good
Pony Express, The.....	3410	Tenn.	Small town	Stm'y	Good
Regular Fellow, A.....	45000	Iowa	General	Snow	Fair
.....	12500	Ohio	General	Clear	Good
.....	3410	Tenn.	Small town	Clear	Good
Sack Cloth and Scarlet.....	2500	Texas	Small town	Clear	Good
Secret of the Night.....	629	Kans.	Rural	Clear	Good
Seven Keys to Baldpate...	3410	Tenn.	Small town	Cold	Fair
Shock Punch, The.....	1500	Mich.	Small town	Cold	Fair
Son of His Father, The.....	45000	Iowa	General	Snow	Fair
Splendid Crime, The.....	796296	Md.	1st run	Clear	Fair
Stage Struck.....	12500	Ohio	General	Clear	Fair
.....	75917	Pa.	General	Snow	Big
.....	3410	Tenn.	Small town	Stm'y	Poor
.....	2500	Texas	Small town	Stm'y	Fair
Ten Commandments, The..	3000	Ky.	Small town	Clear	Good
That Royle Girl.....	315652	Wash.	1st run	Cold	Good
.....	12500	Ohio	General	Clear	Good
Thundering Herd, The....	1131	Nebr.	Small town	Rainy	Good
Vanishing American, The..	45000	Iowa	General	Snow	Good
Womanhandled.....	3410	Tenn.	Small town	Cold	Fair
.....	158976	Texas	1st run	Clear	Big
.....	315652	Wash.	1st run	Clear	Good
Worldly Goods.....	3000	Ky.	Small town	Clear	Fair

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
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F. B. O.

All Around the Frying Pan.	3410	Tenn.	Small town	Cold	Good
Bandit's Baby, The.....	629	Kans.	Rural	Stm'y	Fair
Bloodhound, The.....	3410	Tenn.	Small town	Clear	Fair
Cloud Rider, The.....	456	Wyo.	Rural	Cold	Good
Human Tornado, The.....	456	Wyo.	Rural	Clear	Good
Keeper of the Bees, The...	3410	Tenn.	Small town	Clear	Good
Lets Go Gallagher.....	3410	Tenn.	Small town	Stm'y	Fair
Midnight Flyer, The.....	796296	Md.	1st run	Cold	Good
Ridin' the Wind.....	25000	Mass.	Mixed	Clear	Good
.....	3410	Tenn.	Small town	Clear	Good
Scar Hanon.....	629	Kans.	Rural	Clear	Good
Stepping Lively.....	3410	Tenn.	Small town	Snow	Fair
Tearin' Thru.....	629	Kans.	Rural	Clear	Poor
That Devil Quemado.....	456	Wyo.	Rural	Clear	Good
Three Wise Crooks.....	25000	Mass.	Mixed	Cold	Good

FIRST NATIONAL

Blue Beard's Seven Wives.	506676	Cal.	1st run	Clear	Good
Chickie.....	1500	Mich.	Small town	Clear	Big
Clothes Make the Pirate..	796296	Md.	1st run	Cold	Good
Fine Clothes.....	1500	Mich.	Small town	Cold	Fair
Heart of a Siren, The.....	1500	Mich.	Small town	Clear	Poor
Infatuation.....	401158	Ohio	1st run	Clear	Fair
.....	796836	Ohio	1st run	Cold	Fair
Inez from Hollywood.....	456	Wyo.	Rural	Clear	Fair
.....	456	Wyo.	Rural	Cold	Poor
Knockout, The.....	506676	Cal.	1st run	Cold	Fair
Learning to Love.....	1500	Mich.	Small town	Clear	Fair
Lillies of the Field.....	456	Wyo.	Rural	Cold	Poor
Making Of O'Malley, The..	75917	Pa.	General	Clear	Fair
My Son.....	1500	Mich.	Small town	Clear	Good
New Commandment, The..	796296	Md.	1st run	Clear	Big
Perfect Flapper, The.....	456	Wyo.	Rural	Snow	Fair
Sally.....	1500	Mich.	Small town	Clear	Big
Scarlet Saint, The.....	506676	Cal.	1st run	Clear	Fair
Too Much Money.....	401158	Ohio	1st run	Stm'y	Fair
Unguarded Hour, The.....	156976	Texas	1st run	Clear	Good
We Moderns.....	450000	Mo.	Transit	Stm'y	Fair
.....	315652	Wash.	1st run	Clear	Good
White Monkey, The.....	3000	Ky.	Small town	Clear	Fair
Winds of Chance.....	315652	Wash.	1st run	Clear	Good

FOX

Ancient Mariner, The....	796296	Md.	1st run	Cold	Fair
.....	25000	Mass.	Mixed	Clear	Fair
Deadwood Coach, The....	3410	Tenn.	Small town	Cold	Good
Dick Turpin.....	2500	Texas	Small town	Clear	Good
Durand of the Bad Lands..	796296	Md.	1st run	Clear	Good
Golden Strain, The.....	401158	Ohio	1st run	Cold	Fair
Havoc.....	506676	Cal.	1st run	Clear	Fair
Iron Horse, The.....	2500	Texas	Small town	Clear	Big
Kentucky Pride.....	3410	Tenn.	Small town	Clear	Good
Lucky Horseshoe, The....	3410	Tenn.	Small town	Cold	Good
Man Who Played Square,					
The.....	3410	Tenn.	Small town	Clear	Good
Oh You Tony.....	3000	Ky.	Small town	Clear	Good
Painted Lady, The.....	3000	Ky.	Small town	Rainy	Fair
Roughneck, The.....	3410	Tenn.	Small town	Clear	Good
Teeth.....	3000	Ky.	Small town	Clear	Good
Thank You.....	315652	Wash.	1st run	Cold	Good
Thunder Mountain.....	3410	Tenn.	Small town	Clear	Good
Western Luck.....	3410	Tenn.	Small town	Cold	Good
Wheel, The.....	3410	Tenn.	Small town	Rainy	Fair
When the Door Opened...	156976	Texas	1st run	Cold	Poor
Winding Stairs, The.....	25000	Mass.	Mixed	Cold	Good

METRO-GOLDWYN-MAYER

Bright Lights.....	150000	Iowa	Neighb'd	Stm'y	Fair
.....	401158	Ohio	1st run	Stm'y	Fair
Circle, The.....	315652	Wash.	1st run	Clear	Fair
Dixie Handicap, The.....	3000	Ky.	Small town	Rainy	Fair

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Receipts.
Exchange of Wives, An....	450000	Mo.	Transit	Stm'y	Good
Great Divide, The.....	2717	Okla.	Small town	Clear	Fair
He Who Gets Slapped....	3000	Ky.	Small town	Clear	Good
Lights of Old Broadway....	75917	Pa.	General	Clear	Good
Merry Widow, The (3d wk.)	401158	Ohio	1st run	Stm'y	Good
(2d wk.).....	315652	Wash.	1st run	Clear	Good
	12500	Ohio	General	Clear	Big
	401158	Ohio	1st run	Clear	Big
Old Clothes.....	12500	Ohio	General	Cold	Good
	401158	Ohio	1st run	Clear	Good
	75917	Pa.	General	Clear	Good
Only Thing, The.....	315652	Wash.	1st run	Clear	Good
Pretty Ladies.....	12500	Ohio	General	Clear	Good
Rag Man, The.....	3000	Ky.	Small town	Clear	Fair
Romola.....	12500	Ohio	General	Clear	Fair
	2717	Okla.	Small town	Cold	Poor
Sally, Irene and Mary....	796830	Ohio	1st run	Cold	Big
Silent Accuser, The.....	3000	Ky.	Small town	Stm'y	Fair
	456	Wyo.	Rural	Rainy	Good
Sinners in Silk.....	3410	Tenn.	Small town	Clear	Good
Sun Up.....	12500	Ohio	General	Clear	Poor
Time the Comedian.....	796836	Ohio	1st run	Cold	Good
PRODUCERS DIST. CORP.					
Awful Truth, The.....	456	Wyo.	Rural	Clear	Fair
House of Youth, The.....	456	Wyo.	Rural	Snow	Poor
Lightning Rider, The....	456	Wyo.	Rural	Cold	Good
Private Affairs.....	456	Wyo.	Rural	Cold	Poor
Road to Yesterday, The...	506676	Cal.	1st run	Cold	Good
	401158	Ohio	1st run	Stm'y	Fair
	796836	Ohio	1st run	Cold	Good
Simon the Jester.....	315652	Wash.	1st run	Clear	Fair
Steel Preferred.....	796296	Md.	1st run	Clear	Good
Three Faces East.....	796396	Md.	1st run	Cold	Good
Welcome Stranger.....	456	Wyo.	Rural	Rainy	Fair
STATE RIGHTS					
Enemies of Men.....	25000	Mass.	Mixed	Cold	Good

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
Morals for Men.....	150000	Iowa	Neighb'd	Stm'y	Fair
Paint and Powder.....	772897	Mo.	1st run	Clear	Fair
Perfect Clown, The.....	401158	Ohio	1st run	Clear	Fair
Shining Adventure, The...	315652	Wash.	1st run	Cold	Good
UNITED ARTISTS					
Don Q.....	1500	Mich.	Small town	Clear	Big
Eagle, The.....	796836	Ohio	1st run	Rainy	Good
Little Annie Rooney.....	150000	Iowa	Neighb'd	Stm'y	Good
UNIVERSAL					
Arizona Sweepstakes.....	506676	Cal.	1st run	Cold	Good
California Straight Ahead..	75917	Pa.	General	Rainy	Good
Family Secrets.....	156976	Texas	1st run	Clear	Fair
His People.....	150000	Iowa	Neighb'd	Stm'y	Good
Lorraine of the Lions.....	450000	Mo.	Transit	Stm'y	Good
Ridgeway of Montana.....	3410	Tenn.	Small town	Cold	Fair
Rose of Paris, The.....	3410	Tenn.	Small town	Clear	Fair
Siege.....	796296	Md.	1st run	Clear	Good
Sign of the Cactus, The...	25000	Mass.	Mixed	Clear	Poor
Slanderers, The.....	629	Kans.	Rural	Stm'y	Fair
Smouldering Fires.....	629	Kans.	Rural	Clear	Good
Sporting Life.....	796836	Ohio	1st run	Clear	Good
	2717	Okla.	Small town	Cold	Poor
	315652	Wash.	1st run	Cold	Good
What Happened to Jones..	506676	Cal.	1st run	Clear	Good
VITAGRAPH					
One Shot Ranger, The....	620	Kans.	Rural	Clear	Good
Ranger of the Big Pines, The	629	Kans.	Rural	Clear	Fair
Steele of the Royal Mounted	629	Kans.	Rural	Clear	Good
WARNER BROS.					
Compromise.....	401158	Ohio	1st run	Stm'y	Fair
Clash of the Wolves, The..	315652	Wash.	1st run	Cold	Good
Lady Windermere's Fan..	796296	Md.	1st run	Clear	Big
	796836	Ohio	1st run	Clear	Big
Pleasure Buyer, The.....	156976	Texas	1st run	Cold	Fair

FILL IN THIS BLANK AND MAIL TO—

*Motion Picture News, Inc.,
729 7th Ave., New York City*

Date, _____

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

[illegible]

Class of patronage.....

Theatre.....

Population of Town.....

City _____ State _____

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

AT LIBERTY.—Manager; five wire; 10 years' theatrical and motion picture experience; exploitation, advertising and ideas. Box 460, Motion Picture News, New York City.

AT LIBERTY.—Manager; 16 years pictures; go anywhere; wife—piano or organ. Box 600, Motion Picture News, New York City.

PROJECTIONIST of wide city experience seeks position in small town at once; prefer states of New Jersey, New York or Pennsylvania; willing to accept moderate salary; highest kind of references; 8 years with present employer; write me and I will give you more details about myself. Address, Chief, Motion Picture News, 729 7th Ave., New York City.

AT LIBERTY.—After Feb. 15, high-powered publicity director, theatre manager and advertising expert; a showman with years of experience, with all leading Broadway theatrical producers and circus enterprises; have no equal in the show business, as a strong opposition billing agent; thousands of would-be publicity men now using my original ideas; will locate any place in United States where I can get a reasonable salary for good services; age, 39; excellent appearance; producer of stage presentations; reference, any recognized showman in the world. Wire or write, Chas. A. Koster, 5331 Skillman Ave., Woodside, Long Island.

MANAGER or assistant; five years' experience with Broadway motion picture house; excellent references. Box 630, Motion Picture News, New York City.

RECOGNIZED Theatre Manager at liberty next week owing to consolidation of theatres; have managed cinema, two-a-day and combination houses; highest references; producer presentations, special weeks and events with box office value; exploitation expert. Box 625, Motion Picture News, New York City.

WANTED.—Theatre, 400 or more seats in mid-west town of 5000 or more population. Theatre, 6646 Parnell Ave., Chicago.

For Sale

CLOTH BANNERS.—\$1.40, 3 x 15 feet, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Paper Banners. Associated Advertisers, 111 W. 18th St., Kansas City, Mo.

WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested, communicate with patentee. I. I. Hance, Meriden, Conn.

FOR SALE.—Motion picture theatre; town of famous summer resort of over 5,000; fully equipped; seats 700; only theatre in Tannersville, N. Y. J. J. Byck.

FOR SALE.—Picture business with all high class equipment (594 seats), including Page organ with both hand and mechanical consoles, in one year old attraction neighborhood theatre in city of over 100,000 in northern Indiana; building for rent. Address, Box 620, Motion Picture News, New York City.

FOR SALE.—300 new veneer green finish theatre chairs; always a large stock of used chairs on hand; immediate shipment; lowest prices. Theatre Seating Co., 845 S. State St., Chicago, Ill.

MOTION PICTURE THEATRE AND EQUIPMENT. Two machines; long lease; only theatre in county seat of 1500; leaving state; must sell at once; reasonable; one-half cash, balance, terms. Mrs. Lillian M. Braswell, Eddyville, Ky.

FOR SALE

700 Haywood-Wakefield Veneer Theatre Chairs. Used less than 90 days. William J. Dunn, Academy Bldg., Fall River, Mass.

THE KNICKERBOCKER
Wishes All A Very Merry Christmas
AND PRESENTS FOR CHRISTMAS WEEK
WM FOX'S SPECIAL HOLIDAY FEATURE

"THE ANCIENT MARINER"
Extra!
Gladys Brockwell, Clara Bow and Earle Williams
The Knickerbocker-Tennessee Christmas Gift to Nashville Orphans
We have extended our invitation to every Nashville Orphan Institution to be our guest on Monday, December 23rd, at 10:30 a. m. to Little Red Riding Hood, featuring Baby Peggy
Gifts for Every Orphan

Oh La La

ALAMO
THE SUPREME HOLIDAY ATTRACTION
"THE ANCIENT MARINER"
by Samuel Taylor Coleridge
LESLIE FENTON, CLARA BOW, EARLE WILLIAMS
"ALAMO NEWS"

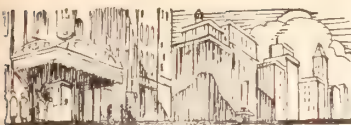
Today Tomorrow
Wednesday Wednesday
FULTON
A Perfect Picturic Program
A Presentation of the Spirit of Tomorrow
WILLIAM FOX presents
A Dramatic Fantasy based on
The Ancient Mariner
"FREE TO LOVE"
CLARA BOW & DONALD KEITH

PARKWAY
The Ancient Mariner
CLARA BOW & EARLE WILLIAMS
"OUR GANG"

Now!
Especially Made Into a Picture for the Holidays—
The story in rhyme that everyone that ever went to school has read and enjoyed
SAMUEL TAYLOR COLERIDGE'S
"THE ANCIENT MARINER"
The incredible story which reveals the fate of the shipwrecked mariner, longed for, and now, the shipwrecked mariner, the "Ancient Mariner" is a picture in rhyme that everyone that ever went to school has read and enjoyed
SO GORGEOUS THAT IT WILL AWE YOU—
SO UNUSUAL THAT IT IS A SCREEN EPIC—
Earle Williams, Clara Bow, Gladys Brockwell, and Leslie Fenton
A CHRISTMAS COMEDY
BACHELOR BABY
STRAND ORCHESTRA
STORY BY SAMUEL TAYLOR COLERIDGE
STRAND

Samuel Taylor Coleridge
Famous Poet
The Ancient Mariner
A SPECTACULAR SCREEN INTERPRETATION
"OUR GANG"
In a Special Christmas Comedy, Filled With Holiday Fun—"GOOD CHEER"
CHUCK WHITEHEAD'S ORCHESTRA
PEOPLES

Press book suggestions and ad materials have been extensively used by exhibitors in their newspaper displays for the Fox screen version of "The Ancient Mariner." The ads shown in the group above are representative of the manner in which this production is being sold to the public. They were run by the Knickerbocker, Nashville, Tenn.; Strand, Seattle, Wash.; Fulton, Jersey City; Alamo, Louisville, Ky.; Parkway, Baltimore; Peoples, Portland, Ore.



With First Run Theatres



NEW YORK CITY

Capitol Theatre—
Film Numbers—Dance Madness (Metro-Goldwyn-Mayer), The Land of the Moose (Scenic), Capitol Magazine (Selected), Dolly Gray (Red Seal).

Musical Program—"March" from "Tamhauser" (Overture), "Evening Star" (Baritone Solo), "Neapolitan Nights" (a, b, c, d, vocal duet), "Anitra's Dance" from "Peer Gynt" (Ballerina), "Ballet of the Snow" (Ballerina and Ballet), Organ solos.

Strand Theatre—
Film Numbers—The Reckless Lady (First National), Topical Review (Selected).

Musical Program—"March Slav" (Overture), "New Mark Strand Frolics" (A revue consisting of six acts by featured artists and the Strand Ballet and staff).

Rivoli Theatre—
Film Numbers—The American Venus (Paramount), Winter Sports at St. Moritz (Scenic), Rivoli Movievents and Topics of the Day (Selected).

Musical Program—"Pique Dame" (Overture), "The Garden of Kama" (A Publix Presentation), "A Fashion Revue" (Publix Presentation in three parts, including special orchestra and "The American Venus").

Rialto Theatre—
Film Numbers—The Yankee Senor (Fox), Rialto Cinemevents (Selected), Buster's Skyrocket (Universal), The June Bride (Aesop Fable).

Musical Program—Selections from "The Fortune Teller" (Overture), Trumpet Virtuoso, Character Impersonations (Musical number in five parts), "Lonsomest Girl in Town" (Organ Novelty).

Colony Theatre—
Film Numbers—The Skyrocket (Assoc. Exhibitors), Colony Current Events.

Musical Program—"Palm Beach Frolics" (B. S. Moss Presentation of nine numbers with featured artists and Colony Ensemble).

Cameo Theatre—
Film Numbers—Lady Windermere's Fan (Warner Bros.), Continued.

Broadway Theatre—
Film Numbers—California Straight Ahead (Universal).

Musical Program—Vaudeville.
Astor Theatre—
Film Numbers—The Big Parade (Metro-Goldwyn-Mayer), Continued.

Apollo Theatre—
Film Numbers—Stella Dallas (United Artists), Continued.

Warner Bros. Theatre—
Film Numbers—The Sea Beast (Warner Bros.), Continued.

Geo. M. Cohan Theatre—
Film Numbers—Ben Hur (Metro-Goldwyn-Mayer), Continued.

Embassy Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.



Black and white effects used in two-column ad for "Three Faces East" (P. D. C.) by the Garden Theatre, Milwaukee.

BROOKLYN

Brooklyn Mark Strand Theatre—
Film Numbers—"That Royle Girl" (Paramount), Strand Topical Review (Selected).

Musical Program—"Slavonic Rhapsody" (Overture), "Revue Populaire", "Remember" (Dance Number), "Then I'll Be Happy" (duet, tenor and soprano), "Who," and "I Wonder Where My Baby is Tonight" (tenor solo), "In a Chinese Garden" (organ recessional).

LOS ANGELES

Criterion Theatre—
Film Numbers—The First Year (Fox), The Fighting Tailor (Fox), Fox and Pathe News.

Musical Program—Orchestra Overture and Organ.

Metropolitan Theatre—
Film Numbers—Mannequin (Paramount), International News and Kinograms.

Musical Program—Jazz Revue.

Figueroa Theatre—
Film Numbers—Paint and Powder (Producers Dist. Corp.), Wide Open Faces (Pathe), Pathe News.

Musical Program—Prologue to Feature (Overture).

State Theatre—
Film Numbers—Dance Madness (Metro-Goldwyn-Mayer), The Wrestler (Fox), International News and Kinograms.

Musical Program—"Charleston Contest", Organ Solos.

Pantages Theatre—
Film Numbers—The Yankee Senor (Fox), Pathe News.

Musical Program—Vaudeville.

Forum Theatre—
Film Numbers—Steel Preferred (Prod. Dist. Corp.), Buster's Nightmare (Universal), International News, Kinograms.

Musical Program—Orchestra (Overture), Soprano soloist.

Hill Street Theatre—
Film Numbers—The New Commandment (First National), Pathe News, Aesop Fable.

Musical Program—Vaudeville.

Million Dollar Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Rialto Theatre—
Film Numbers—That Royle Girl (Paramount), Continued.

SALT LAKE CITY

American Theatre—
Film Numbers—The New Commandment (First National), The Burglar (Fox), International News.

Kinema Theatre—
Film Numbers—The Silent Pal (S. R.), The Rubber Necks (Pathe), Pathe Review, International News.

Pantages Theatre—
Film Numbers—The Pleasure Buyers (Warner Bros.).

Paramount Empress Theatre—
Film Numbers—The Wedding Song (Producers Dist. Corp.), Step Lightly (Educational), Pathe News.

Victory Theatre—
Film Numbers—The American Venus (Paramount), Pathe News.

CHICAGO

Chicago Theatre—
Film Numbers—"Lights of Old Broadway" (Metro-Goldwyn-Mayer), International News (Goldwyn), Felix Cartoon.

Musical Program—"Merry Wives of Windsor" (Overture), "Clap Hands Here Comes Charlie," (Organ Solo), Waring's Pennsylvanians in "Campus Frolic" (Presentation).

Tivoli Theatre—
Film Numbers—"Mannequin," (Paramount), News and Views (Universal), Felix Cartoon.

Musical Program—"A Bouquet of Favorite Classics," (Overture), "A Lesson In Love," (Organ Solo), "The Honeymoon," (Presentation).

Uptown Theatre—
Film Numbers—"Mannequin," (Paramount), News Weekly, (Universal), Literary Digest; Framed (Educational).

Musical Program—"Carmen," (Overture), "Classical Jazz," (Specialty), Don Alvin, Violinist, (Specialty), "That Certain Party," (Organ Solo) "The Royal Welsh Fusileers," (Specialty).

Capitol Theatre—
Film Numbers—"The Palace of Pleasure," (Fox), News and Views (Universal), Cartoon, (Selected).

Musical Program—"Second Hungarian Rhapsody," and "Normandy," (Overture), "The Apaches of the North," (Specialty), "I Never Knew," (Organ Solo), "The Charleston Wedding," (Presentation).

Orpheum Theatre—
Film Numbers—His Jazz Bride (Warner Brothers).

Roosevelt Theatre—
Film Numbers—The Eagle (United Artists).

Monroe Theatre—
Film Numbers—The Iron Horse (Fox).

McVickers Theatre—
Film Numbers—The Splendid Road (First National), News (Pathe).

Musical Program—"Hotter Than Ever" (Presentation and Specialty Program).

DES MOINES

Capitol Theatre—
Film Numbers—Spanish Rose (State Right), The Fighting Dude (Educational), Fox News. Musical Program—"My Bonnie," organ special; Dancing Review (on stage).

Des Moines Theatre—
Film Numbers—The American Venus (Paramount), What's in a Nose? (Pathe), Universal News.

Musical Program—"Easy to Please," organ special; "Southern Melodies," orchestra numbers; Beauty contest.

Strand Theatre—
Film Numbers—Sally, Irene and Mary (Metro-Goldwyn-Mayer), Adventures of Mazie (F. B. O.), Kinograms.

Musical Program—Sally, Irene and Mary (Dancing Trio).

Rialto Theatre—
Film Numbers—The Fool (Fox).

BALTIMORE

Century Theatre—
Film Numbers—A Woman of the World (Paramount), The Fighting Dude (Educational), News (Fox).

Musical Program—Dancing and Jazz Selections (Special Orchestra), Orchestra, Organ.

Garden Theatre—
Film Numbers—Two Fisted Jones (Universal), The Fighting Tailor (Fox), Felix at the Rainbow's End (Educational Cartoon), Iron Trail Around the World (Fox Variety), News Weekly (Fox).

Musical Program—Vaudeville, Orchestra, Organ.

Keith's Hippodrome—
Film Numbers—All Around Fry-Pan (F. B. O.), Take Your Time (Pathe), Green Archer, No. 6 (Pathe Serial), Aesop Fable, News (Pathe).

Musical Program—Vaudeville, Orchestra, Organ.

Warner's Metropolitan—
Film Numbers—The Enchanted Hill (Paramount), Weak But Willing (Educational), Aesop's Fable, News (Pathe), Inno-

**TRAILERS SELL SEATS
NATIONAL SCREEN SERVICE
YOUR MOST EFFECTIVE SALESMAN**



Striking three-column display for United Artists' "Cobra" used by the Bijou Theatre, New Haven, Conn.

cence (Pathe color). A Date in Egypt (Pathe scenic).
Musical Program—Selections from "Rose Marie" (Overture), Orchestra, Organ.

New Theatre—

Film Numbers—Lights of Old Broadway (Metro-Goldwyn-Mayer), A Salty Sap (Educational), News (Pathe).

Musical Program—"Gems of Olden Days" (Overture), Dance Specialty, Orchestra, Organ.

Parkway Theatre—

Film Numbers—Soul Mates (Metro-Goldwyn-Mayer), His Wooden Wedding (Pathe), Topics of the Day (Pathe), Kinograms.

Musical Program—Selections from "Rose Marie" (Overture), Orchestra, Organ.

Rivoli Theatre—

Film Numbers—The Unguarded Hour (First National), News (Pathe), Flaming Flappers (Pathe).

Musical Program—"Hungarian Fantasia" (Overture), "Hejre Kati" (Violin Solo), Specialty (Vocal and piano selections), "Il Trovatore" and "Neath Blue Italian Skies" (Organ Selections), Orchestra, Organ.

BOSTON

Beacon and Modern Theatres—

Film Numbers—Rocking Moon (Prod. Dist. Corp.), As No Man Has Loved (Fox), Comedy (Educational), News (International).

Musical Program—Overture, organ.

Fenway Theatre—

Film Numbers—Rocking Moon (Prod. Dist. Corp.), Morals for Men (S. R.), Stereoscopic (Pathe), Fables (Pathe), News (Pathe).

Musical Program—Overture, organ and organ solos.

Gordon's Washington Street Olympia Theatre—

Film Numbers—Memory Lane (First National), Comedy (Educational), News (Pathe).

Musical Program—Overture, orchestra and organ, Vaudeville.

Keith-Albee Boston Theatre—

Film Numbers—The Golden Strain

(Fox), Comedy (Pathe), News (Pathe).

Musical Program—Overture, orchestra and organ, Vaudeville.

Keith-Albee St. James Theatre—

Film Numbers—When the Door Opened (Fox), Comedy (Pathe), Topics of the Day (Pathe), Fables (Pathe), News (Pathe).

Musical Program—Overture, orchestra and organ, Vaudeville.

Loew's State Theatre—

Film Numbers—His Secretary (Metro-Goldwyn-Mayer), Topics of the Day (Pathe), Aesop's Fables, News (Pathe).

Musical Program—Overture, orchestra and organ; "Garden of Roses," tenor solo; "Collegians," vocal and instrumental, Stage Production.

Metropolitan Theatre—

Film Numbers—Bluebeard's Seven Wives (First National), Flaming Affair (Fox), Topics of the Day (Pathe), News (International).

Musical Program—Overture, orchestra, organ recital, tenor solos, special stage production.

Colonial Theatre—

Film Numbers—Stella Dallas (United Artists) continued.

Majestic Theatre—

Film Numbers—The Big Parade (Metro-Goldwyn) continued.

CLEVELAND

Stillman Theatre—

Film Numbers—Phantom of the Opera (Universal), International News.

Musical Program—Grand Fantasia from "Faust" (overture), "Garden Scene" from "Faust" (vocal prologue).

Allen Theatre—

Film Numbers—Hands Up (Paramount), Buster's Nose Dive (Universal), Kelly Color (Pathe), Pathe News, Topics of the Day.

Musical Program—"If I Were King" (overture), "I Love My Baby," Quartette from "Rigoletto" (vocal).

State Theatre—

Film Numbers—Winds of Chance (First National), Trap Door Spider (S. R.), Flaming Affair (Fox).

Musical Program—Organ overture, Vaudeville.

Park Theatre—

Film Numbers—Too Much Money (First National), Wide Open Faces (Pathe), Felix Grabs His Grub (S. R.), Topics of the Day (Pathe), Kinograms.



Author featured in two-column display for F. B. O.'s "The Keeper of the Bees" used by the Rialto, Des Moines.



Four column display ad for First National's "Memory Lane" used by the Princess theatre, Hartford, Conn.

Musical Program—"Rienzi" (overture), Jazz Unit: "Tie Me to Your Apron Strings," "Lonesome Me," "Carissima" (soprano solo).

Reade's Hippodrome—

Film Numbers—What Happened to Jones (Universal), Charley My Boy (Pathe), International News (Universal).

Musical program—"No No Nanette" (overture), Vaudeville.

Keith's East 105th St—

Film Numbers—What Happened to Jones (Universal), Long Pants (Pathe), Aesop's Fables (Pathe), Pathe News.

Musical Program—"Popular Song Hit Revue" (overture), Vaudeville.

Circle Theatre—

Film Numbers—Fighting Edge (Warner Bros.), Bull and Sand (Mack Sennett), Pathe News.

Musical Program—Popular orchestral overture, Vaudeville.

KANSAS CITY

Newman Theatre—

Film Numbers—Cobra (Paramount), Newman Mirror (Selected), Newman Events (Local).

Musical Program—"The Fortune Teller" (Overture), "The Swan" (danseuse; cellist), "Along the Missouri" (Surprise Novelty, National Quartet), "Don't Wait Too Long" (Organ Novelty), (Organ Solos).

Liberty Theatre—

Film Numbers—Sporting Life (Universal), His Wooden Wedding (Pathe), Aesop's Fables (Pathe), International News.

Musical Program—"Coronation March" Overture, (Psychic Novelty) Organ Solos.

Royal Theatre—

Film Numbers—"The Wanderer," Paramount, Royal Mirror (Selected), Royal Events (Local).

Musical Program—"Atmospheric Selections" (Overture), Organ Solos.

Main Street Theatre—

Film Numbers—"The Girl From Montmartre" (First National), Pathe News, Educational Short Subjects.

Musical Program—"Popular Selections" (Overture), Organ Solos.

Pantages Theatres—

Film Numbers—"Flaming Waters" (F. B. O.), Aesop's Fables (Pathe), Pathe News.

Musical Program—"Knee Deep in Daisies," (Overture), "Head Over Heels in Love," (Organ Novelty), (Organ Solos).

SAN FRANCISCO

California Theatre—

Film Numbers—His People (Universal), Sweet Marie (Fox), Iron Trail Around the World (Fox), International News.

Musical Program—"Grand Fantasia from Rigoletto" (Overture), "Kol Nidre" (Violin), "Medley of Russian Airs" (Special).

Granada Theatre—

Film Numbers—The Best Bad Man (Fox), Wide Open Faces (Pathe), Pathe News, Pathe Review.

Musical Program—"Twenty at Coffee Dans" (Presentation Act).

Loew's Warfield Theatre—

Film Numbers—Tumbleweeds (United Artists), Careful Please (Educational), On Many Shores (USNavy), International News, Kinograms.

Musical Program—"The Rhapsody in Blue" (Piano Overture), "Thanks for Buggy Ride," "Specialty Ideas" (Fanchon Marco Idea).

St Francis Theatre—

Film Number—Skyrocket (Assoc. Exhibitors), Salty Sap (Educational), Parisian Modes in Color (Educational), Kinograms.

Musical Program—"Student Prince Selections" (Overture), "Atmospheric Prelude" (Presentation Act).

Imperial Theatre—

Film Numbers—The Gold Rush (United Artists), Continued.

Wilkes Theatre—

Film Numbers—The Big Parade (Metro Goldwyn-Mayer).

Cameo Theatre—

Film Numbers—Two Fisted Jones (Universal), I Do (Assoc. Exhibitors), International News.

Musical Program—"The Night Boat Selection" (Overture).

Union Square Theatre—

Film Numbers—Quick Chance (S. R.), Fox Comedy, Pathe News.

Musical Program—Vaudeville.

Goldengate Theatre—

Film Numbers—The Fighting Heart (Fox), Sneezing Beavis (Pathe), Pathe News.

Musical Program—Vaudeville.

HOUSTON

Queen Theatre—

Film Numbers—"Cobra" (Paramount), Comedy (Educational), News (Pathe), Queen-Chronicle News (local).

Musical Program—"Naughty Narietta" (Orchestra overture), Organ Solo ("Loving You"), Orchestra and Organ Selections.

Capitol Theatre—

Film Numbers—"The Beautiful City," (First National), Comedy, (Educational), (Kinograms).

Musical Program—"Popular Hits" (Overture), Organ and Orchestra.

Liberty Theatre—
Film Numbers—"The Jazz Bride."
(Warner Bros.), Comedy.
(Fox), News (Pathe).
Musical Program—Piano and
Organ Selections.

Majestic Theatre—
Film Numbers—"The Best Bad
Man," (Fox), Aesop Fables.
News (Pathe).
Musical Program—"Popular
Hits" (Overture), Organ and
Orchestra, Vaudeville.

Isis Theatre—
Film Numbers—"The Splendid
Road," (First National),
Comedy, (Educational), News
(International).
Musical Program—"Concert Overt-
ure" (Orchestra), Organ and
Orchestra.

Rialto Theatre—
Film Numbers—"The Home
Maker," (Universal), Comedy,
(Educational), News (Fox).
Musical Program—Organ and
Piano Selections.

MILWAUKEE

Alhambra Theatre—
Film Numbers—"The Man on the
Box" (Warner Bros.), Interna-
tional News, Sports in the
Great Northwest (Scenic).

Musical Program—"Seven Ages of
Man" (Overture), "Swiss Song
Bird" (Stage), Dance (Stage
Presentation).

Strand Theatre—
Film Numbers—Womanhandled
(Paramount), Lickety Split
(Educational), Kinograms.
Musical Program—"Wild West"
(Stage Presentation).

Merrill Theatre—
Film Numbers—"The Road to
Yesterday" (Prod. Dist. Corp.),
Kinograms, Felix Comedy.

Musical Program—Orchestra
(Overture), Organ Selection.

Garden Theatre—
Film Numbers—Paint and Powder
(Prod. Dist. Corp.), Felix Car-
toon, Comedy (Fox), Pathe
News.

Musical Program—Organ Spec-
ialt "Tomorrow Morning."

Wisconsin Theatre—
Film Numbers—"A Woman of the
World" (Paramount).

Musical Program—Overture (Or-
chestra), Vaudeville.

PITTSBURGH

Warner's State Theatre—
Film Numbers—Steel Preferred
(Producers Dist. Corp.), War-
ner's News Weekly (Selected),
Fun From the Press, Too Many
Babies (Century Comedy).
Musical Program—Special Orches-
tra Presentation.

SEATTLE

Blue Mouse Theatre—
Film Numbers—Hogan's Alley
(Warner Bros.), Aesop Fable,
International News.

Musical Program—Selections from
"The Red Mill" (Overture).

Coliseum Theatre—
Film Numbers—"The New Com-
mandment" (First National),
Slippery Feet (Comedy), Pathe
News, Kinograms.

Musical Program—"Musical
Jubilee" (Overture), "Remem-
bering" (Orchestra Novelty).

Columbia Theatre—
Film Numbers—"What Happened
to Jones" (Universal), Felix Car-
toon, International News.



Further here theme featured in two
columns of space for "East Lynne"
(Every ad used by the Alamo Theatre,
1925-1926)

Musical Program—Novelty Piano
Solos.

Liberty Theatre—
Film Numbers—Irish Luck (Para-
mount), Your Own Back Yard
(Comedy), International and
Liberty News.

Musical Program—"Bouquet of
Operatic Melodies" (Overture).

Pantages Theatre—
Film Numbers—Thunder Moun-
tain (Fox), Aesop Fable, Pathe
News.

Musical Program—Vaudeville.

Strand Theatre—
Film Numbers—"When the Door
Opened" (Fox), My Stars (Com-
edy), Fox News.

Musical Program—International
Charleston Contest.

ST. LOUIS

Missouri Theatre—
Film Numbers—"A Woman of the
World," (Paramount), Missouri
Magazine.

Musical Program—Orchestral
overture, Organ accompaniment,
Special stage presentation.

Loew's State Theatre—
Film Numbers—"Mike," (Metro-
Goldwyn-Mayer), Selected News,
Views and Tours.

Musical Program—Orchestral
overture and popular numbers.
Organ selections. On stage, Vo-
cal, Dance and musical numbers.

**West End Lyric and Capitol
Theatres—**

Film Numbers—"7 Days"
(Producers Dist. Corp.), "Live
Cowards," (Educational), Kino-
gram News and Views.

Musical Program—Orchestral,
Organ, Vocal and Dance Num-
bers.

Grand Central Theatre—
Film Numbers—"Just Suppose,"
(First National), News and
Views (Selected).

Musical Program—Orchestral, Vo-
cal, Organ and Dance Numbers.

Kings and Rivoli Theatres—
Film Numbers—"When Husbands
Flirt," (S. R.), (Comedy),
News and Views.

Musical Program—Orchestral Se-
lections. Vocal Numbers. At
Kings only—Fifteen winners of
local movie star contest.

St. Louis Theatre—
Film Numbers—Headlines (Assoc-
Exhibitors), Short Subjects.
Musical Program—Orchestral and
Organ Numbers, Vaudeville.

Delmonte Theatre—
Film Numbers—"The Yankee Senor
(Fox), Selected News and
Views.

Musical Program—Orchestral
Overture and Popular Numbers.
Vaudeville.

ST. PAUL

Capitol Theatre—
Film Numbers—"The Dark Angel
(First National), Capitol The-
atre Digest (Selected), Ko-Ko
Nuts (Cartoon).

Musical Program—"The Mill in
the Forest" (Overture),
"Mothers of the World"
(Special Stage Presentation).

PHILADELPHIA

Stanley Theatre—
Film Numbers—His Secretary
(Metro-Goldwyn), Stanley
Magazine (Selected), Comedy.

Musical Program—"Mlle. Mo-
diste" (Overture), Stanley
Symphony Orchestra "Flower
from an Old Bouquet" "Blossom
Time" (Soprano and Baritone
duets), "Pampadour Ballet"
(extra attraction).

Fox Theatre—
Film Numbers—"The Yankee Senor
(Fox), Fox News.

Musical Program—"La Donna e
Mobile" (Tenor Solo), "Lo,
Hear the Gentle Lark" (Soprano
solo), "Remember" (Duet),
"Gypsy Airs" (Violin solo), "I
Hear You Calling Me" (Violin
Solo), Song and Dance Diver-
tissement.

Stanton Theatre—
Film Numbers—"That Royle Girl
(Paramount).

Karlton Theatre—
Film Number—"The Splendid Crime
(Paramount).

Arcadia Theatre—
Film Number—"The Merry Widow
(Metro-Goldwyn-Mayer).

Palace Theatre—
Film Number—"The Dark Angel
(First National).

Aldine Theatre—
Film Number—"The Big Parade
(Metro-Goldwyn-Mayer).

Victoria Theatre—
Film Number—"The People vs.
Nancy Preston" (Prod. Dist.
Corp.).

Capitol Theatre—
Film Number—"Take-A-Chance
Week."

Mosque Theatre—
Film Numbers—"Mannequin (Para-
mount), Comedy (Pathe), News
(International) Scenic (S. R.).
Musical Program—"William Tell"
(overture), Round the World
with "What'll I do" (novelty),
Spanish singer and dancer.

Branford Theatre—
Film Numbers—"Too Much Money
(First National), Comedy (Edu-
cational), News (Pathe), Local
Lads.

Musical Program—Excerpts from
"Sometime" (overture), "Down
by the Winegar Works (organ
solo), eccentric dancer, sup-
ported by dozen girls.

Capitol Theatre—
Film Numbers—"Lady From Hell
(Associated Exhibitors), Three
Musketeers (United Artist),
Scenic (S. R.), Kinograms.

Musical Program—Classical Jazz
(overture).

Rialto Theatre—
Film Numbers—"Hogan's Alley
(Warner Bros.), New Brooms
(Paramount), Kinograms.

Musical Program—"Popular Melo-
dies" (overture).

Fox Terminal—
Film Numbers—"When the Door
Opened" (Fox), O. Henry com-
edy (Fox), News (Fox).

Musical program—"Songs of the
Day" (overture).

BUFFALO

Shea's Buffalo—
Film Numbers—Stage Struck
(Paramount), Shea's Buffalo
Mermaid Comedy.

Musical Program—"The Dime
Museum," Public Presentation.
"Blue Danube" Waltz (Orches-
tra).

Shea's Hippodrome—
Film Numbers—"The Dark Angel
(First National), Our Gang
Comedy, Hippodrome Review
(Selected).

Musical Program—"Sitting on
the Top of the World" (Mus-
ical Act).

Loew's State—
Film Numbers—"Mike" (Metro-
Goldwyn-Mayer), The Misfit
Sailor (Educational) Loew's
News (Pathe).

Musical Program—"Bits of Hits"
(Orchestra), Vaudeville.

Lafayette Square—
Film Numbers—"The Masked
Bride" (Metro-Goldwyn-Mayer),
Pathe Comedy, Kinograms.

Musical Program—Selections
from "The Vagabond King"
(Orchestra), Organ Solo,
Vaudeville.

Shea's North Park—
Film Numbers—"The Iron Horse
(Fox), North Park Pictorial
(Selected).

Musical Program—"American
Fantasie" (Orchestra), Organ
Solo.

New Olympic—
Film Numbers—"Sporting Life
(Universal), Keep Smiling
(Assoc-Exhibitors), The Big
City (Comedy), Olympic News
(International).

Musical Program—Selections by
Special Orchestra.

CINCINNATI

Capitol Theatre—
Film Numbers—"Little Annie
Rooney (United Artists), Cap-
itol News (Selected).

Musical Program—Orchestra
(Overture).

Walnut Theatre—
Film Numbers—"As No Man Has
Loved" (Fox), Pathe News,
Aesop Fable.

Musical Program—Orchestra.

Strand Theatre—
Film Numbers—"Womanhandled
(Paramount), Felix Comedy,
Brotherly Love (Comedy),
Pathe News.

Mr. Exhibitor: Ask at the Film
Exchanges for the



It's little to ask for, but it's the only
reliable aid you can give your musi-
cians to help put the picture over

Short Subjects and Serials



Lloyd Hamilton in "Careful Please," an Educational release.

Pathe Offers Novelty Release

Widely Varied Offerings Included in Program for Week of February 7th

ADIVERSIFIED short subject program is planned for release by Pathe for the week of February 7th. Among other things it introduces "Songs of Ireland," first of the new "Famous Melody Series" and "The Strenuous Life," a Grantland Rice "Sportlight." There are the usual Hal Roach and Mack Sennett comedies, the "Topics of the Day," "Aesop's Film Fables," serial and news weeklies.

The "Famous Melody Series" are single reel subjects which are offered in the form of a novelty. James Fitzpatrick produced the series and appears in the leading male role, with Peggy Shaw playing opposite him.

In the Grantland Rice "Sportlight," produced by J. L. Hawkinson classical dancing, the Charleston, boxing and other sports are shown.

"Your Husband's Past" is a two-reeler produced by Hal Roach with a cast which includes Vivian Oakland, George Cooper, Tyler Brooke, Fred Kelsey, James Finlayson and Arthur Millett. Fred L. Guiol directed.

Ralph Graves is featured in the Mack Sennett comedy titled "Funnymooners." Thelma Parr plays opposite Graves and Marvin Lobach heads the supporting cast. Lloyd Bacon directed.

"The Smoke Clears Away" is the title of the closing chapter of the serial, "The Green Archer." Allene Ray and Walter Miller have the leading roles and are supported by Burr McIntosh, Frank Lackteen, Dorothy

King and Walter Lewis. Spencer Bennet directed the serial.

Pathe Review No. 6 presents three subjects: "Art in Archery," an old Indian accomplishment emerges as a modern sport; "American Wild Flowers in Pathecolor," the Anderson Aster, the Chokecherry and the Blazing Star are revealed in natural colors; "Enemy Submarines," microscopic studies of the mosquito.

"The Windjammers" is the new cartoon of the Aesop's Film Fables series. "Topics of the Day" and two issues of Pathe News complete the February 7th schedule.

Harry Bernstein Made Red Seal Sales Manager

Harry Bernstein has been appointed general manager of Red Seal Pictures by Max Fleischer, who recently assumed the presidency of the organization. Bernstein previously has been head of Red Seal's New York exchange. He will shortly make a tour of the country in the interest of the company's product.

First of "Molly May" Series Released February 1

"Her First Night in Philadelphia," first of the "Molly May" series which Joe Levering is producing for release through Cranfield and Clarke, is now being cut by Levering. It will be released February first.

Gillingwater Engaged for Hal Roach Comedy

Hal Roach has engaged Claude Gillingwater for a new Pathe comedy which has already gone into production under the direction of Richard Wallace. Gillingwater will be featured in a cast that includes Tyler Brooke, Vivian Oakland, Bert Woodruff and Rolfe Sedan.

Norman Taurog to Direct Tuxedo Comedy

Norman Taurog has been assigned to the direction of the next Tuxedo Comedy for Educational. The new picture will feature Johnny Arthur, formerly starred in Al Woods' production on the stage in New York.

Donna Barrels Signed by Educational

Educational has signed Donna Barrels as a member of the scenario staff. Her first story will be "Home Cured" and will go into production at once with Johnny Arthur in the featured role under the direction of William Goodrich.



Scenes from the Pathe two reel comedy "Long Pants."



Opinions on Current Short Subjects

"Saturday Afternoon"

Pathe—Three Reels

(Reviewed by Edw. G. Johnston)

IT will be rather difficult to pick flaws in this three-reel Mack Sennett production which stars Harry Langdon. Everything about it is good—cast, direction and photography—furthermore, the story is particularly well adapted to the eccentricities of this droll comedian. So, the advice of this reviewer to exhibitors who want a first class three-reel special—is to book it—for in our opinion, this one certainly ought to please them all. Langdon is to go into features in the near future and this fact can afford to be played up. In this role, he takes the part of a meek, hard working husband who never varies the routine of coming home each Saturday afternoon to hand over his pay envelope to a domineering wife—until a fellow workman lures him to a date with a couple of flappers. Then the fun begins. The supporting cast is excellent. Harry Edwards directed.

The Cast

Harry Langdon, Vernon Dent, Ruth Hiatt and Peggy Montgomery.

The Story—Harry, a henpecked, hardworking husband is on his way home accompanied by a fellow workman. It is Saturday noon and Harry is making haste in order to turn over the pay envelope to his domineering wife. However, his pal is a single man, owns an auto and is a gay Lothario. Meeting two attractive flappers, Harry is persuaded by his friend to join an afternoon auto excursion, though he accepts with a troubled conscience and much trepidation. On reaching home each Saturday, it has been Harry's custom to now and then extract a few nickels and dimes from the envelope before handing it over to the wife. His cache is under the parlor carpet and location bears all the ear-marks of a treasure trove—requiring three or four steps to the right and a number to the left. However, this time the mistress discovers her mate in the act of hoarding a quarter and a violent scene follows during which she denies her docile husband the privilege of an afternoon out. But Harry makes a fervent plea for liberty and finally gains her consent. He joins the party on their joy ride and with a new found sense of freedom—proceeds to cut loose—but dark clouds dim the joyous holiday when two other chaps appear on the scene and claim the girls for their own. A fight follows with Harry's pal striving valiantly to defend their rights. Harry prefers to ignore the whole affair. To make matters worse, the domineering wife is out driving in her flivver and catches sight of her erring husband and further complications follow with the result that Harry is finally reinstated in her favor.

Summary—A first class comedy attraction. Good cast, well directed and finely photographed. Bill it as a Harry Langdon Special and as Langdon is to soon enter into features—play him up in this respect. A little extra money spent on advertising will be well worth the effort.

"Famous Melody Series"

(Pathe-Fitzpatrick—First Three Reels)

(Reviewed by Edw. G. Johnston)

THESE first three subjects out of thirteen to be produced by James Fitzpatrick for Pathe release, hold promise of becoming even more popular attractions than "The Music Master Series" which were made by the same producer—and the latter has been a money maker for a great many theatres. In the opinion of this reviewer, Mr. Fitzpatrick has gone several steps ahead in this present series which picture the songs of many lands. Not only has a charming little story been woven around each

melody but each reel in itself is a fine scenic. Moreover, the scenes taken in the different countries are authentic.

They are single reel subjects and the first three deal with the "Songs of Ireland, England and Scotland"—in the order named. Peggy Shaw, formerly of the Ziegfeld Follies, plays the lead as "The Famous Melody Girl" and Miss Shaw is admirably cast for the role which calls for the characterization of the maids of the different nations. Mr. Fitzpatrick also appears in prominent roles.

Of the three reels shown—though they are all good—perhaps the songs of Ireland and Scotland have proved to be richer in material for picturization. For where is an Irish man, woman or child whose heart won't thrill at the strains of "Killarney," "The Low Back Car" and "Mavourneen"—and where a Scot who will fail to appreciate such melodies as "Annie Laurie," "Comin Thru the Rye" and "The Cammells Are Coming." And in addition the "Highland Fling," danced by Scotch lassies who certainly know how. However, the English reel is good, too, and features old favorites as "Drink To Me Only With Thine Eyes" and "Just A Song At Twilight" and the "Tally-Ho" Song.

Pathe, in co-operation with Mr. Fitzpatrick, is preparing a special musical cue sheet and score to accompany each subject of the new series.

Summary—Based on the strong appeal of popular songs of many lands and with a charming little story interwoven in each reel, these subjects should prove superior quality first run attractions.

"The Uprising Generation"

(Pathe-Sportlight—One Reel)

ONE hears considerable talk these days as to whether the "Uprising Generation" will have a trend toward jazz and night life or whether they will strive toward athletics and health but this Sportlight will entertainingly demonstrate the fact that the coming generation is an active, vigorous lot of youngsters for the reason that the majority of them are seeking some form of athletics to reach the goal of good health. J. L. Hawkinson is the producer.—EDW. G. JOHNSTON.

"Time Flies"

(Educational-Mermaid—Two Reels)

(Reviewed by Edw. G. Johnston)

LUPINO LANE fans will find all they can possibly look for in this two reel Mermaid Comedy, for this popular comedian is given a splendid opportunity to demonstrate his bag full of tricks. At times there is a slight over-indulgence of slapstick but considerable of this is necessary in order to bring out Lane's eccentric acrobatic stunts. There is very little to the story—however a plot is not entirely essential to this type of comedy. Lane's supporting cast is good.

Produced by Jack White and directed by Jesse Robbins. Photography by Robert Doran.

The Cast

The Colonel		Lupino Lane
His Son		
His Grandson		
The Duelist		Wallace Lupino
The Girl		Virginia Vance
An Adventuress		Gwendolyn Lee
Her Accomplice		Otto Fries

The Story Action gets under way with a duel between Colonel Amos Blackwell—the deadliest shot of his day—and Major Wimpett, the latter furnishing the cause for a combat which is to settle an argument as to whether a "full house or five aces" is the better hand. News of the duel is carried to the Colonel's family and to prevent the demise of the Major, the Colonel's son mounts a trusty, high

wheeled cycle and crashes into the field of battle in time to effect a cessation of hostilities—the bullet having hit the boy's watch when he appeared in the line of battle. Beholdened, the Major presents him with his own "Waterbury." Time passes and in the meantime the boy—after bidding his sweetheart good-bye—reaches the cold, cruel city to build his fortune from a capital of ten cents. Hovering around a lunch counter where a customer is drinking a cup of coffee, the lone coin is accidentally dropped in the cup and disappears down the drinker's throat. Disheartened, the boy seeks a country road and meets a repulsed lover who is attempting suicide with a harmless gun. However, the gun suddenly goes off and hits a lamp globe which drops on the boy's head. He is taken to the home of an adventuress who tries to vamp him after linking up the "Waterbury" with a newspaper article which seeks to locate a missing heir to a fortune. The other suitor appears and at this point Lane displays a lot of his tricks in his endeavors to dodge his pursuer. The boy escapes the scheming pair and with his "Waterbury," returns to claim the fortune and his sweetheart.

Summary—This one will please wherever Lupino Lane is popular. There is considerable slapstick but a lot of this is necessary to bring out this comedian's stunts.

"Hearts of the West"

(Universal-Mustang—Two Reels)

(Reviewed by Chester J. Smith)

HERE is an original idea for a western story. The mortgage on the ranch is due. There is no possible way of meeting it and saving the property save through success in an impending horse race. It's up to Black Bess to win that there rich prize and unexpectedly Black Bess comes through. If all horse races were as easy to pick as that one there would be no necessity for mortgages.

There is hardly a redeeming feature to this two-reeler. Every foot of it has been seen so often that the entire story is revealed from the start. Edmund Cobb is the featured player and does the best he can with the story.

The Story. Tom Murray has inherited a heavily mortgaged ranch. He has successfully concealed the fact of the mortgage from his blind aged mother in the hope that he may restore the fortune through an impending cross country horse race. Joel Clegg is the holder of the mortgage and Tom saves Joel's life. Later Joel would sell the property to Sylvia Hunter, a pretty girl from the east, who becomes interested in Tom. Tom wins the race despite the crooked efforts of Joel. He brings his mother the glad news that he has won not only the race, but Sylvia, also.

Summary. This is an old, old story and lacking in interest because every step of it can be anticipated.

Max Fleischer's Ko-Ko Song Car-Tune

"DOLLY GRAY"

This Week Plays New York

CAPITOL



729 7th Ave., N. Y. C.
DISTRIBUTORS

Resume of Current News Weeklies

KINOGRAMS NO. 5155: Paris—More than 1,000 French runners strive for prizes in annual race through the Bois; New York—Prize winning model for proposed Roosevelt Memorial in Washington is completed; Everett, Mass.—One hundred thousand gallons of oil are destroyed in spectacular fire in Boston suburb; Chicago—Latest models in hats and dresses are shown in annual fashion show; New York—Columbia's varsity crew candidates get on water in midwinter, using new style shell in indoor pool; Norfolk, Va.—Twenty-five planes hop off on flight to Cuba to join fleet in annual winter maneuvers; New York—Plump girls find that boxing is a big help in reducing; Cary, Ill.—Thousands turn out to see champion ski jumpers perform thrilling feats in title events.

KINOGRAMS NO. 5156: Cardinal Mercier, Belgium's greatest hero in World war, dies at age of 74; Santa Rosa, Cal.—Red Grange, wizard of gridiron, meets Luther Burbank, wizard of plants, and shows him how to raise footballs; Between Tibet and China—Gene Lamb, KINOGRAMS cameraman, leads expedition across Alexander III range for first time the feat has been performed; New York—Blind college girls seek scholarships, students at Hunter, City college and Columbia university, preparing for examinations at institution where they can earn money to help pay expenses; Los Angeles—He pulls an automobile with his hair as a tow rope; Miami—Crowd of 20,000 turns out to watch opening of racing season in Florida.

INTERNATIONAL NEWS NO. 8: Everett, Mass.—200,000 gallons of oil provide vivid bonfire; Paris, France—Army of runners race for French speed title; L. Angeles, Cal.—(L. Angeles only) High potentates of baseball honor world war heroes; Detroit, Mich. (Detroit only)—Hundreds in keen contests of speed and grace at thrilling gold and silver skates derby; Richmond, Va. (Chorlotte and Washington only)—Thousands attend dedication of old Dominion's memorial to heroes of great world war; Los Angeles, Canl.—Presenting the latest idea in "safety first" airships; N. Y. City—Here's the prize winning design for the

great Roosevelt Memorial soon to be erected in Washington; El Monto, Cal.—"Ace" Hudkins "wild cat" of the boxing ring, keeps fit by daily runs at the Gay lion farm; Wash., D. C. (Wash. only) The new French envoy, M. Henri Berenger, presents his credentials at the White House; Cary, Ill.—50,000 see ski champs in record jumps; Takayama Mts., Japan—Baptism by fire revived in Japan; In the Jungles, Brazil—Hunting the giant sloth in Brazilian tree-tops; Rome, Italy—All Italy mourns as Queen Mother passes.

INTERNATIONAL NEWS NO. 9: Malines, Belgium—A great man passes! World mourns heroic Cardinal Mercier; Alberta, Canada—Flaming naphtha well makes mighty torch; Chicago, Ill.—Three hundred rescued when stubborn blaze gives firemen fierce fight and threatens loop; Allentown, Pa.—Eleven perish in great hotel fire; New York City—A glimpse ahead at the spring chapeaux; Chicago, Ill.—Dazzling headwear displayed in National Millinery show; Sunnyside, Wash.—Winter bath for thousands of sheep; Santa Rosa, Cal.—Two wizards meet when "Red" Grange, gridiron marvel, gets acquainted with Luther Burbank, plant magician; Howey, Fla.—Walter Johnson, pitching ace, prepares for the new baseball season; fishing; San Antonio, Texas—Kelly Flying Field—1,300 strong—revives a custom of war days; Key West, Fla.—Capt. Josiah Knowles introduces a new water sport—turtle wrestling; Off Rockland, Me.—Argentine dreadnaught tests speed in gale; Miami, Fla.—"They're off" again at Miami.

PATHE NEWS NO. 9: Cary, Ill.—World's greatest ski experts give thrilling exhibition; Scranton, Pa.—Forecast end of coal strike!; Quebec, Canada—Night fire sweeps famous Canadian hotel!; New York City—Mr. Dinosaur takes first walk in 10,000,000 years!; Rome, Italy—Pay final tribute to Italy's Queen Mother!; Barnes City, Cal.—Animals' Damon and Pythias friendship rudely shattered!; Detroit, Mich.—Motion pictures decide case in modern Judgment of Solomon!; Hampton Roads, Va. (Washington only)—24 seaplanes leave base for winter maneuvers!; Philadelphia, Pa. (Philadelphia only)—Set opening date for



Scenes from the Pathe comedy, "Your Husband's Past."

Sesque-Centennial Exposition; St. Louis, Mo. (St. Louis only)—1500 stunning beauties compete for prizes as queens of pulchritude.

PATHE NEWS NO. 10: Miami, Florida—Miami racing season opens! Seattle, Wash.—Test new tractor for Wilkins polar flight! Santa Rosa, Cal.—Two outdoor wizards meet! Luther Burbank, plant expert, gets a few pointers from Red Grange; San Francisco, Cal.—New planes in catapult test! Brussels, Belgium—Cardinal Mercier dies! Scranton, Pa.—Coal strike parley reconvenes! Manchester, N. H.—Human polar bears make Arctic species look like pikers! Allentown, Pa. (Philadelphia only)—Eleven lose lives in fire which sweeps city's oldest hotel! Lake Lanier, S. C. (Charlotte only)—Dam at Lake Lanier breaks!

Fox Starts Seventh Helen and Warren Picture

"Too Many Relatives," seventh of the Fox "Married Life of Helen and Warren" series, has gone into production at the west coast studios of the company under the direction of Albert Ray. Kathryn Perry and Hallam Cooley again portray the leading roles, while in the supporting cast are Arthur Housman, Belva McKay, Jimmy Boudwin, Pal, the dog, and Pussy-Purr-Mew, the Persian cat.

Hutchinson Making Serial for Arrow Pictures

Charles Hutchinson, stunt king, is at present completing the final episodes of a serial, which will be released through Arrow Pictures Corporation, titled "Lightning Hutch." Playing opposite him is Edith Thornton and the supporting cast includes Virginia Pearson, Sheldon Lewis, Ben Walker and Eddie Phillips.



Action stills from the Educational comedy starring Lupino Lane titled "Time Flies."

First National Plans World's Largest Studio Property

Will Build \$1,500,000 Plant on West Coast Site

ROBERT LIEBER, President of First National Pictures, Inc., announces that in accordance with the company's policy of expansion, arrangements have been completed for the erection of a new West Coast Studio, which will be the largest and best equipped in the world. Negotiations, which have been under way for several months, were concluded this week by Richard A. Rowland, General Manager of First National and John McCormick, West Coast Production Manager, as announced in a telegram just received by Mr. Lieber from Rowland.

In commenting on the situation, President Lieber said:

"This studio will provide First National with its own plant for the continuation and the enlargement of the policy which has been that of First National from its inception in the production and distribution of pictures. Through First National Productions Corporation, we will continue our individual efforts in making pictures for the entire world. As a distributing company we will continue to handle not only our own product but that of independent producers.

"Our selling policy will be developed along the same lines as in the past and changed only by the needs of the business as it expands. We will meet all changes in conditions and meet them in the spirit of fairness that has always characterized the policies of First National. And we will continue to conduct our selling operations in our own way and we hope an ever increasing number of exhibitors.

"The very fact that we are entering into this studio project is evidence of our intention to meet all such needs. It is evidence also of our intention to continue First National's part, and in a bigger way, in providing the exhibitors of the world with the only necessity that they require for the growth of their business, namely good pictures."

The new studio site is located in Los Angeles and will comprise seventy-five acres. The investment will run to \$1,500,000, including the property, studios, and equipment. The construction of the studios will be started at once and it is expected that a greater part of First National's West Coast units will be at work in the studio by June 1st.

Rowland, in his wire to Lieber said: "In looking over studios now standing and with the future in mind, and with the growing proportions of the film industry, we felt that there was nothing now built that would suit our purpose in size or modern equipment. We are progressing at so rapid a pace that we must look ahead fully twenty-five years. The only way to turn is towards acreage and this was our only solution in providing for our needs in years to come.

"We will profit by the experience of others who have built large plants and we have made our plans to make this the most spacious and most perfectly equipped studio existing."

John McCormick, who has been working with Rowland on studio plans, makes the following statement:

"Beginning with this season, the First National organization will have the last word in studio construction and every up-to-date device will be installed. Bids are now being received from the foremost architects in the country and work on plans will commence at once. Special lighting system

and hot and cold temperature for stages will be a feature, also experimental photographic laboratories will be installed for the obtaining of novel photographic effects. Plans call for the largest stages in the world and there will be sufficient space for as many stages as we find necessary."

Among the units now producing in Los Angeles for First National release are: The Joseph M. Schenck Productions starring Norma Talmadge, Colleen Moore Pictures, produced by John McCormick, Constance Talmadge pictures under Mr. Schenck, the Frank Lloyd Productions, the Edwin Carewe Productions, Corinne Griffith Productions, Sam Rork Productions, those of June Mathis, M. C. Levee, Harry Langdon, Marion Fairfax, Charles Rogers and the many special features together with the direct First National units controlled by the First National organization.

Motion Picture Exports At High Level

EXPORTS of motion picture continue at a high level, according to figures compiled by the Department of Commerce, shipments for the month of November totaling approximately 19,000,000 feet, with a value of more than \$600,000.

Included in the month's exports were 16,843,457 feet of positive film, with a value of \$483,388; 764,925 feet of negative film, valued at \$101,411, and 1,314,233 feet of raw stock, worth \$38,309.

Our best markets for the various classes were Canada for positives, that country taking 1,815,497 feet, valued at \$64,436; and the United Kingdom for negatives and raw stock—233,715 feet, valued at \$55,984 of the former and 784,886 feet, valued at \$20,738, of the latter.

Among the stars and players are Norma Talmadge, Colleen Moore, Corinne Griffith, Richard Barthelmess, Constance Talmadge, Milton Sills, Harry Langdon, Leon Errol, Johnny Hines, Lewis Stone, Anna Q. Nilsson, Doris Kenyon, Blanche Sweet, Dorothy Mackaill, Lloyd Hughes, Ben Lyon, Mary Astor, Jack Mulhall, Charles Murray, Philo McCullough, Hugh Allan, Jovce Compton and many more famous to the film fans of the country.

In the directorial division will be found Frank Lloyd, Edwin Carewe, Alfred E. Green, Alfred Santell, Lambert Hillyer, Sylvano Balboni, Clarence Brown, Sidney Franklin, Harry Edwards, Maurice Tourneur, Fred Newmeyer, George Archainbaud, Sidney Olcott, John Francis Dillon and others who are directing product for First National at this time.

Col. Levy Buys Valuable Louisville Property

Colonel Fred Levy of Louisville, Ky., First National franchise holder and one of the most prominent exhibitors in the South, was given big spreads on the front pages of the Louisville newspapers a few days ago announcing his purchase of one of the most valuable building properties in Louisville.

In a deal involving \$1,500,000, the Speed Building at 4th and Guthrie Streets was sold by the Speed heirs and Sen. Fred M. Sackett to Colonel Levy.

Commenting on the transaction, Colonel Levy said "I consider this property to be one of the choicest locations in Louisville and I know of no better investment. The development of the city is marked and I feel that all property will steadily increase in value."

Loew Stockholders Elect Board of Directors

Directors of Loew's Inc., controlling Loew's State theatre in Main street, Buffalo, were elected for the ensuing year at a meeting of the stockholders. They are Marcus Loew, Max M. Yellen, George P. Rea, Maurice L. Perry, J. Chester Goldberg, Dr. John R. Perry and Maurice Yellen.

All except 20,000 of the 163,000 shares were represented, more than 400 stockholders themselves being present at the annual meeting. The election was marked by a keen contest, owing to the widely different managerial policies advocated by each ticket.

Claude Jensen Returns to Seattle

Because of the improvement in the condition of John G. Von Herberg, of the Jensen-Von Herberg organization, who has been ill for several weeks in New York City, Claude S. Jensen, who was called East during Mr. Von Herberg's illness has again returned to Seattle. It is hoped that Mr. Von Herberg will be able to return to Seattle within the next few weeks.

Hays Office Said to be Co-operating With Independent Organization

ACCORDING to "The Exhibitor," the Philadelphia regional, important conferences are being held between the Hays office and the Independent exchangers, which may result in moves of startling importance to the industry. The article states:

"Following an all-day conference with Will Hays, members of the by-laws and regulations committee of the independent exchange men admitted that the Hays organization had promised to give them unqualified support and assistance in the formation of their organization. Assurances were given the committee that certain houses controlled by national distributors would be assigned to take independent product and that the independents would get their share of booking in all houses controlled by national interests and their associates.

"The application of the plan to Philadelphia would mean that of the Market Street houses one house would be set aside to play independent product exclusively. This same plan would apply to other first-run sections where the Hays organization and its associates are entrenched. The plan would also be worked out on the basis that independents would play a house a given number of days each week.

"The committee accomplished more of nationalizing independent exchanges during its three days' session in New York than any other step that has been taken within the past few years. Part of the discussion was devoted to what producers would be taken in and what would be the numerical strength of the organization. It has been pointed out that it has cost the Hays organization a great deal during the past few years to fight the independents and that co-operation between them will accomplish more for the general good of the industry than the conflict of their forces.

"The committee will meet again in New York within a short time when more important steps will be taken to stabilize the independent market.

"The exact number of Philadelphia exchanges that may join the organization is not yet known, but the city will be well represented."

Investigation by Motion Picture News this week established the fact that "The Exhibitor" story is substantially correct, though later developments may not bear out all the details given by that publication. It is understood that the negotiations with the independents were handled personally by Will H. Hays, who is now en route home from the Coast. He is expected in New York on Monday, January 31.

Jersey Legislature Has Bills

Two Measures Drastically Modifying Present "Blue Laws" are Submitted

TWO Bills, drastically modifying "Blue-laws" are now in the hands of the Jersey Legislature. One of these Bills, known as the "Local Option Sunday Motion Picture Bill" is sponsored by the New Jersey Unit of the Motion Picture Theatre Owners of America. This Bill would license the voters of New Jersey to go to the polls during 1926 and cast their ballot for or against Sunday Motion Pictures.

The other Bill calls for the creation of a Commission to be known as "The Blue-Law Revision Commission" and to be effective in 1927.

This tentative Bill, which was introduced by Senator Williams on January 12, 1926, has been referred to the Committee on Judiciary.

Although Senator Williams' proposal is welcomed with open arms by New Jersey Theatre Owners, President Joseph M. Seider of the State Unit this week warned members of his organization not to relax their vigilance on their own measure because of this favorable action coming from another quarter.

That Jersey theatre owners should urge the Legislature for the immediate sanction of New Jersey public sentiment being determined at the polls is Seider's latest message to his members.

The Williams Joint Resolution now being deliberated upon by the Judiciary Committee provides that the Joint Commission shall comprise three members of the Senate, to be appointed by the President thereof, and three members of the House of Assembly to be appointed by the Speaker thereof,

"for the purpose of making a full and complete investigation of the present-day observance of the Vice and Immorality Act and the Amendments thereto, with a view to revising the said Act so as to comply with modern-day custom and popular demand, due regard being had to the fact that the American Sunday, as a day of rest, is a national institution."

The Bill provides for the appropriation of \$500 to be used for any expenses incurred in the work associated with this investigation. It also stipulates that the Commissioners shall receive no salary.

N. Y. Assembly Bill Would Ban Sunday Shows

J. H. Michael, chairman of Buffalo Zone, M. P. T. O. of A., draws attention to assembly bill No. 14 which was introduced by Assemblyman Brunner, read once and referred to the committee on codes. It is entitled "An act to amend the penal law, in relation to public sports on Sunday." It reads: Public sports on Sunday. All shooting, hunting, playing, horse-racing, gaming or other public sports, exercises or shows, upon the first day of the week, and all noise unreasonably disturbing the peace of the day are prohibited."

The "catch" is in "exercises or shows," which may have a kick in it as concerns motion picture presentations. Exhibitors in the state are advised to get busy and look into the measure before this piece of legislation seemingly harmful to their business becomes law.

New England Companies Given Charters

New theatre incorporations during the week in New England include the following: Northeastern Theatres Corporation, Boston, capital 1,000 shares of no par value; incorporators Allan Robinson, Julia W. Troy and Nora E. Troy, 941 Tremont Building, Boston. Palace Theatre of New Britain (Conn.) Inc., capital \$25,000, incorporators Israel J. Hoffman and others. The Scenic Theatre of New Britain (Conn.) Inc., capital \$25,000, incorporators John Contaros and others. State Theatre Realty Corporation, Stamford, Conn., capital \$25,000, incorporators Albert Strauss, 526 West 113th street, New York City, and others. The Capitol Theatre of New Britain, Conn., Inc., capital \$50,000, incorporators Israel Hoffman of Ansonia, (Conn.) and others.

Stewart Walkinshaw Dead in Wilkes-Barre

Stewart Maxwell Walkinshaw, a pioneer in the motion picture industry, and president and general manager of the Lyman H. Howe Films Company, passed away at his home in Wilkes-Barre, Pa., on January 25th.

Walkinshaw joined Lyman H. Howe in his film activities in 1898, when Howe's exhibition of travel subjects was one of the very few motion picture entertainments then in existence.

Deceased was born in Buffalo in 1873 and is survived by his wife, Marion Harrower Walkinshaw, and one sister, Margaret Walkinshaw. Funeral services were held from his late home on January 28th.

Exhibitor Liability Up for Arbitration

The Minneapolis Board of Arbitration will be called upon to decide whether or not an exhibitor is liable for films destroyed in a fire which starts through no fault of the exhibitor in an adjoining structure. The complaint was brought by F. B. O. against the Gem Theatre of Inkster, N. D. An F. B. O. print was destroyed in a fire which destroyed the house.

Oldest Canada Exhibitor Passes Away

The oldest exhibitor in Canada, Capt. John Powell, owner of the Grand theatre, Barrie, Ontario, is dead. Capt. Powell was 82 years of age and directed the operation of the Barrie house until a short time ago, the management having been turned over to his son, John Powell, who will continue to have charge.

Lynn Mayor Abolishes Censor Board

MAYOR RALPH S. BAURER of Lynn, Mass. has abolished the Board of Theatre Censors in that city, declaring that the appointment of such a board had meant nothing but free entertainment for its members during its existence. Mayor Baurer says he will place the theatre managers on their honor to present only moral films and plays and that the public itself will be the only censors.

M. P. T. O. A. Will Propose New Playdate Clause

Seider Calls Arbitration Report "Misleading"

ARBITRATION and contract matters this week again became a live topic in the industry. Joseph M. Seider, Business Manager of the Motion Picture Theatre Owners of America, made two important statements:

1. A new "availability of playdates" clause, which he believes will be acceptable to both sides and will solve this vexatious problem, is to be submitted in the negotiations between the M. P. T. O. A. and the Hays organization.

Considerable progress has been made in conferences between Mr. Seider and the Hays attorneys, on the new contract.

2. Mr. Seider took exception to the issuance of the report on last year's arbitration record and charged that it was "misleading." He asserted that the present system is "compulsory."

The Theatre Owners Chamber of Commerce of New York has gone on record as opposed to the form of contract submitted to them by the Hays office, and favors the form adopted by the Independent M. P. Association, and written by Joseph M. Seider.

Discussing this point, Mr. Seider, in the M. P. T. O. A. Official Bulletin, says: "Recently it was reported in the trade papers that the Theatre Owners Chamber of Commerce of New York had rejected the proposed form of Hays' contract and has forwarded to the Hays organization a form of contract purporting to come from the Independent M. P. Association of America. This contract is, in fact, the one that we had submitted them and the industry generally, and if its to be used, we urgently request that a new thought which we have on the 'availability of play dates clause,' which is simpler than the clause incorporated therein and a clearer solution of the problem, be substituted."

The T. O. C. C. rejection of the Hays contract was made known in a letter from Charles L. O'Reilly, President of the T. O. C. C., to Mr. Hays. In the event that the Hays organization is unwilling to accept the T. O. C. C. proposals, Mr. O'Reilly suggests that the contract itself be determined by arbitration.

To this end, he proposes the appointment of three arbitrators—the exhibitors to be represented by Judge Moses H. Grossman, an official of the Arbitration Society of America; Hays to appoint one; and the two to appoint a third.

The suggestion of Judge Grossman's name does not meet with Mr. Seider's approval. "I think the choice of Judge Grossman is a mistake," he said this week. "I would prefer a judge who is not so closely related to the motion picture business. The choice of a national figure would inspire more confidence and assure the theatre owners throughout the country that their interests would not be jeopardized through the submission of the equity of the contract to a board of arbitration."

In his statement on the industry's 1925 arbitration record, Mr. Seider said:

"Mr. Will H. Hays, to say the least, has not played fair on the contract and arbitration situation. By issuing a statement he is giving the impression that arbitration in the motion picture industry has reached its millennium and is satisfactory to all fac-

tors, namely specifically the distributors who sell the pictures and the exhibitors who purchase them.

"The Motion Picture Theatre Owners of America performed its duty to the general public by advising the public of the true situation as it relates to arbitration in the motion picture industry. When this subject reached its height from a publicity standpoint Mr. Hays made overtures for negotiations for the revision of the present contract and arbitration procedure. He also made the request that the matter be left status quo, and that we both refrain from publicising the progress of our negotiations.

"Much progress has been made in our negotiations for a better contract, but no agreement on its entirety has been reached. The public and theatre owners should not be led into a false sense of security.

"We are very much for the principle of arbitration. Arbitration for the settlement of disputes is ideal.

"Mr. Hays, and the distributors whom he represents, should apply this principle in their relationship with theatre owners. There cannot be fair arbitration so long as it is predicated upon the present inequitable contract.

"The statement of Mr. Hays that the Arbitration Board consists of an equal number of exhibitors and distributors is not based upon true facts: The distributors actually appoint their arbitrators because of the fact that their organization—the Film Boards of Trade—is a closely knit, small unit.

"It is stretching the imagination to assume that the exhibitor or theatre owner has a voice in the selection of his arbitrators when an organization in which he is not a member is designated to appoint the arbitrators for him.

"In addition to the fact that the arbitrators are appointed for the exhibitor and not selected by him the exhibitor has not even the right to challenge any of the exhibitors appointed to arbitrate his case. We must also bear in mind that voluntary arbitration is one thing—that compulsory arbitration is another. Compulsory arbitration is the

form in use in the motion picture industry.

"The recent move of the Chamber of Commerce of New York City in resolving to withdraw their arbitrators from the Joint Arbitration Board unless an equitable contract is forthcoming, is commendable. We are particularly gratified that they have approved the form of contract that we had submitted to the industry as a solution of this vexatious problem.

"By the T. O. C. C. rejecting the Hays contract they have ratified the action of the Motion Picture Theatre Owners of America at their Chicago Convention when the Convention unanimously rejected the Hays' contract which is now in use."

Charles L. O'Reilly, on behalf of the T. O. C. C., has written to I. E. Chadwick, of the I. M. P. A., suggesting certain contract changes.

The T. O. C. C. proposes a provision for protection against specifically named theaters, and to follow those also to be named, after a period to be definitely prescribed in the contract. Other changes suggested include:

The right to challenge members of the arbitration board being limited to two instead of three; that the chairman of the board of arbitration shall be elected alternately between distributor and theatre owner representatives; that provision be made for liquidated damages for breach of any contract which provides that no photoplays specified in the contract shall be re-issues from old negative unless so expressly stated. Also, that the assignment of contracts be permitted without consent, in which event, without release to the assignor as the case may be; and the elimination of the National Arbitration Commission consisting of three exhibitors and three distributor members to be appointed by the Independent M. P. Ass'n and the M. P. T. O. A.

The contract has not been submitted to the association membership, so the suggestions of the T. O. C. C. will be referred to the contract committee consisting of Oscar Neufeld, Jack Bellman and Jos. A. McConville. Neufeld is expected to call a meeting of his committee at an early date.

Texas May Join Hays in Campaign

WHEN the board of directors of the Texas M. P. T. O. meets in Dallas on February 5th plans will be discussed for a membership campaign in cooperation with the Hays office. Conditions within the industry and plans for the new year will also be given consideration.

C. C. Pettijohn of the Hays office at a recent convention of Texas exhibitors pledged the support of his organization in building up the ranks of the exhibitor organization. The Texas directorate is made up of the following: H. A. Cole, Marshall; C. W. Batsell, A. W. Lilly, W. R. Fairman, John Paxton, H. H. Hoke, Henry Mulkey, W. A. Stuckhert, H. T. Hodge and H. H. Starcke.

"Mare Nostrum" and "La Boheme" Soon to Have Premieres on Broadway

METRO-GOLDWYN-MAYER will shortly have four big motion pictures running at the same time in four legitimate houses on Broadway, New York. "Mare Nostrum," Rex Ingram's latest picture for Metro-Goldwyn will have its world premiere Monday, February 15th at the Criterion Theatre. Lillian Gish and John Gilbert in "La Boheme" soon will replace "The Merry Widow" in the Embassy Theatre. These two productions, with "Ben Hur" at the Cohan and "The Big Parade" at the Astor make up the quartette.

John Gilbert has been playing in both "The Big Parade" and "The Merry Widow" and now will be seen in "La Boheme." "The Big Parade" and "La Boheme" are Irving Thalberg productions directed by King Vidor.

Ingram was about nine months shooting "Mare Nostrum" from the novel by Blasco Ibanez. The story, in which Alice Terry and Antonio Moreno have the leading roles, has a war background.

"La Boheme," the first starring vehicle for Miss Gish since she signed her Metro-Goldwyn-Mayer contract is a picturization of the famous opera. Supporting Miss Gish with Gilbert are Renee Adoree, George Hassell, Edward Everett Horton and Roy D'Algy.

A.M.P.A. Tickets in Demand

Reservations for Naked Truth Dinner Being Made From Many States

DEMANDS for tickets to the A.M.P.A. Naked Truth Dinner to be given at the Hotel Astor, Saturday evening, February 6th, are coming into the offices of the ticket committee of the A.M.P.A. (Associated Motion Picture Advertisers) from all parts of the country. It's a far cry from Broadway to the small town, but right now it's a far cry from the small town to Broadway for tickets. According to present indications, every state in the Union will be represented. Requests for reservations are already pouring in from all parts of the compass, North, South, East and West. Residents of Massachusetts, Pennsylvania, Maryland, Virginia, California and Canada have already placed their orders for tickets.

Among these are Boyd D. Chamberlain of the Chamberlain Amusement Enterprises of Shamokin, Pa. The management of the Rex Theatre, Ottawa, Ontario is another subscriber. The Schine Enterprises in Gloversville, N. Y., Irving Zeltner, Washington exploiter, and the owners of the Salem Theatre, Springfield, Mass., have sent in

their checks, just to mention a few of "out-of-towners."

The entertainment committee is planning to make the affair national in character. Serious consideration is being given to suggestion that the flags of each of the forty-eight states, and that of the Dominion of Canada be put out to make the strangers feel at home. In this connection it is planned to play the popular airs and anthems peculiar to each state. "My Dear Old Tennessee," "Carolina," "California, Here I Come," "Michigan," "Alabama," "Arizona," "Take Me Back to Old Virginia," and "My Canada" will be some of the songs rendered to put the visiting delegates from the various centers at their ease.

As previously announced there will be a dinner, dancing, novelty offerings and the famous A.M.P.A. news reel, in which the entire industry will be hung in effigy. Tickets for the affair can be obtained from Charles Einfeld, First National Pictures, 383 Madison Avenue, New York City.

Nat G. Rothstein of F. B. O. has been chosen official announcer for the evening.

Fineman with First National

Will Have Supervision of Pictures Made at West Coast Plant; Has Long Contract

B. P. FINEMAN, manager of production for F. B. O., will resign that position and through an arrangement with First National will assume supervision of pictures to be made on the West Coast by First National Productions about March 1st. This announcement was made last week by John McCormick, in charge of First National production activities at the West Coast studios.

Fineman's contract with First National is for an extended period. No announcement has been made relative to the productions he will supervise, but it is understood they will be feature pictures and will be made on an elaborate scale.

Fineman has been in the picture industry fourteen years. He started with the Fox Company and later joined Paramount as a department head. He has been general

manager of Film Booking Offices in Hollywood for two years and previous to that time produced independently, making twelve features for First National release. Before starting in his new position, Mr. Fineman will visit New York to settle certain business matters and enjoy a brief vacation.

In commenting on the new arrangement, Mr. McCormick said:

"We are very happy to secure the services of Mr. Fineman as supervising head of First National productions. His long service in the motion picture industry has given him wide vision in both an executive and production capacity and I feel certain his association in his new post will give him even greater scope for the exercise of the knowledge he has attained during his services in the motion picture industry."

Providence Report Shows Year's Statistics

Lieut. George W. Cowan, official amusement inspector of Providence, R. I. has presented some interesting statistics in his report to the city government. There were 1,319 new motion picture films shown in Providence during 1925 of which 649 were feature films. New films measured 5,813,000 feet in length and old films measured 10,196,000 feet in length, so that Providence exhibitors showed a total of 16,009,000 feet of films.

Of the 17 theatres in Providence, ten are exclusively motion picture houses and three show motion pictures and vaudeville. Lieut. Cowan, incidentally, was highly complimentary in his report, of the courtesies and conduct of the theatres and managements and of their cooperation with his department.

Palestine Offers Limited Picture Field

Palestine offers a very limited market for motion picture films, according to Trade Commissioner R. A. May of the Department of Commerce, in Alexandria, Egypt. May has just returned from a successful trip to Palestine, undertaken in the interest of the American motion picture industry.

Palestine has a population of about 800,000, seventy per cent of whom are illiterate Arab peasants. The Arabs, according to the report, have not yet reached the stage where motion pictures offer any special entertainment or interest. There are not more than a dozen moving picture theatres in all Palestine at the present time.

Pioneer Exhibitor Dies of Heart Attack

M. B. Niven, for the past ten years part owner and manager of the U. S. A. and Cover theatres in Fort Morgan, Colorado, died suddenly at his home on Saturday afternoon, January 16, 1926. His death was caused by a heart attack.

Niven was one of the pioneers among the exhibitors of Colorado. Funeral services were held Tuesday afternoon and as a mark of respect every business house in the city of Fort Morgan closed its doors for one hour during which time the services were held.

Northwestern Exhibitors May Unite

IN an effort to bring together the exhibitors of the Pacific Northwest states into an All-Northwest exhibitors' body, a general meeting of Washington and Oregon exhibitors was scheduled to be held in the Benson Hotel at Portland, Oregon, on February 2.

The meeting is an outcome of recent desire for such an organization as expressed a month ago at the annual convention of the Motion Picture Theatre Owners of Washington. Communications have been sent to all Northwest showmen to be present at the meeting, and a temporary general committee of Oregon theatre owners has been appointed to work with James H. Hone, executive secretary of the M. P. T. O. W., in forming a temporary governing board to manage the coming convention in the Oregon City. It is expected that approximately three hundred showmen of Washington and Oregon will be in attendance at the gathering.

Lesser Asks for Constructive Attitude on First Nat'l

West Coast Head Has Confidence in Future



Sol Lesser, head of Principal Pictures and West Coast Theatres, Inc.

By L. C. Moen

SOL LESSER, head of Principal Pictures and West Coast Theatres, Inc., arrived in New York recently in connection with plans involving several million dollars of additional financing for the theatre chain and the filming of "The Winning of Barbara Worth" by Principal. These plans are progressing favorably.

In the course of an interview, the situation in First National came up and Lesser urged that the trade press take a constructive attitude, since much harm might be done by destructive criticism from those in possession of only part of the facts. Asked what would constitute a "constructive attitude" he stated these personal observations:

That First National has been and still is an affiliation of a group of important theatre interests and is operated by men who are primarily concerned with the welfare of their own circuits.

That these men should be given credit for an intention to keep First National free and clear of domination and in a strong, healthy position.

That if any future condition warrants, it would be entirely possible

to return First National to its original form of organization.

That the men back of First National mean to carry on and that the greatest help which can be given them is a constructive attitude of confidence and co-operation.

"I regard our franchise in First National as one of our most valuable properties," he said, referring to the West Coast interests.

This company also owns a majority interest in the New York franchise. During the course of an interview, Arthur James mentioned that a group of independent exhibitors had signified a desire to purchase this franchise. Lesser immediately expressed a complete willingness to sell it to such a group and negotiations have been entered into.

"Who is the present leader of First National?" he was asked.

"Robert Lieber," he replied. "I find him in excellent health, and with the situation under full control. He is a forceful executive and inspires confidence on the part of those around him. He may be relied upon to keep things going along as they should."

"Most of the rumors and charges flying about are based on half-knowledge and mistaken inference. These things can do a great deal of harm unfairly to First National and a constructive, helpful attitude based upon the true facts should be taken."

"Remember this: First National is, basically, an affiliated group of exhibitors, maintaining a producing and distributing company to assure for themselves and other exhibitors a supply of good, box-office pictures. Do you think that those men, whose heart and soul are in their theatres, are going to see slip away from them what they have worked so hard to build up? Do you think they want to deliver their company into the hands of somebody else?"

"No, and those men should be given credit for the intention to do what is right and necessary. The men composing such firms as Finkelstein & Ruben, Saenger Amusement Company, A. H. Blank, West

An Important Interview on a Vital Question

THE interview here on the First National situation should be read by every person in the industry, and especially by all those interested in the welfare of First National. It is a frank, straightforward statement of incontrovertible facts, made in no spirit of controversy but in the interests of fair play.

Feeling that such an expression was desirable, Motion Picture News went to Sol Lesser, who is in a position to know this situation thoroughly. He was somewhat reticent on the subject, but finally consented to a statement of his personal stand in the matter as a leading exhibitor, on the ground that such might be helpful to the situation and to the industry.

The News, therefore, is happy to present this vital message on a topic of interest to the entire industry.

WM. A. JOHNSTON.

Coast, Stanley and others are above all exhibitors. If they were interested only in money they could have sold out long ago for more money than they will ever want or need.

"They are interested before everything else in the organizations which they have built up and in which they take pride. They will always get behind any constructive move to eliminate any unhealthy conditions which creep into First National at any time, should such arise."

"It is very unfair to those men to assume that they would permit First National—their organization—to be dominated by any small group or to pass into the control of another company. The idea should be absurd on the face of it. At least give us credit for good intentions and loyalty to our own businesses."

"There has been a great deal of misunderstanding, for instance, regarding the nature of the arrangement between Famous Players and Balaban & Katz. It simply so hap-

(Continued on next page)

Lesser Asks Constructive Attitude on F.N.

pens that Balaban & Katz, as an individual theatre chain and not as part of First National, have worked out a system of theatre management which Famous Players believe can be profitably applied to their houses. That is perfectly within their rights and has no direct bearing on First National. The circuits making up First National are first of all independent business enterprises, and if one of them chooses to take a management contract with another company, it is the privilege of that circuit to do so.

"It is manifestly unfair to accuse a man of trying to deliver up his own organization to another merely because he is selling his expert services as an individual to the latter.

"We, that is, West Coast Theatres, have a partnership deal with Metro-Goldwyn-Mayer on Loew's State and Loew's Warfield in Los Angeles and San Francisco, respectively, and Fox owns about 35 per cent. of the West Coast stock, but no one has accused us of trying to deliver First National to Metro-

Goldwyn-Mayer or Fox, merely because we, as an individual circuit, entered into deals with those companies which seemed wise and necessary."

Lesser also scouted the idea that any small group could obtain control of the motion picture industry—that it was too vast and too competitive to permit of such a possibility.

"Right at the present time," he said, "when the air is filled with talk of producer-owned theatre circuits, one Wall Street banking house alone—only one—has \$65,000,000 worth of financing of independent circuits under consideration. That, in itself, is the best assurance that those banking interests will not permit a dangerous monopoly to grow up. They are going to protect their interests and the interests of their clients.

"Circuit ownership I believe in, implicitly. I believe that it is the efficient, economical way to run theatres—provided always that sufficient leeway is given to the individual manager. You must know

what to standardize and what to leave to individual initiative.

"Too much standardization is a grave danger. You cannot leave the individual out of it. How many A. H. Blanks are there? How many Robert Liebers? How many Finkelstein & Rubens?

"Mighty few, and within six months you are going to see the greatest cry for man-power raised that has ever gone up in this business. Those who are building national chains will discover that the men who built up the individual chains contributed something very definite to them—something that cannot be dispensed with.

"But, above all, let's keep our heads about the First National situation. The interests of everyone are being and will be protected. The individual circuit heads have too much at stake to do otherwise. So let's take a sane, constructive attitude, ignoring rumors and half-truths, and lay out a program that will make First National in the future a bigger, more independent and finer organization than ever before."

Motion Picture News Prize Contest For Branch Managers and Film Salesmen

GREAT interest has been aroused by the offer of a prize of One Hundred Dollars for the best article from any branch manager or film salesman on the subject:

"How MOTION PICTURE NEWS Helps Me in My Contact With Exhibitors."

The competition will close at midnight on July 1, 1926. Articles should be typewritten and limited to 1,000 words, if possible. They may be as short as the contestant desires. The judges will be the editorial staff of MOTION PICTURE NEWS.

In case two or more articles are deemed of equal merit, the full amount of the prize will be given to all articles so tying. The winning article will be published in full together with a short history of the winner's career. Articles deserving honorable mention will also be printed.

Competing articles should be addressed to the Editor, MOTION PICTURE NEWS, 729 Seventh Avenue, New York City, and the name and address of the contestant should be written on the first page.

All branch managers and salesmen are eligible to compete. Manuscripts cannot be returned. Copies should be kept by contestants. MOTION PICTURE NEWS cannot be responsible for loss of manuscripts in transit. Proof of mailing will not be considered proof of receipt.

'Laugh Month' Exploitation Winners

Roy Tillson Gets First Prize for Best Exploitation Campaign for Initial Week of Laugh Month

ROY TILLSON, manager of the Fuller Theatre, Kalamazoo, Michigan, won first prize—\$100.00—for the best entry for the first week in the Laugh Month exploitation contest. Mr. Tillson's entry was one of the most comprehensive campaigns ever displayed on a two-reel comedy.

Making the Educational Pictures release, "The Fighting Dude," a Lupino Lane Comedy, the center of his Laugh Month advertising for the first week of the month, Tillson backed up a great lobby display with newspaper advertising, newspaper publicity, street ballyhoo, special posters, half sheet posters on the fronts of street cars, trailers and slides and practically every other form of advertising available to this live wire exhibitor.

The second prize for the week—\$50.00—was awarded to Mr. F. V. Kennebeck, North Star Theatre, Omaha, Nebraska, a second run house, for a comprehensive display which was arranged to run throughout the month and which, during this week, was tied up to exploit the Felix the Cat Cartoon, "Felix Trifles With Time," Pathe's Our Gang Comedy, "Dog Days," an Aesop Fable, "Noah Had Trouble," and the Fox Imperial Comedy, "Cloudy Romance."

The Omaha newspapers were enlisted in support of the Laugh Month campaign by Kennebeck and the Laugh Month idea was carried through all the programs as well as through all advertising and publicity throughout the week.

The \$25.00 third prize went to Mr. J. A. Murphy and Lou Williams of the Family Theatre, Philadelphia, a neighborhood house with a daily change of program. It was Lou Williams who won the cup recently awarded by *The Exhibitor*, the



Roy Tillson, Manager of the Fuller Theatre, Kalamazoo, Mich., who won the first prize for the best short subject exploitation campaign for the first week of Laugh Month.

Philadelphia regional trade publication, for "the best featurette exploitation campaign."

A large cut-out of a laughing face with red cheese cloth over the mouth was the center of an attractive lobby display at the Family Theatre. Behind this large head was a loud speaker connected by an auto-

matic appliance to a phonograph which was kept continuously playing a laughing record.

As a lobby ballyhoo a colored mammy weighing 300 pounds, defied all comers to make her laugh. A placard on her back bore the words: "January Is Laugh Month. Sober Sal gives one dollar to anyone who can make her laugh. Sober Sal is the only one who won't laugh during Laugh Month."

Sam Carlton, manager of the Strand Theatre, Frankfort, Indiana, took fourth prize—\$12.50—the principal item of his campaign for the week being a large newspaper display advertisement 3 columns by 11 inches in the form of a proclamation to the citizens of Frankfort, inviting them to begin the year with a month of laughter. Comedies released by F. B. O., Universal and Educational were shown during Laugh Month by Carlton.

Fifth prize—\$10.00—went to Guy Bays, Globe Theatre, Buena Vista, Va., for a ballyhoo in connection with the two-reel Century Comedy, "Queen of Aces."

Sixth prize—\$5.00—was awarded to H. A. Giles, Royal Theatre, Garrett, Indiana. Giles' mail for the month of January went out in envelopes bearing a large type display calling attention to Laugh Month.

As to the results at the box-office, Tillson and Kennebeck, winners respectively of the first and second prizes, can testify.

"Box-office pepped up at least 25 per cent. during Laugh Month campaign," is the report wired by Tillson, while Kennebeck closes his description of his campaign with:

"We have found that the business during this period has showed a good increase. Yours till another Laugh Month."

Abrams Announces Sales Expansion

United Artists Divides Country Into Three Divisions With General Sales Manager in Charge of Each

BECAUSE of increased product, and the certainty of a very considerable additional increase in the next few months, Hiram Abrams, president of United Artists Corporation, has announced several changes in the sales force and the sales department of the organization.

In making this announcement Mr. Abrams points out that United Artists Corporation rapidly is approaching another birthday, when the company will be seven years old, and in this connection cites the fact that this is the only corporation in motion picture distribution which has maintained one continuous selling policy since its inception, or for anything like such a length of time.

United Artists Corporation was founded on Mr. Abram's idea that each picture should be sold separately and independently on its own merits, he believing then that was the only policy which was fair to exhibitor and producer alike.

This policy and its administration has been more than justified with the result, Mr. Abrams states, the United Artists Corporation, as it approaches its seventh

birthday, occupies a position which commands the respect and confidence of every exhibitor, every producer, and every distributor of motion pictures.

"Because we had the right policy as a foundation, and because that policy faithfully has been adhered to and as faithfully administered," says Mr. Abrams, "United Artists Corporation has most of the great screen stars and great producers for the screen in its ranks."

"Increased product brought with it increased problems. These, in turn, brought about the present phase of expansion. The necessity for intensive field supervision became felt. Men who had long been identified with the growth and development of our organization were called up to help in reshaping and strengthening our sales force."

"E. A. Eschmann, a man of high standing in the film industry and its various branches, resigned as general manager of one of the large distributing companies and was added to our organization as assistant to the President. W. W. Hines, who long has been general sales manager, remains in that important post."

"It had become apparent that the sales business of United Artists Corporation best and most efficiently could be handled by dividing the country into three divisions, each to be in charge of a general sales manager."

"Paul N. Lazarus, who has been with us since the corporation was organized, has been chosen as general sales manager of the southern and western division; Cresson E. Smith, long a valuable member of the selling staff, becomes general sales manager of the mid-west division, and Moxley A. Hill, well and favorably known in the industry, was selected as general sales manager of the eastern division."

Slides to Aid Exhibitors Reserve Fund

An arrangement is nearing completion whereby C. E. Cook, business manager of the M.P.T.O. Kansas-Missouri, will enter into a contract with one of the largest retail stores in Kansas City for the showing of slides. The move is an effort on the part of exhibitors to create a reserve fund.

Schnitzer to Run F.B.O. Studio

Will Take Complete Charge of Hollywood Plant
Temporarily as Result of Fineman's Resignation

THE immediate result of the resignation of B. P. Fineman as General Manager of the F. B. O. studios has been that J. I. Schnitzer, Vice-President in charge of production for F. B. O., will take complete charge of the studios temporarily and will institute a reorganization based upon the unit plan of production, according to an announcement issued by Major H. C. S. Thompson, President and Managing Director of the company.

Schnitzer, who went to the coast early in December to work out details and plans for the 1926-27 F. B. O. program, will remain at the studios indefinitely.

"The plan of unit production at our Studios is the result of no hastily reached decision," said Major Thomson, in discussing the subject, "for it has been contemplated for some months that we would put it into effect at the start of production on next year's schedule. However, Mr. Fineman's resignation has precipitated an immediate organization along the lines of unit production.

"Since the reorganization of the executive staff effective early last summer, at which

time Mr. Schnitzer became Vice President in charge of production, and Colvin W. Brown became Vice President in charge of distribution, Mr. Schnitzer was able to concentrate on production, and it had been planned that he would spend considerable of his time at the Studios.

"Mr. Schnitzer returned East a week ago for a short conference with me after my return from Europe, and at that time we decided that the unit plan of production would be put into effect in our Studio operations as soon as it was practical to do so.

"We have always been convinced that the unit plan of production is the most efficient method of motion picture manufacture, but have operated our Studio under a general manager because of the fact that up until this year our own production has been more or less limited. The percentage of F. B. O. produced pictures has increased to a point where we feel the adoption of a unit plan of management necessary.

"In addition to taking direct charge of the Studio, Mr. Schnitzer will handle the relations of the company with independent producers making pictures for F. B. O. distribution."



J. I. Schnitzer, vice-president in charge of production for F. B. O.

next few days on arrangements being made by P. A. Powers, Chairman of the Board of Directors of Associated Exhibitors, and his associates for the contracting of two feminine stars of the first rank. This will result in two additional units starting production in the very near future.

One producer yet unnamed and Griffith and Carber are making arrangements to get their first pictures in work by February 1st. Both Powers and Emil Offeman, West Coast representative of Associated Exhibitors and general manager of the studios, are looking forward to one of the busiest seasons in their active careers.

New Seider Department Active

Urges That Railway Companies Again
Place Film Prints on Perishable List

THE newly formed legislative department organized by Joseph M. Seider, business manager of the Motion Picture Theatre Owners of America, has already been launched on its first activity. It was scheduled to take up this week in Washington, D. C., a plea from the Wisconsin unit of the National organization that the railway companies again place film on the perishable list.

The appeal from the Motion Picture Theatre Owners of Wisconsin to the National Organization to lend its support in securing legal sanction for perishable classification of film was made as the result of a resolution adopted at the recent Annual Convention of the Wisconsin exhibitors.

Business Manager Seider, well aware of the fact that local efforts for this classification would be practically futile, and that a movement would be necessary to engender the entire system of railway express shipments throughout the country, this week communicated with the Interstate Commerce Commission at Washington, D. C., request-

ing immediate relief. In his letter, dispatched from National Headquarters at 745 Seventh Avenue, New York City, the Business Manager calls the attention of the Commission to the fact that prior to the Government Ownership of Railways during the War, film was included on the Perishable List, but since the return of the Railroads to their respective companies, shipments of film have had no preference.

"You will readily understand how the millions of feet of film in course of shipment daily should be handled in such manner as to prevent the serious delays which often occur," the Business Manager stresses.

He continues, "In this connection, Motion Picture Theatres advertise that certain pictures will be shown on certain days. The delay often occurring in the course of regular shipment work extreme hardships on the Motion Picture Theatre owners in that their patronage having looked forward to seeing a certain picture on a certain date, is bound to feel the disappointment when the film does not arrive in time for the play date."

Associated Exhibs. Studio Busy

Three Producers Planning to Start Production
February 1st; Powers to Keep Plant Active

THOUGH the deal through which Associated Exhibitors acquired the Selig studios was only consummated last week plans are already going forward which give promise of making the Associated plant one of the busiest on the coast within the next thirty days.

Already two companies, comprising the Thomas L. Griffith unit which will make a

series of comedy-dramas and Bert D. Carber who will star Bill Cody in a series of western features, are installed on the lot and S. S. Hutchinson is transferring his organization from the Hollywood to the Associated. Several other producers will follow suit as soon as productions now in work at other studios are completed.

All details should be completed within the

Three People in Film Business Die in Albany

Film Row in Albany, N. Y., was shocked the past week to hear the death of Morris Goldstein, who as a salesman in the past for the local F.B.O. office, as well as for the Universal exchange, was known to practically every exhibitor in northern New York and this part of the state. Mr. Goldstein was better known as "Goldie." He was forced to relinquish his duties at the F.B.O. office a number of months ago when he went to New York city with relatives.

Exhibitors generally throughout this section extended their sympathy last week to Fred Elliott, owner of the Clinton Square theatre in Albany, whose daughter, Dorothy, 19 years of age, died at her home, following an illness of some time.

The local Pathe office was saddened during the week when the mother of Miss Marie Mahar, a bookkeeper, died at her home in Watervliet.

Henry Hunt Passes Away in Boston

Henry J. Hunt, for many years treasurer of the New Park Theatre in Boston and identified with the management of other playhouses, died Monday at his home in Boston. He is the son of Jay Hunt who is associated with the motion picture industry in Hollywood, his parents arriving in time to attend the funeral services. They travelled across the continent on receipt of a telegram telling of his critical illness. Rabbi Samuel J. Abrams of Temple Ohabei Shalom officiated at the services and burial was in Montvale cemetery, Woburn, Mass.

Report Shows Extent of Arbitration

Motion Picture Boards in Second Year of Activity Decided
5,450 Cases Involving \$1,331,206.72

THE value of arbitration in a big industry in keeping disputes out of the courts is exemplified in the second annual report of the board of arbitration of the motion picture industry submitted by Will Hays, President of the Motion Picture Producers and Distributors of America and released through the Arbitration Society of America with offices at 115 Broadway, New York City.

Though in only the second year of their activity the motion picture boards decided 5,450 cases during 1925, with \$1,351,206.72 involved. Of these cases only seventeen were taken to the courts after the arbitration board had made its award. A notable feature during 1925 was that 99 per cent of the cases involved were decided within thirty days after they were filed.

There are thirty-three motion picture arbitration boards in leading cities throughout the United States deciding disputes between the exhibitors and distributors. The boards are made up of three men chosen by the distributors and three by the theatre owners. If the six cannot come to a decision a seventh is chosen by the six. During 1925 only twenty-two cases, totalling \$12,341.41 required the services of a seventh arbitrator.

In 1924, the first year of arbitration in this industry, 4,875 awards, involving \$1,077,968.99 were made by the arbitration boards. Fifteen of these disputes required a seventh arbitrator and four were litigated after arbitration. In 1925, in addition to the 5,450 disputes upon which actual awards were made by boards of arbitration there were 4,269, involving \$802,747.69, settled by conciliation after having

Ohio Arbitration Only for Members

AT a meeting of the executive committee of the Motion Picture Theatre Owners of Ohio held on January 12th, a resolution was adopted warning all exhibitors who were not members of the organization within thirty days after January 12th that exhibitor members of Boards of Arbitration at Cleveland and Cincinnati will refuse to sit in all cases involving exhibitors who are not members of the organization.

been filed, but before being determined by boards of arbitration. Last year, therefore, a grand total of 11,887 cases involving \$2,542,544.40 were disposed of without recourse to the courts.

Five hundred and fifty-four disputes involving \$124,797.23 were withdrawn by complainants; 292 cases involving \$87,147.86 were dismissed by boards of arbitration. On December 31, 1925, there were pending in the various boards of arbitration throughout the country 539 disputes involving a total of \$205,216.71.

"Arbitration has been a tremendous success in settling commercial disputes in the motion picture industry," says the report. "It has made recourse to the courts almost unknown in deciding controversies between motion picture distributors and theatre owners. It has saved tremendous sums that would have been spent in litigation and has operated efficiently and without delay to the satisfaction of both parties.

"Both in its country-wide scope and in its volume, the functioning of arbitration in the motion picture industry is pre-eminently the outstanding example of the successful use of this means of settling trade disputes."

The experience of the motion picture industry is duplicated by an increasing number of trade and professional associations which are making more and more use of the principle of commercial arbitration, according to Richard Washburn Child, President of the Arbitration Society, in commenting upon the report from Mr. Hays.

"For the second year the motion picture industry has given the American business world striking proof of the effectiveness of commercial arbitration in the speedy and economical settlement of business disputes," said Mr. Child. "As yet no other industry can in any way approximate either in number of cases or in the scope of their distribution, the rapid progress made in the motion picture industry, but the use of arbitration in other businesses and professions is becoming in the aggregate an important and a most significant factor in present-day business developments. A year ago President Coolidge signed the first comprehensive Federal Arbitration Act, which permits the application of this principle to business controversies involving interstate trade, and Secretary Hoover has frequently emphasized the importance of business men taking advantage of arbitration as a means to eliminating waste in time and money and modernizing the one phase of business procedure in which America has until so recently lagged."

Tax Measure Stirs Missouri Owners

Hot Battle is Promised Against Governor's Proposed
Ten Per Cent Tax on Admittances to Theatres

WHEN Governor Baker of Missouri recently adopted as part of his proposed constitutional amendment a ten percent tax on all admittances to theatres and other places of amusement, he threw a bombshell into the center of the motion picture exhibitors of the state and they intend to wage a hot fight against the tax.

In response to a telegram from Business Manager Joseph M. Seider of the Motion Picture Theatre Owners of America, the Unit in St. Louis, has signified its intent to fight to a finish any additional amusement tax in Missouri. Seider's wire immediately followed earlier reports that Governor Baker and other State Officers of Missouri were caucusing on a proposed Amendment to the Constitution which would add a 10% Tax on Amusements in that State, the money to be used for state educational purposes.

The St. Louis Theatre Owners are now devising means to combat the proposed Measure, and will forward their outline of the local situation to the National Business Manager. As soon as he is in receipt of this material, Mr. Seider will bring the pressure of the National Organization on the situation through an intensive campaign which he

is now planning at National Headquarters at 745 Seventh Avenue, New York City.

The amusement tax would be included in the constitutional amendment to be submitted to the voters of the state at the general elections to be held next November. The proposal already carries a tax of 10 percent on the sale price of cigars, cigarettes and other forms of tobacco and a recommendation that the inheritance and foreign insurance taxes be transferred from the general to the school fund.

Governor Baker anticipates that his amusement tax will drag from \$3,000,000 to \$4,000,000 into the school fund.

The proposed arrangement has been taken up by the exhibitors organization in St. Louis and Kansas City and it is certain that the two organizations have jurisdiction over the Eastern and Western sections of the state will also organize to defeat this new effort to saddle a further tax burden on the exhibitors of the state.

Inclusion of the amusement tax was agreed to at a conference of Governor Baker and several state officials. The revised form of the amendment will be submitted to Baker's committee in charge of the amendment at a

meeting at Jefferson City, state capital, next week.

This announcement means nothing more or less than a huge combine of the M. P. T. O. Kansas-Missouri, all sporting goods concerns, baseball interests and tobacco manufacturers to fight the proposed legislation. Such a combine has not yet been formed, but in the opinion of theatre owners it is inevitable.

"Such a 'nuisance tax' is an insult to the activity of Missouri exhibitors during the recent war," said C. E. Cook, business manager of the M. P. T. O. Kansas-Missouri. "We carried the load of a tax then and freely gave up our screens to aid every good cause which came along. We are forced to pay city, county and state taxes which now are high enough. If such an unjust piece of legislation should be passed it will mean disaster for Missouri exhibitors. I do not say 'disaster' for the mere effect of the thing, but I mean just that—ruination. The smaller exhibitors cannot stand it. The larger theatre will be forced to saddle the increase upon the public, which always is the 'goat' in such type of legislation."

New Bills Appearing in Albany

Measure for Abolishment of State Commission Has Not Yet Been Introduced

WITH the New York State Legislature now in its fourth week, bills of interest to the motion picture industry are being introduced, although up to the present time no bill has yet made its appearance calling for the abolishment of the New York State Motion Picture Commission. This fact is largely due to the Legislature awaiting the report of the reorganization committee, as it is generally known that up to the present time no place has been found for the commission other than in a verbal way. There has been some talk that the commission might be lodged with the State Education department, but if this takes place, the commission will become a bureau but with a New York city branch, where all the reels can be examined as at present. If the commission manages to survive and becomes a part of the Education department, the three commissioners, each of whom draws down a salary of \$7,500, will be replaced by a single bureau head.

Talk heard around the Capitol during the last week or two, particularly among the Republicans, seems to indicate a sentiment in favor of continuing the commission.

"If ever the opportunity was offered to relieve the motion picture industry in this state of the troublesome annoyance and unnecessary expense of censorship it is now," said Frederick H. Elliott, general manager of the Independent Motion Picture Association of America in a statement issued this week.

"It is understood," said Mr. Elliott, "that the report of the State Reorganization Commission of which former Governor Charles E. Hughes is chairman will be ready for submission to the legislature during the early part of February, and according to information received from authentic sources no place has as yet been found for the Motion Picture Commission under the reorganization plan."

Senator J. Griswold Webb, a Republican, has introduced a bill exempting news reels from examination by the commission. This bill will unquestionably pass.

Assemblyman Charles A. Freiberg, of Buffalo, has already announced that he intends to re-introduce his bill of a year ago, relative to the admittance of unaccompanied children to motion picture theatres in New York state. This bill got no further than being assigned to a committee last year.

Labor Troubles Up Again in Seattle

A general showdown of exhibitors against Musicians and Operators Unions in Seattle is being expected daily in the Northwest city, as a result of the latest alleged attempt of the union organizations to govern the management of motion picture houses in Seattle's downtown district.

The differences have been brought to a head by the Palace Hip Theatre case. The Palace Hip, formerly devoted to the showing of Ackerman and Harris musical revues, was closed recently and was to have been reopened this week under the management of W. W. Ely, who arrived in Seattle from California to succeed Joseph Muller, former manager. Upon his arrival in Seattle, Ely announced that he would reopen the Palace Hip under a first run motion picture policy, charging twenty cent admission prices and changing his program twice weekly.

Because of the high cost of operation and low admission prices, Ely announced that the musical accompaniments and features at the Palace Hip would be limited to the Palace Hip organ, which would require a musical staff of three men for the house. The Musicians Union of the city immediately notified Ely that unless he employed an orchestra of eight pieces, in addition to the organists, he would be unable to open as a union house, as they would not furnish operators, electricians or other union employees.

Reginald Barker Returns to M-G-M

Metro-Goldwyn-Mayer have again signed Reginald Barker to a long term directorial contract. He returns to that company after a short engagement with the Fox studios, to whom he went after having completed "The White Desert" for M-G-M. Baker's first picture under the new contract has not yet been announced.

February Is Grainger Month

Fox Sales Forces Will Pay Tribute to New General Sales Manager

FOX has designated February as Jimmy Grainger Month in appreciation of the efforts of the general sales manager since his affiliation with the company last May. During that month every effort will be put forth by the reorganized sales staff to make the current season the most successful in the history of the Fox Corporation.

The sponsors of the plan are confident of its success. In discussing it one of them said:

"When the boys in the field tell the exhibitors they are out to make a showing as a tribute to Jimmy Grainger we are confident of a response that will result in a greater gross than our chief ever expected. No man in the industry has the confidence and good will of the motion picture showmen more than James R. Grainger. The exhibitors

know that anything he or his name is connected with has nothing of the lemon variety in its make-up. There is no doubt but that they will meet our salesmen more than half way in showing their appreciation of the outstanding figure in the motion picture sales field."

Mr. Grainger knows nothing about his associates plans to have him realize his ambition. He left for the Southland for a well earned rest a few days before it was hatched in the fertile brains of Fred C. Quimby, Fox short subject sales manager; J. Sichelman, assistant general sales manager; M. J. Schwartz and E. C. Grainger. It was born during a discussion of the annual spring drive.

Report Estimates New Theatres

Dodge Statistical Department Says 335 Houses Were Launched Last Year

CONTRACTS were awarded for 335 theatres in 37 states during 1925, according to a report of the statistical department of the F. W. Dodge Corporation. The amount invested aggregates \$28,000,000, according to the report. The territory covered includes everything east of the Rockies and is said to represent 90 percent of the total construction in the entire country.

The report gives the figures as follows:

1925	No. Projects	New Floor Space Sq. Ft.	Cost
Jan.	11	59,800	\$251,000
Feb.	15	81,500	497,500
March	27	491,500	4,890,500
April	28	674,600	9,111,000
May	35	234,600	1,217,000

June	27	365,400	2,378,500
July	33	372,800	1,985,800
Aug.	46	405,000	2,308,000
Sept.	30	336,400	1,781,300
Oct.	25	186,100	1,208,000
Nov.	27	203,100	1,012,000
Dec.	31	246,400	1,521,000

Total ... 335 3,648,600 \$28,261,600

Figures for the first eleven months of 1925 compiled by *Engineering News Record* showing only houses costing \$150,000 and over showed contracts for 119 houses were awarded, involving a total investment of \$55,542,355.

The *Architectural Forum* on data obtained directly from architects places the number of theatres for 1926 at 330, involving an estimated outlay of \$69,783,000.

Judy King Associated Exhibitors Star

JUDY KING, for the past few years playing small parts and leads both in feature as well as in short comedies, has been elevated to the rank of star and



Judy King.

will appear in a series of six comedy dramas to be made by Thomas L. Griffith for Associated Exhibitors release.

Miss King was born in Montreal, Canada, and at the age of eleven made her debut on the stage in New York. In 1922 she made her first screen appearance with Harold Lloyd in "Safety Last" and this was followed by an engagement as leading lady in several Hal Roach comedies. She alternated between short and feature comedies for the next few years, also playing a dramatic bit in "Smouldering Fires."

Plans are now being made for the first Griffith production which will be started at the Associated studios in Los Angeles as soon as a male lead is selected for the star.

Laemmle Anniversary Plan Launched

Dinner Dance at Commodore Starts Activities Commemorating Twenty Years in Motion Picture Industry

A BIG supper dance to be held by the officers and employees of Universal Pictures Corporation at the Commodore Hotel in New York on Friday evening, February 5th, will inaugurate the round of activities being arranged to mark Carl Laemmle's twentieth anniversary in the motion picture industry.

The Universal employees who will attend will include the Home Office force, the personnel of the Big "U" exchange in New York and the staff and operatives of Universal's laboratory at Fort Lee, N. J.

The affair is to be held in the main ballroom of the Commodore. Dancing will begin at 9 P. M. and will be interrupted by a supper at 11.30. Following the supper there will again be dancing and entertainment.

Music will be supplied by Ben Bernie and his orchestra. E. H. Goldstein, Treasurer of Universal, will be the master of ceremonies for the evening, and R. H. Cochrane, Vice-President of the big film concern will be the toastmaster.

Laemmle is now returning from Europe aboard the Steamship Olympic, and will arrive in New York on February 2nd, well in time for the party at the Commodore. Many activities are projected for his anniversary period. His friends both in and out of the industry will participate in the various functions and festivities. The anniversary will be marked in all parts of world—wherever Universal's and Laemmle's influence extend.

Laemmle's twenty years in the business constitute the entire life of the industry. When he left the department store business early in 1906 and opened a small store-show theatre in Chicago on February 26th of that year, moving pictures consisted of split reel pictures, mostly of the novelty type.

The present Universal organization, valued at millions of dollars and recognized as one of the most compact organizations in the international business field, has grown from an initial investment of \$3,600. Laemmle's business acumen, his uncanny sense of values and his fighting ability are largely responsible for this remarkable growth.

Among the letters of congratulation pouring in upon the Universal president, are messages from heads of rival film companies, including Marcus Loew, Samuel Goldwyn and Robert Lieber.

Loew wrote as follows:

"I just learned that it is twenty years since you entered the motion picture industry, and I wish to take this opportunity of congratulating you on your wonderful success.

"No one knows better than I of the trials and tribulations that attended both exhibitors and producers in the early stages.

"With very best wishes for continued success."

President Lieber of Associated First National Pictures paid the following tribute to Laemmle:

"My attention has been brought to the fact that this year of 1926 marks for you twenty years of constructive work towards the advancement of motion pictures.

"I, myself, can think back over a goodly share of these same years, and as I am constantly reminded of your definite purpose through all of this time. Through all of this period your work has been significant of all that is best in the advancement of this industry of ours.

"I am hoping that you will continue to find this same interest for many years to come, for we still need you now as we did in the early days."

Goldwyn sent the following congratulations:

"It has just come to my knowledge that in February you will have been in the business for twenty years, and I therefore feel that it is only befitting the occasion that I express to you my appreciation for the constructive work you have done for the motion picture industry as a whole during that period.

"You have always stood for clean, wholesome entertainment and honest dealings with the public motion picture theatre owners, as well as with your competitors, and I hope that you will continue for the next twenty years to do the good for the industry that you have in the past.

"Best wishes and kindest regards."

Ground is Broken for K. C. Midland

Alliance is Effected With Loew's, Inc. and \$1,750,000 Bond Issue Negotiated; Other Theatre Expansion

HERBERT M. WOOLF, associated with M. B. Shanberg in the construction of Kansas City's \$4,000,000 Midland theatre, announced this week that the ground for the building would be broken this week.

An alliance with Loew's Inc., has been effected and a bond issue of \$1,750,000 with one of the large bond houses negotiated.

Following are some of the outstanding features of the theatre, which will be managed by Mr. Shanberg:

Seating capacity—4,000; Orchestra pit, provided with lift which will bring the 50-piece orchestra into view of the audience when playing; Theatre lobby the height of a 3½ story building; Elevators from lobby to mezzanine and balcony; A larger area than any other down town building; Total frontage on Main, Thirteenth street and Baltimore avenue—553 feet.

The steel frame of the structure will be so built that the building can be increased to twelve stories. The theatre, which, it is expected will have its formal opening next Christmas, will be modeled somewhat after Loew's Capitol theatre in New York. A pipe organ will be built at a cost of \$100,000. Thomas W. Lamb of New York, the architect, is making a final revision of the plans and is making a studied effort to gain an effect of coziness, despite the vast dimensions of the auditorium.

The Tacoma Theatre in Tacoma, Washington, that city's oldest and largest legitimate playhouse, was purchased last week by S. R. Balkwill from the Tacoma Theatre Building Company at a cost of approximately \$500,000, it was announced this week. Reports that the North American Theatres Corporation, a unit of the DeMille theatre group, would take over the house following a complete remodeling and renovating could not be confirmed by authentic sources. Houses are now under construction in Seattle and Portland for the North American organization, however, and it is believed quite possible that they will take over the Tacoma structure.

Exclusive lease of the Alexandria and Coliseum theatres San Francisco has been obtained by Herbert L. Rothchild, which will henceforth bear the well known trade mark of Herbert L. Rothchild Entertainment. Mr. Rothchild has placed Harry David in charge as general manager of the two theatres. He has as his assistant, John Don Maroney, who in turn has a house manager in each theatre. The general offices are to be maintained in the Alexandria and were completed and occupied officially Saturday, Jan. 9th.

A chain of theatres is to be established over Nebraska, according to an announcement made by W. H. McFarland, general manager of the World Realty Company.

The World syndicate will have houses in fifteen of the largest cities of the state, says Mr. McFarland. The start will be made in Fremont and Columbus, with \$100,000 theatres in each city. The company also plans suburban houses in Omaha. Those already announced are at Leavenworth and Twenty-Ninth streets and in Benson. The company owns the Sun, World, Moon, Muse and other theaters in Omaha and is planning the \$1,000,000 "Omaha" theater at Sixteenth and Douglas.

A deal between Universal and J. W. Cotter, owner of the Fourth Street theatre, Moberly, Mo., has been completed, whereby Universal purchased the house, according to Charles Sears, in charge of Universal theatres in the Kansas City territory. Lee Jones will manage the house temporarily. The purchase price was not named.

The Goldstein Circuit has taken over the Majestic Theatre of Easthampton, formerly owned by Joseph Rappoulos. Mr. Rappoulos will continue as manager of the house under the new owners. The Goldstein Circuit recently gave up the Strand Theatre, formerly known as Recreation Hall, at Easthampton and this hall is now under the management of Mr. Kendall. It is owned by the West Boylston Manufacturing Co.

It is understood in Rockland, Me. that Paramount interests contemplate building a theatre in that city in the Spring.

Four Due From First National

"Irene" Heads Quartette of Features
Scheduled for February Release

FOUR important releases are scheduled for February by First National. They are "Irene," as the outstanding attraction on February 21st, "Rainbow Riley" on February 7th, "The Far Cry" on the 14th and "The Dancer from Paris" on the 28th.

"Irene" is hailed by First National as the biggest starring attraction Colleen Moore has ever had. It is taken from the popular musical comedy by James Montgomery. In addition to the role enacted by the star, the picture is said to offer a gorgeously colorful fashion show photographed in color.

The scenario for "Irene" was written by June Mathis, and Alfred E. Green directed. In the cast supporting the star are Lloyd Hughes, Kate Price, Charlie Murray, George K. Arthur and Edward Earle.

"The Far Cry" was made at the West Coast studios under the direction of Balboni. The play from which the story was adapted was written by Arthur Richman and enjoyed a successful run on Broadway. Most of the

action transpires in the American colony in Paris. Prominent in the cast are Blanche Sweet, Jack Mulhall, Hobart Bosworth and Myrtle Stedman.

Johnny Hines' second starring vehicle for First National is an adaptation of Thompson Buchanan's play "The Cub" in which Douglas Fairbanks starred on the stage. Under the title of "Rainbow Riley," Hines is said to have a rapid-fire comedy story. Charles C. Burr is the producer, Anthony Paul Kelly wrote the scenario and Charles Hines directed. The cast includes, J. Barney Sherry, Brenda Bond, Dan Mason, Bradley Barker, John Hamilton and Harlan Knight.

In "The Dancer of Paris," Robert T. Kane has a sparkling story from the pen of Michael Arlen. As the title indicates, it will be a sophisticated story centering around the gay life of Paris. Kane has assembled a strong cast headed by Conway Tearle, Dorothy Mackaill and Robert Cain. Alfred Santell is directing.

Many Theatre Fires in Week

Fire in Theatres in New England Territory
and Albany Result in Considerable Losses

FIRES continue to be troublesome in the New England area. In addition to those recently in Rhode Island and Connecticut, the past week has seen fires in theatres in Haverhill, Quincy, Danvers and Fitchburg, Mass. These fires have resulted in loss of a considerable amount of film to the New England exchanges, all of the larger exchanges having lost from three to six and eight rolls each. The losses have also caused considerable annoyance in bookings of shipment of films and in some cases, changes of programs.

The Majestic Theatre in Fitchburg was damaged by fire which also did heavy damage, estimated at \$150,000, to the block in which the Majestic is located.

The Elm Theatre in Danvers, the only motion picture theatre in the town, was damaged to the extent of \$65,000. The fire started near the boiler and the theatre will have to be entirely rebuilt.

The Academy of Music Theatre in Haverhill was damaged by fire Thursday morning, a watchman discovering the blaze in a rest room of the playhouse in the early morning. Four hours later, when the fire had been put out, the theatre was considerably damaged. Damage to the theatre and to the block in which it was housed was heavy but a fire wall undoubtedly saved the theatre from total destruction. After extensive repairs, it will be reopened. The loss at this fire is placed at \$150,000.

Music Hall in Quincy, the second floor of which is a motion picture theatre, was damaged to the extent of \$10,000, of which about half fell upon the theatre. Fortunately all of these fires occurred during the night or early morning hours.

The Strand theatre in Fonda, and the Opera House in Ogdensburg, N. Y., were destroyed by fire last week. The Strand was owned and operated by William VanAlstine, who also runs a house in Fultonville. The fire started in a tailor shop close by and spread very quickly, consuming a bakery, a grocery store and other buildings, including the theatre. The piano and projection machine were saved by laborers working on the New York Central tracks close by. The seats were not sufficiently damaged but what they can be used, and Mr. VanAlstine is already looking around for another house. The fire occurred shortly after 8 o'clock in the morning.

The fire which destroyed the Opera House in Ogdensburg, started shortly after midnight and consumed the City Hall, as well,

Conn. Attorney General Renders Tax Decision

FILMS of an educational or religious character, whether shown in a motion picture theatre, a school or church, are exempt from the state motion picture tax of Connecticut, according to a decision handed to Tax Commissioner Blodgett of that state by Attorney General Healey of Connecticut.

Attorney General Healey, in his decision, says:

"If the General Assembly desired to make the place where these films were to be shown, the test to be applied, in order to make them tax exempt, it could have easily expressed that intention in the statute by appropriate language. It is not within my power to limit the purpose as expressed in the language of the statute by supplying a limitation that would in effect defeat the object sought to be attained in making these classes of pictures exempt.

"Reading the statute in the light of the established public policy of the state, which has always favored tax exemptions of gifts devoted to everything which promotes the public welfare, it is my opinion that this statute should be so construed that the class of pictures enumerated in the statute should be exempted from taxation.

"As the statute places upon you, as tax commissioner, or your agent, the duty of determining in each particular case whether the picture comes within the class enumerated, the interests of the state are amply protected."

with a loss of close to \$300,000. The Opera House was being run by J. S. Burnham under a five year lease. While the City Hall will be rebuilt, according to present reports, it now looks doubtful for the theatre. The fire in Ogdensburg occurred in zero weather and with a gale sweeping the city.

Charles A. Meade, manager, and Miss Kathleen Sinclair, organist, proved to be the heroes of a big downtown fire in Winnipeg, Manitoba, last Saturday night which broke out next door to the Lyceum Theatre which is the largest of three theatres in Winnipeg under lease to Canadian Universal Films. The theatre was crowded to the doors but, without stopping the picture, Manager Meade appeared in the orchestra pit to announce that every person should leave quietly. Miss Sinclair stuck to the console to play the exit march although the theatre was filled with smoke, until the last of the audience had departed.

The loss by fire was \$150,000, the damage to the Lyceum being estimated at \$10,000, through the ruining of new drapes, carpets and other furnishings through smoke and water. The theatre had only been remodelled last October when the house was taken over by Universal. The owner is A. R. McNichol.

Censor Board Threatens to Resign

Seattle's entire Board of Theatre Censors threatened to resign their posts last week, according to news dispatches, unless the City Council took action against the licensing of all-night motion picture theatres. The all-night houses have been established in Seattle for several seasons, and ever since their first opening have been a bone of contention between the censor board and the more liberal minded governing body of the city.



S. S. Hutchinson, who will produce a series of features starring Edward Everett Horton for Associated Exhibitors release.

"Cat's Pajamas" Title for Bronson Production

The title of the new production co-starring Betty Bronson and Ricardo Cortez will be "The Cat's Pajamas." This production will be produced for Paramount from an original story by Ernest Vajda, the Hungarian playwright who is under contract to Paramount. Arlette Marchal, noted French beauty is a member of the cast.

"Sparrows" Mary Pickford's Next Picture

Production on the latest picture starring Mary Pickford has been completed and it will be released under the title of "Sparrows" which will replace that of "Scraps" under which title the production was filmed. During the past few weeks a number of special scenes were taken.

Make Additions to Cast of "Eve's Leaves"

Richard Carle, Arthur Hoyt and Nambu, talented Chinese actor, have been added to the cast of "Eve's Leaves," the pictorial adaptation of the stage play now being produced by Cecil B. De Mille for Producers Distributing Corporation. Leatrice Joy is starred in this picture.



Highlights of "Triple Action," a Universal production.

F.B.O. Is Winding Up Schedule

Schnitzer Completing Current Schedule and Preparing Next Season's Specials

J. I. Schnitzer, vice president of F.B.O., in charge of production is on the coast winding up the current schedule for production and preparing for the twelve specials to be produced in the 1926-27 program.

Three Gold Bond specials remain on the current program. They are "The Non-Stop Flight," "A Poor Girl's Romance" and "The Isle of Retribution." "The Non-Stop Flight" is an Emory Johnson melodrama of the historic hop of Commander John Rogers from San Francisco to Honolulu. It is now in production.

"A Poor Girl's Romance" is the second of the Laura Jean Libbey stories. This with "The Isle of Retribution" will be started within the next few weeks.

The same general type of production which was featured by the company during the past year will compose the backbone of the forthcoming product, according to Schnitzer, who also says that more attention will be paid to the exploitable possibilities of the productions.

Among the specials to be produced for next year will be at least two Gene Stratton-Porter pictures, and "Her Honor the Governor," which will go into production almost immediately.

Fred Thomson, 'Lefty' Flynn, Evelyn Brent, Richard Talmadge, Tom Tyler and Bob Custer are finishing work on their individual output of pictures. Alberta Vaughn has finished the first episode of the new "Fighting Hearts" series.

Fred Thomson will produce several pictures for 1926-27, bigger than those of last year. Evelyn Brent, 'Lefty' Flynn, Richard Talmadge, Bob Custer and Tom Tyler are also scheduled for eight productions each, and Alberta Vaughn has been added to the

list in her first series of feature length starring vehicles.

Title Selected for Next Raymond Griffith

"Get Off the Earth" has been selected as the final title for the production which Raymond Griffith will make following "Fresh Paint" for Paramount. This title replaces that originally selected, "The Ship That Sailed to Mars."

Guy Oliver Given "Blind Goddess" Role

Director Victor Fleming has signed Guy Oliver for an important character role in "The Blind Goddess," which he is directing for Paramount. The story is an adaptation of Arthur Train's novel. Featured in the cast are Ernest Torrence, Jack Holt, Esther Ralston and Louise Dresser.

Boyd Will Play Opposite Leatrice Joy

William Boyd has been assigned to the leading role opposite Leatrice Joy in "Eve's Leaves," to be directed by Paul Sloane for Producers Distributing Corporation release.



Highlights of "The Midnight Patrol" a F. B. O. production.

Film Critic and Investigator Wanted

For full time employment in New York City. Thorough Catholic training and background essential. Must know motion pictures and be experienced in screen criticism. Splendid opportunity for right person. Address, giving experience and references, INVESTIGATOR, care of Motion Picture News, 729 7th Ave., New York City.

Lillie Hayward to Write Barthelmess Scenario

Lillie Hayward, well-known scenarist, has been chosen to write the scenario for Richard Barthelmess next Inspiration production which will be an adaptation of Richard Harding Davis' story "Ransom's Folly" a story with a western locale. Miss Hayward, accompanied by Sidney Olcott, who will direct the picture, and J. Boyce Smith, general manager for Inspiration, has left for Hollywood where the picture will be filmed.

Walter Morosco to Direct for Warners

Walter Morosco, until recently a scenario writer for Warner Brothers, has been signed to a directorial contract by that company. His first directorial effort will be "Silken Shackles," in which Irene Rich will be starred with Huntly Gordon, Robert Schable and Victor Varconi in the chief supporting roles. Morosco is the son of Oliver Morosco and the husband of Corinne Griffith.

First National Completes "The Savage" Cast

With the signing this week of Charlotte Walker, as the domineering wife, and Tom Maguire as a professor of science the cast for "The Savage," a First National production which Fred Newmeyer is directing under the supervision of Earl Hudson, is now complete. Ben Lyon and May McAvoy are featured.

"Red Mill" Next For Marion Davies

A SCREEN version of the musical comedy, "The Red Mill" will be the next Cosmopolitan Production starring Marion Davies following "Beverly of Graustark." It will be produced at the Metro-Goldwyn-Mayer studios by Irving Thalberg and directed by Marshall Neilan.

"The Red Mill" was one of the most popular musical comedies of its day. The music was by Victor Herbert and the book by Henry Blossom. It will be given an elaborate production with the settings laid in Vienna and other cities of Europe. Frances Marion has been engaged to write the adaptation and continuity.

Pauline Starke Signs New M-G-M Contract

Pauline Starke who started in pictures many years ago with D. W. Griffith has signed a new contract with Metro-Goldwyn-Mayer. She has appeared in such recent successes as "Adventure," "The Devil's Cargo," "Sun Up," "Bright Lights" and will be seen in "Paris."

Krafft Completes Titling "Rainbow Riley"

John Krafft has completed the titles for "Rainbow Riley," Johnny Hines second starring vehicle for First National release. Krafft is well known for the humor of his past titles and his contributions to newspapers and magazines.

Christianson Picture Titled "The Devil's Circus"

Benjamin Christianson's first American made production for Metro-Goldwyn-Mayer in which Norma Shearer is to be starred will be released as "The Devil's Circus" which title was finally decided upon by Louis B. Mayer, vice-president in charge of production. This production was formally known as "The Light Eternal" and "Devilkin." Christianson wrote the story, made the continuity and directed the picture.

The supporting cast includes Charles Emmett Mack, Carmel Myers, John Miljan, Claire McDowell and Karl Dane.

Porter in Hollywood with Story Material

Verne Hardin Porter, editor-in-chief of Paramount productions has arrived in Hollywood with story material for the inspection of Hector Turnbull and B.P. Schulberg, associate producers at Paramount's West Coast studio. He will remain in Hollywood for several weeks. Porter was formerly editor of Cosmopolitan, Smart Set and other publications.

De Mille Starts "Flight to the Hills"

William de Mille was scheduled to start work this week on "The Flight to the Hills," his forty-second production for Paramount, with Warner Baxter in the leading male role. The picture is said to be a Kentucky mountain story sans feud, moonshine or shooting. It was written by Charles Nevo Buck.



Highlights of the picture version of "The Johnstown Flood," produced by William Fox with George O'Brien in the featured role.

O'Connor Signs to Direct Gotham Pictures

Sam Sax, president of Gotham Productions, has signed Frank O'Connor to a directorial contract by the terms of which he will direct "Hearts and Spangles" and at least two other pictures for the Gotham program for 1926-27. O'Connor was responsible for the direction of "One of the Bravest" and "The Speed Limit," just completed for the company.

Roche Takes Up Warner Stories in April

Arthur Somers Roche, who has contracted to write a series of original screen stories for Warner Brothers will start work in Hollywood about April 2d. The stories by Roche will first appear on the screen and later, probably, will be published in either magazine or book form.

Manager and Wife Made Bandit Victims

After kidnapping H. E. Ulrich, manager of the Midland theatre, Hutchinson, Kas., and Mrs. Ulrich, two youthful bandits forced them to disclose the combination of the safe in the theatre Sunday night, escaping with about \$2,000.

Warners Sign Jane Winton to Long Contract

Warner Brothers have signed Jane Winton to a long term contract to play in featured roles. She has been in pictures only about a year and a half



Alice Terry and Antonio Moreno in "Mare Nostrum," the Rex Ingram production of Metro-Goldwyn-Mayer.

"U" Signs Five Leading Men

Bushman, Harlan, Horton, Von Eltz and Carillo Assigned to Feature Roles

UNIVERSAL has signed five prominent leading men for featured roles in current productions. They are Francis X. Bushman, Kenneth Harlan, Edward Everett Horton, Theodore Von Eltz and Mario Carillo.

Bushman has been assigned to play the leading role opposite Mary Philbin in "The Star Maker," which Lois Weber will direct. Harlan will play the featured role in "The Ice Flood," the first directorial effort of James O. Sparring, former New York dramatic editor.

Von Eltz and Carillo will play prominent roles in "Perch and the Devil," the Gertrude Atherton novel which King Baggot is directing with Mae Busch and Pat O'Malley in the featured roles. Horton will be featured in Edward Laemmle's picturization of "The Whole Town's Talking."

Another important announcement from Universal is that Barbara Kent, only a short time ago a Hollywood school girl, is to play the leading role in the Western feature, "Prowlers of the Night," with Fred Humes. This will be Humes' first feature length starring vehicle for Universal and Ernest Laemmle's first feature length directorial vehicle. Both Humes and Laemmle made a series of two-reel westerns on Universal's recently completed 1925 program.

Miss Kent, whose name was changed from Cloutman for screen purposes, was the winner of the "Miss Hollywood" beauty contest in the preliminaries of the "Miss America" contest.

Virginia Lee Corbin has also been signed to play the feminine lead opposite Horton

in "The Whole Town's Talking," and June Marlowe, 1925 Wampas Baby star, has been placed under a five year contract by Carl Laemmle.



Highlights of a current Producers Distributing Corporation release "Rocking Moon."

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Harry Beaumont Named to Direct "Sandy"

Harry Beaumont has been selected by Fox to direct the screen version of the Elenore Meherin serial "Sandy," now appearing in newspapers throughout the country. Madge Bellamy, Fox star, has been cast for the role of Sandy. Bardson Bard, a recent recruit from the vaudeville stage will play the part of Ben Murrillo, the husband, with Leslie Fenton in the role of Douglas Keith.

Others in prominent roles are Harrison Ford, David Torrence, Lillian Leighton, Joan Standing and Charles Farrell. The scenario has been prepared by Eve Unsell and it is likely filming will be started within the next week or ten days.

Dillon to Direct "Love's Blindness"

Elinor Glyn's story, "Love's Blindness," will be directed by John Francis Dillon, according to announcement by Louis B. Mayer, vice-president in charge of production at the Metro-Goldwyn-Mayer studios. The picture will be produced by Irving G. Thalberg. Pauline Starke will have the featured role.

National Tie Up Arranged for "The Little Giant"

A NATIONAL tie-up campaign in which the Gainaday washing machines will be advertised in conjunction with the Universal feature "The Little Giant" has been arranged by Joe Weil, director of exploitation for "U." The picture stars Glenn Hunter as a washing machine salesman. The manufacturers of the machines have distributed 10,000 half-sheet posters to their dealers over the country, and urge distributors to make displays and launch advertising campaigns in tying in with the showing of the picture at local theatres.

Goldwyn Buys "Beauty and Beast" Rights

SAMUEL GOLDWYN has purchased screen rights to the Kathleen Norris novel, "Beauty and the Beast" and it will be used as the next George Fitzmaurice production. Ronald Colman and Vilma Banky will be featured. This will be the first George Fitzmaurice production to be released under Goldwyn's new contract with United Artists.

It is the intention of Goldwyn and Fitzmaurice for the latter to take a unit to Italy to produce the story in the proper environment and the locale called for in the story. Fitzmaurice however, will start production immediately in Los Angeles, where the important interior scenes will be taken. The picture will be released sometime in the Fall by United Artists.

Furthmann New Paramount Scenario Editor

Charles Furthman has been appointed scenario editor-in-chief of Paramount's West Coast studio according to an announcement issued by Hector Turnbull and B. P. Schulberg, associate producers. Furthman, who has been in the motion picture business since the close of the World War, worked at the Universal plant for three years his last script there being "The Goose Woman." He has written several original screen stories.

F. B. O. Buys Stories for Lefty Flynn

F. B. O. has purchased screen rights to "Glenister of the Mounted," by Arthur Guy Empey and "Rough Going," by Victor Gibson, as starring vehicles for Lefty Flynn. The former appeared as a novelette in Triple-X Magazine, and "Rough Going" is an original story. The latter will be the first of the two to be produced.

Schildkraut to Appear in "Shipwrecked"

Joseph Schildkraut has been secured by Metropolitan Pictures to play opposite Seena Owen in "Shipwrecked," the picturization of Langdon McCormick's spectacular melodrama. The story was adapted to the screen by Finis Fox and will mark Seena Owen's debut as a star in Metropolitan Pictures.

Fox Signs Robert Kerr to Long Contract

Fox has signed Robert Kerr to a three-year contract and his first assignment will be "30 Below Zero," a Buck Jones starring vehicle. He recently completed direction of "A Trip to Chinatown," first of the Charles H. Hoyt comedy dramas to reach the screen.

Perkins Appointed M-G-M District Manager

S. D. Perkins has been appointed district manager for Salt Lake City and Denver for Metro-Goldwyn-Mayer. He will have his headquarters in Salt Lake City. Joseph Samuels has also been named manager of the Salt Lake City office.

Theodore Roberts Back on Paramount Lot

THEODORE ROBERTS, grand old man of the screen, is back on the set again after more than a year's illness. With Betty Bronson he is heading the cast in a story not yet titled, but being directed by William Wellman, youthful director whom B. P. Schulberg took with him to the Paramount studios.

Featured with Roberts and Miss Bronson are Ricardo Cortez and Arletta Marchal. Miss Bronson appears in the role of a little drudge seamstress, with Roberts as her father.



Highlights of Harold Lloyd's first comedy production for release through Paramount titled "For Heaven's Sake."

Cast Augmented for Ginsberg's "Brooding Eyes"

Robert Ellis and Dot Farley have been added to the cast of "Brooding Eyes" which Edward Le Saint is filming for Banner Productions from a script by Mary Alice Scully and Pierre Gendron. Lionel Barrymore is starred in this feature and the supporting cast, in addition to the above named consisting of Ruth Clifford, Montagu Love, William V. Mong, Lucien Littlefield, John Miljan and Alma Bennett. It will be a Henry Ginsberg release.

De Brullier Joins Cast of "Yellow Fingers"

Nigel De Brullier has been assigned to the role of the old Rajah in the Fox film version of "Yellow Fingers." Olive Borden is starred in the picture, while others in the supporting cast include Ralph Ince, Otto Matieson, Edward Piel, Armand Kaliz, John Wallace, Charles Newton, Josephine Crowell, May Foster and Claire Adams. Emmett Flynn is directing.

Ralph Ince has Lead in "Yellow Fingers"

Ralph Ince will be seen in the leading male role of the Fox version of "Yellow Fingers," directed by Emmett Flynn with Olive Borden as the star. Ince will be seen as the gruff sea captain who has earned the sobriquet of Brute Shane. The picture is an adaptation of the Gene Wright novel.



Scenes from the Universal comedy feature "What Happened to Jones."

Williams Lauds Dorothy Gish

"Jaydee" Will Make Three Productions in England With Her as Star

J. D. WILLIAMS, Managing Director of British National Pictures, Ltd., London, made the announcement immediately after the "Nell Gwyn" preview at the Ritz-Carlton Hotel, New York, that he and his English associates were so strongly impressed as to the future of Dorothy Gish, following her brilliant triumph in the name part of Herbert Wilcox's production "Nell Gwyn," that his company had made a deal with Inspiration Pictures, Inc., who has the star under contract for five years, under which arrangement she is to return to England immediately to be starred in three productions.

"Jaydee," when manager of First National Pictures, saw the possibilities and promoted to front rank stardom several of the present day reigning screen favorites. He sees in Dorothy Gish a player capable of creating for herself an unique position

on the screen. "She'll be the feminine Harold Lloyd," he believes.

Officials of Inspiration Pictures and Miss Gish, herself, were sold on the idea of the star's returning to England largely because of the splendid production quality of "Nell Gwyn."

George T. Eaton, President of the big English producing company, a man of long theatrical experience and a former associate of Jaydee in Australia, is one Englishman who has no fear of the success of British pictures in this country, or elsewhere in the world, provided they are of a technical and artistic quality comparable to the American product. He gladly gives American producers credit for having won a practical monopoly of the world's picture business on the basis of quality, and he bases his hopes for the success of his own company on their determination to win on merit alone.

Horton to Star for Associated

3 Productions by S. S. Hutchinson as Additions to "Triumphant Thirty"

AN arrangement has been entered into between Associated Exhibitors and S. S. Hutchinson whereby Hutchinson will make three additional pictures starring Edward Everett Horton, as a result of a preview of "The Nutcracker" in which Horton is co-starred with Mae Busch.

Officials of Associated were so pleased with this production that they decided that although originally listed as one of the "Triumphant Thirty" it should be issued as one of a group of Horton features in addition to their already announced schedule.

"The Nutcracker," which is a comedy-drama of married life based upon the stage and book success of that name, was directed by Lloyd Igraham for Hutchinson. The production was previewed at an uptown Broadway theatre recently and, it is claimed, the audience showed a distinct preference for it over the regular feature in which two popular screen players appeared.

The following day negotiations were started with Hutchinson and the contract signed for the three pictures.



Scenes from the F. B. O. production titled "King of the Turf."

Charters are Given to New Companies in New York

Newly incorporated motion picture companies, entering the business in New York state the past week, included the following: William K. Hedwig Picture Enterprises, Inc., \$10,000, with Elsie Hedwig, William K. Hedwig, Forest Hills, Edward E. Makholm, Jersey City; Boheme Film Producing Company, Inc., \$10,000, Anthony Fiorino, Brooklyn, Joseph O. Laine, Domenico Cassio, New York city; Fitzer-Syracuse, Inc., \$10,000, Ben Fitzer, Syracuse, Charles D. Blessing, Joseph N. Schwartzwalder, Auburn.

Woodrook Amusement Corporation, capitalization not stated, Edward Spiegel, Charles Fisher, I. M. Racer, Brooklyn; Kingdun Productions, Inc., \$10,000, H. A. Bloomberg, Richard Amado, Israel Finkel, New York city; A. and L. Film Advertising Co., Inc., \$1,000, L. B. Appleton, F. H. Lincoln, Samuel Kramer, New York city; Lloyd Hamilton Corporation, capitalization not stated, I. M. Michelman, R. Liebhoff, A. J. Johnston, New York city; Bellaire Amusement Corporation, \$2,000, R. L. Schiff, Joseph Sussman, Isador Finkelstein, New York

Banker Named Director of Eastern Theatres

Eastern Theatres, Limited, Toronto, an important subsidiary of Famous Players Canadian Corp., Toronto, operating theatres in Eastern Canada, has added to its directorate by the election of a well-known banker as director, W. D. Ross, a director of the Bank of Nova Scotia. He fills the place left vacant by the resignation of D. L. White of Midlan, Ontario.

Eastern Theatres has also published a financial statement covering the first three months of the fiscal year, September to December inclusive, which shows that earnings for the period were considerably in excess of those for the same period one year before.

Sen. Harris Drops Dead in State Capitol

STATE Senator John P. Harris, of Pittsburgh, described as "The best friend the motion picture industry ever had in the Pennsylvania Legislature," dropped dead during a legislative committee hearing Jan. 26 in the state capitol in Harrisburg.

Senator Harris was born December 4, 1871. He established the first motion picture theatre in Pittsburgh. Since then he had been engaged in theatre development, extending his business to include vaudeville and legitimate productions as well as photoplays. He is owner of the Harris Amusement Companies, owning theatres in the Pittsburgh District, Youngstown, Ohio; Wilmington, Del. and Detroit, all of which were ordered closed last night because of his death. He was an officer and part owner of the Harry Davis Enterprises, which conducts theatres in several states.

He was also part owner and director of the Pittsburgh Baseball Club, which owns the Pittsburgh Pirates, world champions in baseball. He was vice-president and director of the Washington Trust Company, Pittsburgh, and director of the Rosalia Foundling Asylum and Maternity Hospital.

Senator Harris was the floor leader in the Upper House for the administration measures of Governor Pinchot.

Fox Acquires Ingleton Research Library

THE George Ingleton research library, said to be one of the most complete private collections of rare books in America, has been acquired by the Fox west coast studios. Besides the great number of books obtained in every part of the world, the library includes files of national and international magazines and reference books dating back forty years.

Included in the great mass of literature is information dealing with peoples, customs, modes of living, habits of thought, dress, architecture, transportation and scenery with which the motion picture maker may come into contact.

Overtime Wages for "Extras" in Coast Studios

Overtime pay for women and minors employed as "extras" in motion picture studios in California and working in excess of an eight hour day, has been ordered by the industrial welfare commission in a decision made public January 9th.

The commission defined as "extras" those women or minors employed on a daily basis at a wage not exceeding \$15 per day. Pay was fixed at 25 per cent additional for excess of eight hours and less than 10 hours; 50 per cent for 10 to 12 hours; 75 per cent for 12 to 14 hours, and double pay for more than 14 hours.

The decision fixed the working day as beginning when extras are told to, and do, report at a designated place. Women are to be paid for time used in trying on costumes and in fittings. Extras must be paid at the end of each day. Hot coffee and meals must be provided women working at night.

Famous Players-Lasky Win "Covered Wagon" Suit

A \$1,000,000 suit against Famous Players-Lasky Corporation, pending since the release of "The Covered Wagon," has just been won by the defendant in the federal court at Kansas City.

The suit, brought by Mrs. Virginia Bridger Hahn, daughter of Jim Bridger, famous Indian scout, charged that the picture defamed the character of her father in that it depicted him as the husband of Indian wives and as a drunkard.

In ruling against Mrs. Hahn, Federal Judge Albert L. Reeves held that the changing standards of living make it impossible to defame one's ancestors. Things considered proper in one generation might be held as improper in another, he said.

Earle Foxe Again Back as Van Bibber

Earle Foxe is again back in the role of Van Bibber in the latest Fox Van Bibber comedy, "The Reporter." This is the fifteenth picture in which Foxe has assumed the same role. Lou Seiler is directing.

With the temporary suspension several months ago of the Van Bibber comedies, Foxe had an important role in "Wages for Wives" and then played the leading male role in "A Trip to Chinatown," first of the Charles H. Hoyt comedy drama series.

Intermountain Trade Board Elects Officers

Officers of the Intermountain Film Board of Trade for the following year are as follows: W. F. Gordon, President; H. Bradley Fish, Vice President; D. T. Lane, General Counsel, Secretary and Treasurer. The joint board of arbitration has three exhibitor members and three distributor members. The exhibitor representatives are Carl A. Porter, manager of the Victory Theatre; Ed Diamond, manager of the Pantages Theatre, and C. F. Montgomery, manager of the American Theatre here. The distributor representatives are M. Apar-ton, branch manager for Universal; W. H. Rankin, local manager for Warner Brothers, and Jos F. Samuels, new manager for Metro-Goldwyn-Mayer in Denver.

First National Changes Titles of Two Pictures

"High Steppers" has been definitely set as the title for the forthcoming Edwin Carewe production heretofore referred to as "Twentieth Century, Unlimited," which was adapted from the Sir Phillip Gibbs' story "Heirs Apparent." "The Second Chance," another First National vehicle, has been changed to "Her Second Chance." Lambert Hilyer is directing the last named story with a cast including Anna Q. Nilsson, Huntly Gordon, Charles Murray, Mike Donlin, Dale Fuller, Sam De Grasse and Corliss Palmer.

Injury to Bebe Daniels Not Serious

Bebe Daniels, Paramount comedienne was not so seriously injured as at first announced last week following a mishap in the making of a scene for "Miss Brewster's Millions." It at first appeared as though she had a slight concussion of the brain, but she has already recovered sufficiently to be back on the set at the Lasky studio.

Comerford Houses Will Remain Open

Despite the inroads on the box office caused by the coal strike, the Comerford chain around Scranton, Pa., will keep all houses open. The majority of the houses play a combination policy.

Britain Picks National Studio Site

THE British Government has selected a spot for a National motion picture studio, according to a dispatch to the Times. The location is at Whitehawk, near the sea at Brighton with an area of 76 acres.

It is figured that about \$1,000,000 will be required to erect the plant and of this amount the Government is expected to grant half. Preliminary preparations will be begun on the site within two months, according to the Times dispatch.

The British Government intends to introduce legislation to prohibit block booking. The Government abandoned its intention to fix a legal quota for British films for the present.

George K. Arthur Signs New M-G-M Contract

George K. Arthur who has been with Metro-Goldwyn-Mayer since his appearance almost a year ago in Monta Bell's "Lady of the Night," has signed a new contract with that company. Since his first picture he has appeared in juvenile-comedy roles in such successful productions as Marion Davies' "Lights of Old Broadway," "Pretty Ladies" and "Sun Up," and is now working with Miss Davies in "Beverly of Graustark."

'Ibanez' Torrent' Release Due February 20

The Cosmopolitan production, "Ibanez Torrent," adapted from the Vicente Blasco Ibanez novel, "The Torrent" will be shown for the first time at the Warfield Theatre in San Francisco February 13th and at the State Theatre in Los Angeles February 20th. The cast includes Ricardo Cortez, Greta Garbo, Gertrude Olmstead, Tully Marshall, Edward Connolly and Maek Swain.

"Hearts and Spangles" is Tenth for Gotham

"Hearts and Spangles" is announced as the tenth title to be released on the current program of twelve Gotham Pictures. The story, an original by Norman Houston, is of life under the "big tops" of an American circus. Production work is scheduled to start this week under the direction of Frank O'Connor. The picture will be released through Lumas Film Corporation in March.

S. H. Abrams Wins Place on M. P. P. D. A. Honor Roll

The Hays organization placed S. H. Abrams, manager of the F. B. O. exchange at Milwaukee, on their Honor Roll for the month of December for having met with all the regulations governing fire prevention. An article on fire prevention, written by Mr. Abrams, will be published in an early issue of *Fire Alarm*, one of the magazines issued by the M. P. P. D. A.

Warner Brothers to Star Louise Fazenda

LOUISE FAZENDA signed a new contract this week with Warner Brothers under the terms of which she will be starred in her own right during the coming year and co-starred with Willard Louis in high-class comedy dramas.

Under the new arrangement Miss Fazenda will first appear with Louis after which she will branch out with her own company. Warners claim her promotion is due to the many requests from fans to give her a big chance.

Miss Fazenda is a graduate of the Sennet school, having appeared in comedies for him for a number of years after which she played comedy roles in several features which brought much favorable comment.

The first of the new series will be released with the 1926-27 Warner program.

Plans Under Way for Next Fields Production

Edward Sutherland, who is to direct "It's the Old Army Game" and "Kid Boots" for Paramount, has just arrived at the Long Island studios of Paramount from Chicago where he went for the purpose of conferring with W. C. Fields, who will appear in the first named picture and Eddie Cantor who will play the star screen role in the picture version of "Kid Boots." Production on "It's the Old Army Game" will be started about the middle of February from a scenario by Luther Reed under the supervision of Tom Geraghty. It is based on J. P. McEvoy's "The Comic Supplement."



Trio of scenes from "The Tough Guy" a current F. B. O. release.

Warners Sign Newcomer to Long Contract

Jack Warner of Warner Brothers has signed Doris Hill, an entire newcomer to the screen, to a contract. She has never appeared before a camera, but was selected for her beauty, intelligence and striking type.

Miss Hill is a cousin of Eugene O'Neil, the playwright, and is said to be a dancer of more than ordinary ability, though she has never used this talent professionally. Her contract covers a period of five years.

Paramount Signs Greer to New Contract

B. P. Schulberg and Hector Turnbull, associate Paramount producers, have signed Howard Greer to a new contract. He has designed all of the gowns worn by Pola Negri in America since her first motion picture here. Greer has also fashioned attire for Gloria Swanson, Betty Bronson, Esther Ralston, Bebe Daniels, Lois Wilson, Greta Nissen and others of Paramount's feminine players.

Winner With Meighan in "New Klondike"

When Thomas Meighan's new Paramount picture, "The New Klondike," appears on the screen, Charles Winner, featured in the Broadway musical comedy success, "No, No, Nanette," will be seen in the part of a lunch counter waiter. Winner played a character part with Meighan in "Pied Piper Malone." "The New Klondike" is Ring Lardner's story of the Florida real estate boom.

Andre Lancy Joins Cast of "Monte Carlo"

The latest addition to Christy Cabanne's "Monte Carlo," cast for Metro-Goldwyn-Mayer is Andre Lancy, French character actor, who will have the role of an anarchist. Previously announced for the cast are Lew Cody, Gertrude Olmstead, Roy D'Arcy, Harry Myers, Karl Dana, Cesare Gravina, Trixie Friganza, ZaSu Pitts, Eugene Borden and Arthur Hoyt.

Warners Change Titles of Three Productions

WARNER BROTHERS have changed the titles of three pictures now in work at the Warner Brothers studio. "Outlawed," starring Rin-Tin-Tin which Herman Raymaker is directing has been changed back to "Hero of the Big Snows," its original title. C. D. Lancaster's story "The Grifters," which Roy Del Ruth is directing with a cast comprising John Harron, Dot Farley, Mathew Betz, Lee Moran, Gertrude Clair, Joseph Dowling and Henry Barrows, will be known as "The Little Irish Girl." Dolores Costello will be featured in this production.

"Leave It To Me," Dorothy Devore's next picture being directed by William Beaudine, will be released as "The Honeymoon Express." This original story will have a supporting cast including John Patrick, Montagu Love, George Pearce, Lynn Cowan, Russel Simpson, James Gordon, Frank Brownlee, Fred Kersey and Charles Hill Mailes.

Chadwick Will Release Two Next Month

"THE COUNT OF LUXEMBOURG" and "The Transcontinental Limited" will be released as Chadwick specials during the month of February. The former will go to exhibitors February 1st and the latter two weeks later.

"The Count of Luxembourg" is an adaptation of the operetta of the same name by Franz Lehar. George Walsh is featured at the head of a cast which includes Helen Lee Worthington, James Woods Morrison, Lola Todd, Joan Meredith, Michael Dark and Charles Requa.

Johnnie Walker has the leading male role in "The Transcontinental Limited," With Eugenia Gilbert playing opposite him. Others in the cast are Alec B. Francis, Edith Yorke, Bruce Gordon, George Ovey, Eric Mayne and James Hamel.

"Flaming Frontier" is Ready for Screen

UNIVERSAL'S epic of the west, "The Flaming Frontier," has been completed and the first print and negative are now in New York. It will be presented on Broadway in the near future as a highlight of Carl Laemmle's twentieth anniversary celebration. Negotiations are under way for a suitable theatre to house the production for a Broadway run.

Among the historical characters appearing in the picture are President Grant, General George A. Custer, General Reno, Chiefs Sitting Bull, Rain-in-The-Face, Gall, Red Cloud and Crazy Horse. Hoot Gibson and Dustin Farnum head the cast of players.

Harry Carey Introduces New Horse

Sandy, a new equine star will be introduced to picture goers when the Harry Carey vehicle, "Driftin' Thru" is released by Pathe on February 21st. Sandy assumes the place of Pete, the horse that performed so satisfactorily over a long period with Carey. Pete was recently retired to a life of ease and luxury.

Charles R. Rogers is presenting Carey in this new series of westerns for Pathe and Scott Dunlap is directing. Harriett Hammond has the feminine lead in "Driftin' Thru," and the cast includes Ruth King, Stanton Heck, Bert Woodruff and Raymond Nye.

Cissy Fitzgerald is Given Actress Role

Cissy Fitzgerald will have a role with which she should be entirely familiar when she appears in support of Pola Negri in the latter's next starring vehicle for Paramount, tentatively titled "Because I Love You." Miss Fitzgerald will play the part of an actress. The picture is now in production under the direction of Dimitri Buchowetzki. A strong character role has also been given Mikhail Vavitch.

Asso. Exhib. Appoints New Division Manager

HANK HEARN, well known picture sales executive, has been appointed Southern Division manager for Associated Exhibitors with supervision over Atlanta, Dallas, New Orleans, Charlotte and Memphis.

Hearn started in the picture business as an usher in the Arcade theatre in Jacksonville and inside of a year became manager of the house. He then became manager of the Jefferson theatre in St. Augustine, going from there to the S. A. Lynch and E. J. Sparks company in an executive capacity over all that company's Spartanburg houses. He also formed the Exhibitors Service Bureau and when that enterprise was abandoned turned to the film exchanges for a permanent connection.

Headquarters of the Southern Division will be in Atlanta, where Hearn will build up the staff. He is now in New York conferring with Oscar Price, president of Associated Exhibitors, and E. J. Smith, general sales manager.

Cast Announced for M-G-M's "Brown of Harvard"

Jack Piekford will play "Doolittle," William Haines will enact the role of "Brown" and Francis X. Bushman, Jr., will portray the part of "McAndrews," the heavy, in "Brown of Harvard," an adaptation of the stage play by Dorothy Farnum from Rida Johnson Young's novel which is being directed for Metro-Goldwyn-Mayer by Jack Conway. A. P. Younger wrote the continuity.

Edward Connelly, veteran actor, will complete his eleventh year at the Metro studios by playing the part of "Professor Abbott" in this production and Ernest Gillen has been entrusted with the character role of "Smythe." "Walter," an all-American half-back will be played by Guin (Big Boy) Williams.

Child's Work Pleases Dwan in "Sea Horses"

Director Allan Dwan is much pleased with the work of Mary Dow, four-year-old, whom Florence Vidor selected from 300 applicants to play the part of her daughter in "Sea Horses," which is being made for Paramount. Little Mary is described by Dwan as the most natural child screen player he has seen in years.

The featured players in "Sea Horses" are Miss Vidor, Jack Holt, George Bancroft, William Powell, Jack Swain and George Campeau. The story is by Francis Brett Young, adapted by Becky Gardiner, from whose adaptation James Shelly Hamilton wrote the screen play.



Action stills from "Born to Battle" an F. B. O. production.

First National to Continue Broadcasting

DUE to the thousand or more telegrams and letters received from all over the country at the First National offices the company will continue to broadcast its productions from station WJZ, New York. Exhibitors are equally enthusiastic over this novel way of publicizing pictures and it is claimed that theatre patrons have commented favorably on the new feature.

The time of broadcasting remains at 8.30 each Thursday evening. "Just suppose," the Richard Barthelmess starring vehicle, was put on the air January 21, "The Reckless Lady" was radioed this week, "Memory Lane" is scheduled for February 4, "The Far Cry" February 11 and the Colleen Moore starring vehicle "Irene" will be broadcasted on February 18.

"Winning the Futurity" Cast Completed

I. E. Chadwick, president of Chadwick Pictures Corporation, has completed the cast for "Winning the Futurity," the production of which he will supervise himself on the west coast. Cullen Landis and Clara Horton will have the leading roles in this horse race special. Others in the cast are Ernest Hilliar, Eugenie Besserer, Harry Todd, Bruce Covington, Pat Harmon, George Reed and Mattie Peters.

Weaver Preparing Next Associated Exhibitors Release

Plans for the next H. C. Weaver production for release through Associated Exhibitors are now under way and the forthcoming picture as been given the working title of "The Totem Pole Bagger." E. C. Maxwell, scenic and continuity editor, has completed work on the script and Peter L. Shamray, production manager, is preparing to shape the sets for the interiors.

Cecil De Mille Signs Donald Crisp

Cecil B. De Mille has signed Donald Crisp to a long term contract by the terms of which he will direct three productions this year for release through Producers Distributing Corporation.

Universal to Re-Release "Outside the Law"

UNIVERSAL is to re-release "Outside the Law," the crook drama with Priscilla Dean in the starring role and Lon Chaney co-featured. The picture created quite a sensation when it first reached the screen. It was made from a story written by Tod Browning, who also directed it. According to Universal reports it played in more than 8,000 houses throughout the country.

The action of the picture is laid in San Francisco's underworld and Miss Dean plays the role of Silky Moll Madden, daughter of a gambling house proprietor. The supporting cast includes Ralph Lewis, E. Allyn Warren, Melbourne McDowell and Wilton Taylor.

Exhibitor's Idea Exchange

According to
J. C. Carpenter

Manager of the Park theatre, Cobleskill, N. Y., he used with eminent success a

"gold nugget" exploitation stunt for "The Gold Rush." The stunt which Mr. Carpenter reports has had at least one outstanding novel angle—that being the contest twist which offered prizes to the youngster who collected the greatest number of the heralds (an envelope containing a "nugget") and which were distributed from door to door. This repeat solicitation in which an article is carried into the home and later requested by another ambassador of "The Gold Rush" seems a valuable addition to a very old and very effective form of exploitation.

The "nuggets" which Carpenter distributed were bits of crushed stone, dipped in gilt and enclosed in a small envelope with billing for the picture and an added line requesting people to retain the nugget, in order to help some boy or girl win a prize. Another line used the teaser idea in announcing the contest, saying that the rules would be announced later.

"The envelopes" writes Mr. Carpenter "containing the nuggets I distributed to every house in the town two days before the opening date of 'The Gold Rush.' Then on the opening date I went to the schools and gave out the herald announcing that prizes of a two-weeks pass to the theatre would be awarded the boy or girl who brought to the theatre the greatest number of nuggets. The herald urged the youngsters to go from door to door and ask for the 'Gold Rush Nuggets.'"

"The result was that every house had a visit from one or more children asking for Gold Rush Nuggets, you can readily see how direct this contest advertising was, as surely after anyone answers the doorbell several times and is asked each time for Gold Rush Nuggets they are going to know that the Gold Rush is playing in the town. The children here returned 640 nuggets out of a possible 800."

According to
Hugh Gardner

Manager of the Orpheum, Neosho, Mo., the theatre manager should "go it strong"

on pictures which in his judgment are outstanding examples of the type of attraction his patrons favor. As a specimen of Gardner's work along these lines, we have high regard for his handling of publicity on "Havoc," one of the recent productions which he singled out for special endorsement on his part.

On the editorial page of his monthly house organ—a very neatly printed folder, done on pink paper and listing the attractions for the coming month at the Orpheum—Hugh says, that "we get sold on certain pictures. Naturally we look forward to the showing of some of our attractions more than we do some of the others, it couldn't be otherwise it seems. One of these is the international stage success 'Havoc,' and he goes on to describe the theme of that picture and point out its pictorial and dramatic superiority.

As a follow up to the advance notice given in this editorial comment, Gardner went in for "flash" newspaper advertising. He carried a full page spread in the Neosho Daily Democrat. Gardner's ad had singular force and vigor. He used three of the press book cuts—each of two-column size—in the layout, and featured quotations from newspaper reviews by New York newspaper critics, in a center panel set in between the two press book cuts at the bottom of the page.

According to
J. G. Caldwell

Manager of the Princess theatre, Aurora, Mo., exhibitors who have never tried

the amateur ad writing contest, would do well to consider this exploitation device, since in his experience it costs little and arouses lots of interest. Caldwell used the ad writing contest recently in connection with "That Royle Girl." He writes "The results were very good—causing quite a bit of talk—every one read the prize ads—some even calling the theatre to find out who was the winner." Prizes, consisting of passes to the show, were offered for the ads accepted for reproduction. The ads used carried at the top the name of the writer—another inducement to action on the part of the townspeople. It is a stunt which makes ready appeal to newspapers, for it is a promotional proposition for their business and hearty cooperation generally goes along with the stunt proposed by the theatre manager.

According to
M. Rosenthal

Manager, Majestic theatre, Bridgeport, Conn., in addition to obtaining immediate

box office results, the prestige and goodwill of the theatre was advanced greatly by the stunt which he used to exploit "Phantom of the Opera" and gain funds for the Christmas Basket Fund of the Bridgeport Star.

The stunt was used during Christmas week and was based on the printing of a special extra edition of the Star. The paper was sold on the streets by "Phantom Newsettes." It was called the "Star Santa Claus Extra" and the price of the paper was "what you will pay." A streamer head featured the line "Phantom Newsettes Sell Santa Claus Extras Bringing Happiness of Toys to the Poor Children of Bridgeport." Proceeds from the sale, which netted a handsome sum, were turned over to the Star's Basket Fund. The expense of the extra edition, printed on pink paper, was borne by the newspaper.

"This item," writes Rosenthal, "was only one of many used in the campaign, including the touring of the city of the Phantom Girls, the use of all restaurant menus with our ad and a terrific advance billboard and newspaper campaign, sniping every available inch of open space."

According to
Charles Lee Hyde

Manager of the Grand theatre, Pierre, South Dakota, the claim that

the small town exhibitor is satisfied to stick out a one sheet and expects the town to come to his show because of it, was never less justified than at present. And as proof conclusive, Hyde sends us a photo showing some 24-sheeting he does for his shows and which would make a big town palace envious.

The stand which he uses to bill his week's program is of the so-called de luxe type. There is a twenty-four on every picture he has booked for the week. These appear in a row, reading from left to right in the order of play dates, and follow a three which announces "Grand Theatre. This Week." Pierre is a town of 3,200 and, adds Hyde "They all can see this and they come to the theatre too"—a convincing statement on the testimony of the photo showing the live-wire billing which this enterprising showman uses for his attractions.

According to
Gus Metzger

Of the Rivoli theatre, Portland, Ore., the Charleston dance contest offers ex-

hibitors an excellent drawing card and the means of innumerable tie ups which pave the way for future cooperative stunts that will prove advantageous. Metzger negotiated a Charleston contest recently and on the box office receipts stands by the stunt as a very profitable one. His exploitation was in a hook up with the Portland News, which sponsored the affair and gave it the widest publicity. The prize was a loving cup and cash awards amounting to a total of \$35 for the runners-up in the competition. As the feature picture used with the contest, "The King on Main Street" has a stirring Charleston scene performed by Bessie Love, the paper announced that the cup was presented by Miss Love, a publicity feature which gave added zest to the publicity notices.

SHARE YOUR THOUGHTS

WHEN you think of some stunt in showmanship which made money for you—Share Your Thoughts with your fellow exhibitors by thinking aloud through the medium of the Idea Exchange! Let this page serve as the direct contact between your mind and that of the other exhibitors—by writing in to this department your experiences with a stunt or an idea which you know can be turned to good account elsewhere.

Here you will find the views of other exhibitors—their thoughts and ideas. Make good use of the opportunity to listen-in on the experiences and opinions of others who are working toward the same goal at which you are shooting! The cards are all on the table. Look them over to see what you can see and learn what you can learn!

Exhibitors Service Bureau



Action and color marked the lobby attractor used to herald the showing of Universal's "The Calgary Stampede" at the Galax Theatre, Birmingham, Ala., as shown in the photo above.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Irish Luck	—	2	8	—	64	7,008 ft.
FILM BOOKING OFFICES.						
Last Edition, The	—	2	7	1	67	6,400 ft.
FOX.						
Fool, The	—	1	8	1	70	9,488 ft.
METRO-GOLDWYN.						
Old Clothes	—	2	7	1	67	5,915 ft.
Only Thing, The	—	3	7	—	61	5,824 ft.
PROD. DIST. CORP.						
Road to Yesterday, The	—	5	5	—	55	9,980 ft.
UNIVERSAL.						
Calgary Stampede, The	—	—	8	3	78	5,924 ft.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Eddie Zorn, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

H. A. Albright, Manager, T. D. & L. theatre, Glendale, Calif.

Chaire Meachime, Grand theatre, Westfield, N. Y.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

Dearth's Seattle Campaign for "Best Bad Man"

J. Lloyd Dearth, formerly of Memphis, Tenn., and now manager of the Pantages theatre in Seattle, has been celebrating his entry to the latter city with many exceptional exploitation stunts. Among the outstanding campaigns he has put on is the drive he used for Tom Mix in "The Best Bad Man."

Dearth increased his newspaper space and made an extraordinary poster flash with the use of fifty-five 24-sheets—a more extensive outdoor display than has been made hitherto in Seattle by a picture theatre. As a lobby display he obtained a saddle and a Tom Mix sombrero, through the courtesy of local dealers, and as well installed a Postal Telegraph messenger and telegraph instrument in the lobby. The latter stunt was used as an advance announcer of "The Best Bad Man." The messenger delivered messages from Tom Mix to patrons, inviting them to attend "The Best Bad Man" when it played the following week at the Pantages.



Big cutout and big letters get big attraction value for the display, shown above, for the presentation of "Below the Line" (Warner Bros.) at the Strand, Knoxville, Tenn. W. F. Brock, manager of the house, designed the display.

Testimonial Ads Sell "A Kiss From Cinderella"

The list of testimonial ads on "A Kiss for Cinderella," printed in both of Spartanburg's daily papers, was the result of a special morning showing Manager J. H. Stelling held at the Rex theatre for the ministers, school teachers, representatives of women's clubs, and prominent citizens of the town. These personal endorsements of well-known men and women proved extremely valuable from a publicity standpoint.

To interest the collegiate element of Spartanburg, arrangements were made with the Dean of Converse College, whereby an announcement of the picture was made in the dining room of the college, the night before showing.

Unsolicited publicity was given the picture three days prior to opening by a well-known Presbyterian minister, who used the thermometer scene in the photoplay to illustrate his sermon, which ended with praiseworthy comments on the picture at the Rex.

Wanamaker's 'Sea Beast' Show

Whaling Relics, Sea Chanteys and Lecture in Auditorium Tie Up With Warner Feature

ONE of the most striking and dignified exploitation stunts staged in conjunction with a motion picture is on view this week in the auditorium of Wanamaker's where a "Moby Dick Week" is being celebrated in connection with the run in the Warner Theatre of "The Sea Beast."

The picture, based upon Herman Melville's whaling story, lends itself admirably to an exhibit of relics which bring back all the romance and glamor of a great American industry now living only in tradition.

The stunt was the result of conferences between Wanamaker advertising officials and members of the Exploitation Department of Warner Bros. And the whole cost

to Warner's was the loan of some shots from the picture. In short, Wanamaker's agreed to play the part of an exhibition pot for a glorified trailer of "The Sea Beast," and proof of the effectiveness of this trailer is had in the announced intention of hundreds of persons to see the feature after they had seen these few selected scenes.

Advertisements announcing the exhibit and its surrounding features are appearing in all the metropolitan dailies—in some instances they are as large as 100 lines over two columns—and throw-aways are being sent to their mailing lists.

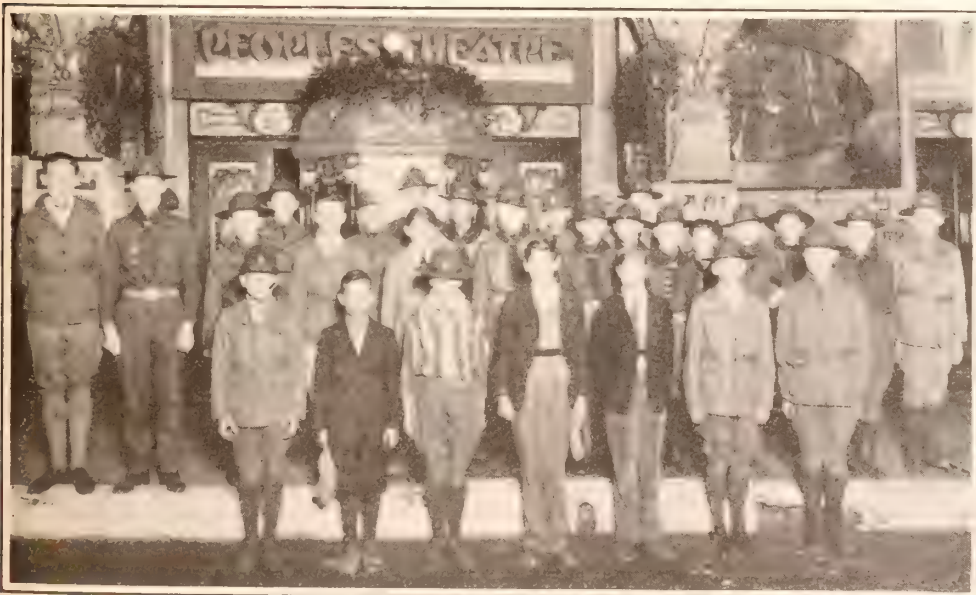
Representatives of the store were sent to New Bedford, New London and Washington, D. C., to gather whaling relics, and the Ritz Quartette, which recently won the Wanamaker Close Harmony Contest, is rendering a repertory of Sea Chanteys. These are being broadcast.

In addition to this, A. K. Dawson delivers a lecture daily on "Moby Dick Adventure Land," in which he tells of old whaling days.

Theatre 'Broadcasts' Game in "The Freshman"

As a theatre ballyhoo for "The Freshman" the Robbins' Avon theatre, Utica, N. Y., installed a broadcasting unit through which the exciting moments of the "game" were put on the air. A loud speaker and a sign announcing the stunt was placed on a busy corner of the city and crowds collected to tune in on the progress of the game and the laughs and cheers of the audience.

The play by play football action kept the crowds outside the theatre laughing and a cheer went up from the street when Harold broke through for the long run that brought fame for himself and Tate College.



Troop of Boy Scouts attending in a body a performance of "As No Man Has Loved" (Fox) at the Peoples theatre, Portland, Ore., where there was a big response to the latter recommending the picture to Scout Masters sent out by Chief Scout Executive James E. West.

Invites Cops to Solve Plot of "The Green Archer"

Manager Sidney Larsehan of the Meserole theatre, Greenpoint, L. I., is conducting a lively campaign to exploit his presentations of episodes in "The Green Archer," the Pathe serial. In addition to a strong billing campaign, which includes 1-sheets used as snipes, Larsehan has invited the police and the patrons of the theatre to take a hand in solving the mystery of who the Green Archer is.

In two-column space in the Greenpoint Weekly Star, Mr. Larsehan has addressed an open letter to Police Captain Charles E. Lee, which reads:

"The mysterious Green Archer appears at the Meserole theatre every Saturday afternoon. Who is the Green Archer? A deep mystery requiring the service of the entire force under your command. You are invited to dispatch the most competent detectives on your staff to the Meserole theatre every Saturday afternoon to help solve the greatest mystery of modern times."

On the opening day of the Pathe serial, Mr. Larsehan gave to each of 500 children a "Green Archer" novelty.

Individual Service by Mail Offered by Fox Staff

Individual exploitation service is a new feature installed by the Fox exploitation staff. Exploiters at the exchanges, in between times when they are personally executing campaigns for theatres, now send out to exhibitors a service by mail well in advance of play date.

A press book is sent to the exhibitor together with a letter outlining a complete campaign designed for the individual uses of the theatre addressed. The letter stresses the strong points and selling angles of the picture and calls particular attention to those features of the press book that will best aid in executing a successful campaign.

Next follows a complete set of newspaper display advertising laid out to suit the individual requirements of the theatre, and which shows how best to use the cuts furnished by the exchange. Then, depending of course upon the picture and the opportunities offered, follows a description of several ballyhoos, merchants' cooperation and store window tie-ups, contests of various kinds, special matinees, practical suggestions for lobby display, and atmospheric prologues.



The "Radiobile" a new type of ballyhoo introduced in New York by F. B. O. to broadcast entertainment picked up by F. B. O. feature productions, "The Keeper of the Bees," "Flaming Waters," "Heads Up," "The Midnight Flyer" and "The Last Edition."

F.B.O. Invents the 'Radiobile'

New Form of Ballyhoo Wagon Tours Streets of New York—Barker Speaks into Microphone

THE microphone has been added to the "barker's" equipment and the attractions of radio combined with the flamboyant colors of the circus wagon to promote the interest of the motion picture ballyhoo wagon. An innovation employing these elements of showmanship recently made its appearance on the streets of New York as an exploitation device for the F.B.O. Gold Bond productions.

This vehicle carries twelve one sheets covering the twelve F.B.O. Gold Bond productions. Above these sheets in bright red letters on a background of gold are the words: "Broadcasting to the World News of F.B.O. Pictures." A radio has been installed in the inside of the wagon and the horns, wires, and other radio apparatus are visible above the top of the vehicle. An announcer in a booth alongside the driver's seat speaks into a microphone, and the news concerning F.B.O. stars and productions is broadcast.

News items about "Drusilla With a Million," "If Marriage Fails?" "Parisian Nights," "The Keeper of the Bees," "The Last Edition," "The Midnight Flyer,"

"Flaming Waters," "When Love Grows Cold," "A Poor Girl's Romance," "The Non-Stop Flight," "The Isle of Retribution" and "The King of the Turf" are wafted on the cold January breezes. A fifteen minute talk is given every half hour, and news of F.B.O. stars is interspersed with news of productions.

This new form of exploitation which was invented and executed by the advertising department of F.B.O. will, in all probability, be utilized in other cities. As soon as the radiobile has covered New York City it will be sent to Pennsylvania, New Jersey and the New England States.

Stunts Feature Atlanta Campaign for "Phantom"

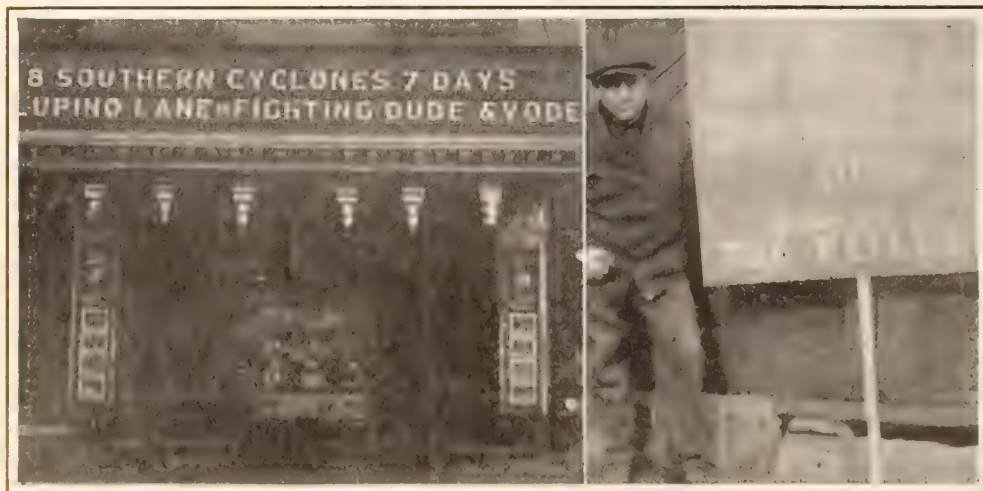
A series of publicity stunts, among which was a tie up with the police department which allowed the theatre four men, dressed in red costumes to direct sidewalk traffic, featured the "Phantom of the Opera" campaign executed by the Howard Theatre in Atlanta.

The campaign opened with a pre-view for 200 men and women prominent in film circles.

A ballyhoo which attracted attention was an old carriage drawn by two white Arabian horses. This equipage was driven by a masked man in a red robe and carried on the back seat a young girl dressed as Mary Philbin's Christine in "The Phantom." "Christine" was bound with heavy cord.

The Atlanta Constitution tied up with the picture on a "Phantom Voice" which called several hundred homes on New Year's Eve, saying: "Happy New Year. This is 'The Phantom of the Opera'."

The Howard's lobby was dressed with oils two weeks in advance of the showing and a 6-sheet cut-out was stationed on the lobby stairway. Fifteen thousand heralds were distributed from house to house. One department store conducted a sale of "Phantom Red" hats and another with a sale of dresses.



Roy Tillson's frontal display and ballyhoo for "The Fighting Dude," Educational comedy starring Lupino Lane, for its showing at the Fuller Theatre, Kalamazoo, Mich., which he manages.

Exploitation For Short Features



Showing the mysterious Green Archer who exploited the Pathe Serial "The Green Archer" for the Family Theatre, Philadelphia, Pa. The girl rode about the city and launched feather-weight arrows bearing handbills for the theatre.



How the Newman Theatre, Kansas City, featured an "Our Gang" comedy (Pathe) in marquee lights is shown in the photo above.



A scene outside the Strand Theatre, Emporia, Kans., previous to the special matinee at which Manager Harry McClure launched his "Buster Brown" Club to exploit the comedies of that title offered by Universal. Seven hundred kiddies signed membership cards in the organization.



Reginald Ford, who is flashing a superior brand of American showmanship at the Cameo Theatre, Paris, France, places due emphasis on the "Felix" cartoon reels released by Educational, in his lobby display—illustrated above—and sets an example which may be profitably emulated "over here."



Lupino Lane's Educational comedy "Maid In Morocco" was featured in the electrical frontal display at Shea's Hippodrome, Buffalo, N. Y., as the above photo indicates.



Liberal marquee space was accorded Education al's novelty reel "Marionettes" at the Newman Theatre, Kansas City. The photo shows that the short features can be played up as an important program attraction without detracting from the feature offering.

FAMOUS MELODY SERIES

featuring

PEGGY SHAW

Produced by
James A. Fitzpatrick

with
Special Musical Score
Prepared by
Dr. Hugo Riesenfeld



See the fascinating story of the world's famous songs on the screen—

Hear the thrilling, romantic music in the fine special musical score which is loaned to you, without charge, with the film.

A novelty that in interest and presentation rivals your big feature. Pictures made for the music in the actual places mentioned in the songs.

A series of one reel pictures, each of which reaches the heart, appeals to the eye and charms the ear.

NOW READY; "Songs of Ireland," "Songs of Scotland" and "Songs of England."

Pathépicture

TRADE



MARK

**For the First
Time in History
a Judge Plans
and Renders a
Decision Based
on what a News
Reel Shows**

Of course it was the

Pathé News

Judge Vincent M. Brennan is a true modern Solomon.

He not only showed wisdom in planning the means by which he could render a just decision, BUT

He selected the most famous motion picture in the world, the one in which the public reposes its affection and confidence, to carry out his idea.

**Pathé News Was First.
There Was No Second!
Today!**

Movie in Court is Test Of Mother Love For Baby

KING SOLOMON'S method of deciding which of two mothers was most devoted to a child they both claimed was adopted in modern form by Judge Vincent M. Brennan in the Circuit Court Saturday at the hearing of a writ of habeas corpus obtained by Mr. Julia Przybyla, 11570 Waltham avenue, natural mother of a three-year-old daughter Irene, in her fight to wrest the child from Mrs. Irene Goosen, 12599 Flanders avenue, foster-

mother of Irene and formerly Mrs. Przybyla's sister-in-law.

Instead of threatening to dismember the child with a sword, as did King Solomon to study the emotions of the two mothers, Judge Brennan announced that he would award the child to neither Mrs. Przybyla nor Mrs. Goosen, but would commit her to an institution. At the very instant the announcement was made a movie man under Judge Brennan's direction trained his camera on the two women to record their emotional reactions on a film.

Judge Brennan said he would employ the aid of psychologists in studying the film and award the child to the claimant whose features show the greatest expression of grief. His decision will be announced Wednesday, he said.

After the hearing of testimony, which consumed the afternoon, Judge Brennan ordered the two women before him and directed court attaches to place the child, who is now living with Mrs. Goosen, between them on a chair. Behind the judge stood the motion picture operator with a camera and his lights.

"In view of the fact that the Court has heard much testimony against both parties in this action, I have decided to commit the child to an institution," announced the Judge.

As the "movie" lights were flashed on the women and the operator started grinding on his camera, Mrs. Goosen burst into tears and, bending over, clasped the child to her arms, while her 13-year-old son, Edward, who sat in the front row of spectators, also began crying. Mrs. Przybyla made no demonstration.

Asked if they had any statement to make to the court, Mrs. Przybyla said he was married and had a home, and wished the child for her own—so Irene could benefit by these advantages. Mrs. Goosen was so overcome she could make no statement.

A large crowd witnessed the experiment in the courtroom.

Irene, who was born out of wedlock to Mrs. Przybyla Feb. 10, 1922, was placed in the care of Mrs. Goosen at the age of six weeks. On Feb. 10, 1925 Mrs. Przybyla was married to her present husband.

Dec. 24 Mrs. Goosen obtained a decree of divorce from her husband, William Goosen, who is Mrs. Przybyla's brother, but retained possession of Irene. March 20, 1925, Mrs. Przybyla obtained a writ of habeas corpus but it could not be served on Mrs. Goosen.

A previous writ has been refused Oct. 24, 1924. The present action was commenced last week.

**Detroit News
Jan. 18**



Exhibitors Box-Office Reports



Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
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ASSOCIATED EXHIBITORS

Barriers Burned Away.....	456	Wyo.	Rural	Snow	Poor
Camille of the Barbary Coast	772897	Mo.	1st run	Rainy	Fair
Fifty-Fifty.....	450000	Mo.	Transit	Stormy	Good
Manhattan Madness.....	506676	Cal.	1st run	Cold	Good
Never Say Die.....	456	Wyo.	Rural	Cold	Fair

FAMOUS PLAYERS

American Venus, The.....	506676	Cal.	1st run	Clear	Good
Ancient Highway, The.....	401158	Ohio	First Run	Clear	Fair
Are Parents People?.....	450000	Mo.	Transit	Stm'y	Fair
Argentine Love.....	2500	Texas	Small town	Stm'y	Good
Best People, The.....	1500	Mich.	Small town	Clear	Poor
Cobra.....	3000	Ky.	Small town	Clear	Fair
Dressmaker from Paris, The	3410	Tenn.	Small town	Clear	Fair
Enchanted Hill, The.....	12500	Ohio	General	Cold	Fair
Female, The.....	3410	Tenn.	Small town	Rainy	Fair
Garden of Weeds, The.....	12500	Ohio	General	Clear	Fair
Golden Bed, The.....	3410	Tenn.	Small town	Clear	Good
Golden Princess, The.....	12500	Ohio	General	Clear	Fair
Goose Hangs High, The.....	3410	Tenn.	Small town	Clear	Good
Her Love Story.....	1500	Mich.	Small town	Clear	Good
Irish Luck.....	3410	Tenn.	Small town	Cold	Good
King on Main Street, The..	12500	Ohio	General	Clear	Good
Kiss in the Dark, A.....	796296	Md.	1st run	Rainy	Good
Little French Girl, The....	3410	Tenn.	Small town	Cold	Good
Lord Jim.....	2500	Texas	Small town	Clear	Good
Lovers in Quarantine.....	456	Wyo.	Rural	Cold	Fair
Manicure Girl, The.....	3410	Tenn.	Small town	Clear	Good
Mannequin, The.....	796296	Md.	1st run	Cold	Good
A Man Must Live.....	12500	Ohio	General	Clear	Fair
Moana.....	401158	Ohio	1st run	Stm'y	Good
New Brooms.....	3410	Tenn.	Small town	Cold	Good
Peter Pan.....	2500	Texas	Small town	Stm'y	Fair
Pony Express, The.....	3410	Tenn.	Small town	Stm'y	Good
Regular Fellow, A.....	45000	Iowa	General	Snow	Fair
Sack Cloth and Scarlet....	12500	Ohio	General	Clear	Good
Secret of the Night.....	3410	Tenn.	Small town	Clear	Good
Seven Keys to Baldpate....	2500	Texas	Small town	Cold	Fair
Shock Punch, The.....	1500	Mich.	Small town	Cold	Fair
Son of His Father, The.....	45000	Iowa	General	Snow	Fair
Splendid Crime, The.....	796296	Md.	1st run	Clear	Fair
Stage Struck.....	12500	Ohio	General	Clear	Fair
Ten Commandments, The....	75917	Pa.	General	Snow	Big
That Royle Girl.....	3410	Tenn.	Small town	Stm'y	Poor
Thundering Herd, The.....	2500	Texas	Small town	Stm'y	Fair
Vanishing American, The..	3000	Ky.	Small town	Clear	Good
Womanhandled.....	315652	Wash.	1st run	Cold	Good
Worldly Goods.....	12500	Ohio	General	Clear	Good
	1131	Nebr.	Small town	Rainy	Good
	45000	Iowa	General	Snow	Good
	3410	Tenn.	Small town	Cold	Fair
	158976	Texas	1st run	Clear	Big
	315652	Wash.	1st run	Clear	Good
	3000	Ky.	Small town	Clear	Fair

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
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F. B. O.

All Around the Frying Pan.	3410	Tenn.	Small town	Cold	Good
Bandit's Baby, The.....	629	Kans.	Rural	Stm'y	Fair
Bloodhound, The.....	3410	Tenn.	Small town	Clear	Fair
Cloud Rider, The.....	456	Wyo.	Rural	Cold	Good
Human Tornado, The.....	456	Wyo.	Rural	Clear	Good
Keeper of the Bees, The...	3410	Tenn.	Small town	Clear	Good
Lets Go Gallagher.....	3410	Tenn.	Small town	Stm'y	Fair
Midnight Flyer, The.....	796296	Md.	1st run	Cold	Good
Ridin' the Wind.....	25000	Mass.	Mixed	Clear	Good
Scar Hanon.....	3410	Tenn.	Small town	Clear	Good
Stepping Lively.....	629	Kans.	Rural	Clear	Good
Tearin' Thru.....	3410	Tenn.	Small town	Snow	Fair
That Devil Quemado.....	629	Kans.	Rural	Clear	Poor
Three Wise Crooks.....	456	Wyo.	Rural	Clear	Good
	25000	Mass.	Mixed	Cold	Good

FIRST NATIONAL

Blue Beard's Seven Wives.	506676	Cal.	1st run	Clear	Good
Chickie.....	1500	Mich.	Small town	Clear	Big
Clothes Make the Pirate..	796296	Md.	1st run	Cold	Good
Fine Clothes.....	1500	Mich.	Small town	Cold	Fair
Heart of a Siren, The.....	1500	Mich.	Small town	Clear	Poor
Infatuation.....	401158	Ohio	1st run	Clear	Fair
Inez from Hollywood.....	796836	Ohio	1st run	Cold	Fair
Knockout, The.....	456	Wyo.	Rural	Clear	Fair
Learning to Love.....	456	Wyo.	Rural	Cold	Poor
Lillies of the Field.....	506676	Cal.	1st run	Cold	Fair
Making Of O'Malley, The..	75917	Pa.	General	Clear	Fair
My Son.....	1500	Mich.	Small town	Clear	Good
New Commandment, The....	796296	Md.	1st run	Clear	Big
Perfect Flapper, The.....	456	Wyo.	Rural	Snow	Fair
Sally.....	1500	Mich.	Small town	Clear	Big
Scarlet Saint, The.....	506676	Cal.	1st run	Clear	Fair
Too Much Money.....	401158	Ohio	1st run	Stm'y	Fair
Unguarded Hour, The.....	156976	Texas	1st run	Clear	Good
We Moderns.....	450000	Mo.	Transit	Stm'y	Fair
White Monkey, The.....	315652	Wash.	1st run	Clear	Good
Winds of Chance.....	3000	Ky.	Small town	Clear	Fair
	315652	Wash.	1st run	Clear	Good

FOX

Ancient Mariner, The....	796296	Md.	1st run	Cold	Fair
Deadwood Coach, The....	25000	Mass.	Mixed	Clear	Fair
Dick Turpin.....	3410	Tenn.	Small town	Cold	Good
Durand of the Bad Lands..	2500	Texas	Small town	Clear	Good
Golden Strain, The.....	796296	Md.	1st run	Clear	Good
Havoc.....	401158	Ohio	1st run	Cold	Fair
Iron Horse, The.....	506676	Cal.	1st run	Clear	Fair
Kentucky Pride.....	2500	Texas	Small town	Clear	Big
Lucky Horseshoe, The....	3410	Tenn.	Small town	Clear	Good
Man Who Played Square,	3410	Tenn.	Small town	Cold	Good
The.....	3410	Tenn.	Small town	Clear	Good
Oh You Tony.....	3000	Ky.	Small town	Clear	Good
Painted Lady, The.....	3000	Ky.	Small town	Rainy	Fair
Roughneck, The.....	3410	Tenn.	Small town	Clear	Good
Teeth.....	3000	Ky.	Small town	Clear	Good
Thank You.....	315652	Wash.	1st run	Cold	Good
Thunder Mountain.....	3410	Tenn.	Small town	Clear	Good
Western Luck.....	3410	Tenn.	Small town	Cold	Good
Wheel, The.....	3410	Tenn.	Small town	Rainy	Fair
When the Door Opened...	156976	Texas	1st run	Cold	Poor
Winding Stairs, The.....	25000	Mass.	Mixed	Cold	Good

METRO-GOLDWYN-MAYER

Bright Lights.....	150000	Iowa	Neighb'd	Stm'y	Fair
Circle, The.....	401158	Ohio	1st run	Stm'y	Fair
Dixie Handicap, The.....	315652	Wash.	1st run	Clear	Fair
	3000	Ky.	Small town	Rainy	Fair

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
Morals for Men.....	150000	Iowa	Neighb'd	Stm'y	Fair
Paint and Powder.....	772897	Mo.	1st run	Clear	Fair
Perfect Clown, The.....	401158	Ohio	1st run	Clear	Fair
Shining Adventure, The...	315652	Wash.	1st run	Cold	Good
UNITED ARTISTS					
Don Q.....	1500	Mich.	Small town	Clear	Big
Eagle, The.....	796836	Ohio	1st run	Rainy	Good
Little Annie Rooney.....	150000	Iowa	Neighb'd	Stm'y	Good
UNIVERSAL					
Arizona Sweepstakes.....	506676	Cal.	1st run	Cold	Good
California Straight Ahead..	75917	Pa.	General	Rainy	Good
Family Secrets.....	156976	Texas	1st run	Clear	Fair
His People.....	150000	Iowa	Neighb'd	Stm'y	Good
Lorraine of the Lions.....	450000	Mo.	Transit	Stm'y	Good
Ridgeway of Montana.....	3410	Tenn.	Small town	Cold	Fair
Rose of Paris, The.....	3410	Tenn.	Small town	Clear	Fair
Siege.....	796296	Md.	1st run	Clear	Good
Sign of the Cactus, The...	25000	Mass.	Mixed	Clear	Poor
Slanderers, The.....	629	Kans.	Rural	Stm'y	Fair
Smouldering Fires.....	629	Kans.	Rural	Clear	Good
Sporting Life.....	796836	Ohio	1st run	Clear	Good
	2717	Okla.	Small town	Cold	Poor
	315652	Wash.	1st run	Cold	Good
What Happened to Jones..	506676	Cal.	1st run	Clear	Good
VITAGRAPH					
One Shot Ranger, The....	620	Kans.	Rural	Clear	Good
Ranger of the Big Pines, The	629	Kans.	Rural	Clear	Fair
Steele of the Royal Mounted	629	Kans.	Rural	Clear	Good
WARNER BROS.					
Compromise.....	401158	Ohio	1st run	Stm'y	Fair
Clash of the Wolves, The..	315652	Wash.	1st run	Cold	Good
Lady Windermere's Fan..	796296	Md.	1st run	Clear	Big
	796836	Ohio	1st run	Clear	Big
Pleasure Buyer, The.....	156976	Texas	1st run	Cold	Fair

Date _____

[illegible]

Theatre.....

City _____ State _____

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

AT LIBERTY.—Manager; live wire; 10 years' theatrical and motion picture experience; exploitation, advertising and ideas. Box 460, Motion Picture News, New York City.

AT LIBERTY.—Manager; 16 years pictures; go anywhere; wife—piano or organ. Box 600, Motion Picture News, New York City.

PROJECTIONIST of wide city experience seeks position in small town at once; prefer states of New Jersey, New York or Pennsylvania; willing to accept moderate salary; highest kind of references; 8 years with present employer; write me and I will give you more details about myself. Address, Chief, Motion Picture News, 729 7th Ave., New York City.

AT LIBERTY.—After Feb. 15, high-powered publicity director, theatre manager and advertising expert; a showman with years of experience, with all leading Broadway theatrical producers and circus enterprises; have no equal in the show business, as a strong opposition billing agent; thousands of would-be publicity men now using my original ideas; will locate any place in United States where I can get a reasonable salary for good services; age, 39; excellent appearance; producer of stage presentations; reference, any recognized showman in the world. Wire or write, Chas. A. Koster, 5331 Skillman Ave., Woodside, Long Island.

MANAGER or assistant; five years' experience with Broadway motion picture house; excellent references. Box 630, Motion Picture News, New York City.

RECOGNIZED Theatre Manager at liberty next week owing to consolidation of theatres; have managed cinema, two-a-day and combination houses; highest references; producer presentations, special weeks and events with box office value; exploitation expert. Box 625, Motion Picture News, New York City.

WANTED.—Theatre, 400 or more seats in mid-west town of 5000 or more population. Theatre, 6646 Parnell Ave., Chicago.

For Sale

CLOTH BANNERS.—\$1.40, 3 x 15 feet, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Paper Banners. Associated Advertisers, 111 W. 18th St., Kansas City, Mo.

WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested, communicate with patentee. I. I. Hance, Meriden, Conn.

FOR SALE.—Motion picture theatre; town of famous summer resort of over 5,000; fully equipped; seats 700; only theatre in Tannersville, N. Y. J. J. Byck.

FOR SALE.—Picture business with all high class equipment (594 seats), including Page organ with both hand and mechanical consoles, in one year old attraction neighborhood theatre in city of over 100,000 in northern Indiana; building for rent. Address, Box 620, Motion Picture News, New York City.

FOR SALE.—300 new veneer green finish theatre chairs; always a large stock of used chairs on hand; immediate shipment; lowest prices. Theatre Seating Co., 845 S. State St., Chicago, Ill.

MOTION PICTURE THEATRE AND EQUIPMENT. Two machines; long lease; only theatre in county seat of 1500; leaving state; must sell at once; reasonable; one-half cash, balance, terms. Mrs. Lillian M. Braswell, Eddyville, Ky.

FOR SALE

700 Haywood-Wakefield Veneer Theatre Chairs. Used less than 90 days. William J. Dunn, Academy Bldg., Fall River, Mass.

THE KNICKERBOCKER
Wishes All A Very Merry Christmas
AND PRESENTS FOR CHRISTMAS WEEK
WM FOX'S SPECIAL HOLIDAY FEATURE
"THE ANCIENT MARINER"
Extra!
Clara Bow, Earle Williams
The Knickerbocker-Tennessean
Christmas Gift to Nashville Orphans
We herewith extend an invitation to every Nashville Orphan institution to be our guest on Monday, December 23rd, at 10:30 a. m. in "The Little Red Riding Hood" featuring Baby Pretty
Gifts for Every Orphan
Oh La La

ALAMO 15
THE SUPREME HOLIDAY ATTRACTION
"THE ANCIENT MARINER"
by Samuel Taylor Coleridge
LESLIE FENTON
CLARA BOW, EARLE WILLIAMS
HEIDI AS BRIDE
HEAVY BREAKER
ALAMO NEWS

Today Tomorrow
FULTON
A Perfect Picturic Program
A Presentation of the Spirit of Toleration
WILLIAM FOX presents
A Dramatic Fantasy based on
Coleridge's "The Ancient Mariner"
The Best Combination of an interesting story and a gripping Modern Story
Additional Features
"FREE TO LOVE"
CLARA BOW & DONALD KEITH
ALSO "The Ancient Mariner" (re-run)

PARKWAY
The Ancient Mariner
The Best Combination of an interesting story and a gripping Modern Story
Additional Features
"FREE TO LOVE"
CLARA BOW & DONALD KEITH
ALSO "The Ancient Mariner" (re-run)

Now!
Especially Made Into a Picture for the Holidays—
The story in rhyme that everyone that ever went to school has read and enjoyed
SAMUEL TAYLOR COLERIDGE'S
"THE ANCIENT MARINER"
The complete production, which recreates the tale for the dramatic mariner bringing down upon his ship, his crew and upon himself, the terrible calamities, the "curse" upon the "poetical vessel" which has haunted itself into the memory of all of us
SO GORGEOUS THAT IT WILL AWE YOU—
SO UNUSUAL THAT IT IS A SCREEN EPIC—
Cast featured
Earle Williams, Clara Bow, Gladys Brockwell, and Leslie Fenton
A CHRISTMAS COMEDY
BAGGERS & BANGS
STRAUD ORCHESTRA
WITH "VALERIE" ORCHESTRA
STRAND

Samuel Taylor Coleridge
Famous Poet
The Ancient Mariner
A SPECTACULAR SCREEN INTERPRETATION
"OUR GANG"
The Ancient Christmas Comedy, Filled With Holiday Fun—"GOODY GOODY"
CHUCK WHITEHEAD'S ORCHESTRA
PEOPLES

Press book suggestions and ad materials have been extensively used by exhibitors in their newspaper displays for the Fox screen version of "The Ancient Mariner." The ads shown in the group above are representative of the manner in which this production is being sold to the public. They were run by the Knickerbocker, Nashville, Tenn.; Strand, Seattle, Wash.; Fulton, Jersey City; Alamo, Louisville, Ky.; Parkway, Baltimore; Peoples, Portland, Ore.

With First Run Theatres

NEW YORK CITY

Capitol Theatre—
Film Numbers—Dance Madness (Metro-Goldwyn-Mayer), The Land of the Moose (Scenic), Capitol Magazine (Selected), Dolly Gray (Red Seal).
Musical Program—"March" from "Tannhauser" (Overture), "Evening Star" (Baritone Solo), "Neapolitan Nights" (a, b, c, d, vocal duet), "Anitra's Dance" from "Peer Gynt" (Ballerina), "Ballet of the Snow" (Ballerina and Ballet); Organ solos.

Strand Theatre—
Film Numbers—The Reckless Lady (First National), Topical Review (Selected).
Musical Program—"March Slav" (Overture), "New Mark Strand Frolics" (A revue consisting of six acts by featured artists and the Strand Ballet and staff).

Rivoli Theatre—
Film Numbers—The American Venus (Paramount), Winter Sports at St. Moritz (Scenic), Rivoli Movievents and Topics of the Day (Selected).
Musical Program—"Pique Dame" (Overture), "The Garden of Kama" (A Publix Presentation), "A Fashion Revue" (Publix Presentation in three parts, including special orchestra and "The American Venus").

Rialto Theatre—
Film Numbers—The Yankee Senior (Fox), Rialto Cinemevents (Selected), Buster's Skyrocket (Universal), The June Bride (Aesop Fable).
Musical Program—Selections from "The Fortune Teller" (Overture), Trumpet Virtuoso, Character Impersonations (Musical number in five parts), "Lonestomest Girl in Town" (Organ Novelty).

Colony Theatre—
Film Numbers—The Skyrocket (Assoc. Exhibitors), Colony Current Events.
Musical Program—"Palm Beach Frolics" (B. S. Moss Presentation of nine numbers with featured artists and Colony Ensemble).

Cameo Theatre—
Film Numbers—Lady Windermere's Fan (Warner Bros.), Continued.
Broadway Theatre—
Film Numbers—California Straight Ahead (Universal).
Musical Program—Vaudeville.

Astor Theatre—
Film Numbers—The Big Parade (Metro-Goldwyn-Mayer), Continued.

Apollo Theatre—
Film Numbers—Stella Dallas (United Artists), Continued.

Warner Bros. Theatre—
Film Numbers—The Sea Beast (Warner Bros.), Continued.

Geo. M. Cohan Theatre—
Film Numbers—Ben Hur (Metro-Goldwyn-Mayer), Continued.

Embassy Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Million Dollar Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Hill Street Theatre—
Film Numbers—The New Commandment (First National), Pathe News, Aesop Fable.

Forum Theatre—
Film Numbers—Steel Preferred (Prod. Dist. Corp.), Buster's Nightmare (Universal), International News, Kinograms.

Capitol Theatre—
Film Numbers—The Yankee Senior (Fox), Pathe News.
Musical Program—Vaudeville.

Capitol Theatre—
Film Numbers—The Yankee Senior (Fox), Pathe News.
Musical Program—Vaudeville.

Capitol Theatre—
Film Numbers—The Yankee Senior (Fox), Pathe News.
Musical Program—Vaudeville.



Black and white effects used in two column ad for "Three Faces East" (P. D. C.) by the Garden Theatre, Milwaukee.

BROOKLYN

Brooklyn Mark Strand Theatre—
Film Numbers—"That Royle Girl" (Paramount), Strand Topical Review (Selected).
Musical Program—"Slavonic Rhapsody" (Overture), "Revue Populaire", "Remember" (Dance Number), "Then I'll Be Happy" (duet, tenor and soprano), "Who," and "I Wonder Where My Baby is Tonight" (tenor solo), "In a Chinese Garden" (organ recessional).

Criterion Theatre—
Film Numbers—The First Year (Fox), The Fighting Tailor (Fox), Fox and Pathe News.
Musical Program—Orchestra Overture and Organ.
Metropolitan Theatre—
Film Numbers—Mannequin (Paramount), International News and Kinograms.
Musical Program—Jazz Revue.

Figuroa Theatre—
Film Numbers—Paint and Powder (Producers Dist. Corp.), Wide Open Faces (Pathe), Pathe News.
Musical Program—Prologue to Feature (Overture).

State Theatre—
Film Numbers—Dance Madness (Metro-Goldwyn-Mayer), The Wrestler (Fox), International News and Kinograms.
Musical Program—"Charleston Contest", Organ Solos.

Pantages Theatre—
Film Numbers—The Yankee Senior (Fox), Pathe News.
Musical Program—Vaudeville.

Forum Theatre—
Film Numbers—Steel Preferred (Prod. Dist. Corp.), Buster's Nightmare (Universal), International News, Kinograms.
Musical Program—Orchestra (Overture), Soprano soloist.

Hill Street Theatre—
Film Numbers—The New Commandment (First National), Pathe News, Aesop Fable.
Musical Program—Vaudeville.

Forum Theatre—
Film Numbers—Steel Preferred (Prod. Dist. Corp.), Buster's Nightmare (Universal), International News, Kinograms.
Musical Program—Orchestra (Overture), Soprano soloist.

Hill Street Theatre—
Film Numbers—The New Commandment (First National), Pathe News, Aesop Fable.
Musical Program—Vaudeville.

Forum Theatre—
Film Numbers—Steel Preferred (Prod. Dist. Corp.), Buster's Nightmare (Universal), International News, Kinograms.
Musical Program—Orchestra (Overture), Soprano soloist.

Hill Street Theatre—
Film Numbers—The New Commandment (First National), Pathe News, Aesop Fable.
Musical Program—Vaudeville.

Forum Theatre—
Film Numbers—Steel Preferred (Prod. Dist. Corp.), Buster's Nightmare (Universal), International News, Kinograms.
Musical Program—Orchestra (Overture), Soprano soloist.

Capitol Theatre—
Film Numbers—The Yankee Senior (Fox), Pathe News.
Musical Program—Vaudeville.

Capitol Theatre—
Film Numbers—The Yankee Senior (Fox), Pathe News.
Musical Program—Vaudeville.

Rialto Theatre—
Film Numbers—That Royle Girl (Paramount), Continued.

SALT LAKE CITY

American Theatre—
Film Numbers—The New Commandment (First National), The Burglar (Fox), International News.

Kinema Theatre—
Film Numbers—The Silent Pal (S. R.), The Rubber Necks (Pathe), Pathe Review, International News.

Pantages Theatre—
Film Numbers—The Pleasure Buyers (Warner Bros.).

Paramount Empress Theatre—
Film Numbers—The Wedding Song (Producers Dist. Corp.), Step Lightly (Educational), Pathe News.

Victory Theatre—
Film Numbers—The American Venus (Paramount), Pathe News.

CHICAGO

Chicago Theatre—
Film Numbers—"Lights of Old Broadway" (Metro-Goldwyn-Mayer), International News (Goldwyn), Felix Cartoon.

Musical Program—"Merry Wives of Windsor," (Overture), "Clap Hands Here Comes Charlie," (Organ Solo), Waring's Pennsylvanians in "Campus Frolic" (Presentation).

Tivoli Theatre—
Film Numbers—"Mannequin," (Paramount), News and Views (Universal), Felix Cartoon.

Musical Program—"A Bouquet of Favorite Classics," (Overture), "A Lesson In Love," (Organ Solo), "The Honeymoon," (Presentation).

Uptown Theatre—
Film Numbers—"Mannequin," (Paramount), News Weekly, (Universal), Literary Digest; Framed (Educational).

Musical Program—"Carmen," (Overture), "Classical Jazz," (Specialty), Don Alvin, Violinist, (Specialty), "That Certain Party," (Organ Solo) "The Royal Welsh Fusileers," (Specialty).

Capitol Theatre—
Film Numbers—"The Palace of Pleasure," (Fox), News and Views (Universal), Cartoon, (Selected).

Musical Program—"Second Hungarian Rhapsody," and "Normandy," (Overture), "The Apaches of the North," (Specialty), "I Never Knew," (Organ Solo), "The Charleston Wedding," (Presentation).

Orpheum Theatre—
Film Numbers—His Jazz Bride (Warner Brothers).

Roosevelt Theatre—
Film Numbers—The Eagle (United Artists).

Monroe Theatre—
Film Numbers—The Iron Horse (Fox).

McVickers Theatre—
Film Numbers—The Splendid Road (First National), News (Pathe).

Musical Program—"Hotter Than Ever" (Presentation and Specialty Program).

DES MOINES

Capitol Theatre—
Film Numbers—Spanish Rose (State Right), The Fighting Dude (Educational), Fox News.
Musical Program—"My Bonnie," organ special; Dancing Review (on stage).

Des Moines Theatre—
Film Numbers—The American Venus (Paramount), What's in a Nose? (Pathe), Universal News.

Musical Program—"Easy to Please," organ special; "Southern Melodies," orchestra numbers; Beauty contest.

Strand Theatre—
Film Numbers—Sally, Irene and Mary (Metro-Goldwyn-Mayer), Adventures of Mazie (F. B. O.), Kinograms.

Musical Program—Sally, Irene and Mary (Dancing Trio).

Rialto Theatre—
Film Numbers—The Fool (Fox).

BALTIMORE

Century Theatre—
Film Numbers—A Woman of the World (Paramount), The Fighting Dude (Educational), News (Fox).

Musical Program—Dancing and Jazz Selections (Special Orchestra), Orchestra, Organ.

Garden Theatre—
Film Numbers—Two Fisted Jones (Universal), The Fighting Tailor (Fox), Felix at the Rainbow's End (Educational Cartoon), Iron Trail Around the World (Fox Variety), News Weekly (Fox).

Musical Program—Vaudeville, Orchestra, Organ.

Keith's Hippodrome—
Film Numbers—All Around Fry-ing Pan (F. B. O.), Take Your Time (Pathe), Green Archer, No. 6 (Pathe Serial), Aesop Fable, News (Pathe).

Musical Program—Vaudeville, Orchestra, Organ.

Warner's Metropolitan—
Film Numbers—The Enchanted Hill (Paramount), Weak But Willing (Educational), Aesop's Fable, News (Pathe), Inno-

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Striking three-column display for United Artists' "Cobra" used by the Bijou Theatre, New Haven, Conn.

cence (Pathe color), A Date in Egypt (Pathe scenic).
Musical Program—Selections from "Rose Marie" (Overture), Orchestra, Organ.

New Theatre—

Film Numbers—Lights of Old Broadway (Metro-Goldwyn-Mayer), A Salty Sap (Educational), News (Pathe).

Musical Program—"Gems of Olden Days" (Overture), Dance Specialty, Orchestra, Organ.

Parkway Theatre—

Film Numbers—Soul Mates (Metro-Goldwyn-Mayer), His Wooden Wedding (Pathe), Topics of the Day (Pathe), Kinograms.

Musical Program—Selections from "Rose Marie" (Overture), Orchestra, Organ.

Rivoli Theatre—

Film Numbers—The Unguarded Hour (First National), News (Pathe), Flaming Flappers (Pathe).

Musical Program—"Hungarian Fantasia" (Overture), "Hejre Kati" (Violin Solo), Specialty (Vocal and piano selections), "Il Trovatore" and "Neath Blue Italian Skies" (Organ Selections), Orchestra, Organ.

BOSTON

Beacon and Modern Theatres—

Film Numbers—Rocking Moon (Prod. Dist. Corp.), As No Man Has Loved (Fox), Comedy (Educational), News (International).

Musical Program—Overture, organ.

Fenway Theatre—

Film Numbers—Rocking Moon (Prod. Dist. Corp.), Morals for Men (S. R.), Stereoscopic (Pathe), Fables (Pathe), News (Pathe).

Musical Program—Overture, orchestra and organ solos.

Gordon's Washington Street Olympia Theatre—

Film Numbers—Memory Lane (First National), Comedy (Educational), News (Pathe).

Musical Program—Overture, orchestra and organ, Vaudeville.

Keith-Albee Boston Theatre—

Film Numbers—The Golden Strain

(Fox), Comedy (Pathe), News (Pathe).

Musical Program—Overture, orchestra and organ, Vaudeville.

Keith-Albee St. James Theatre—
Film Numbers—When the Door Opened (Fox), Comedy (Pathe), Topics of the Day (Pathe), Fables (Pathe), News (Pathe).

Musical Program—Overture, orchestra and organ, Vaudeville.

Loew's State Theatre—

Film Numbers—His Secretary (Metro-Goldwyn-Mayer), Topics of the Day (Pathe), Aesop's Fables, News (Pathe).

Musical Program—Overture, orchestra and organ; "Garden of Roses," tenor solo; "Collegians," vocal and instrumental, Stage Production.

Metropolitan Theatre—

Film Numbers—Bluebeard's Seven Wives (First National), Flaming Affair (Fox), Topics of the Day (Pathe), News (International).

Musical Program—Overture, orchestra, organ recital, tenor solos, special stage production.

Colonial Theatre—

Film Numbers—Stella Dallas (United Artists) continued.

Majestic Theatre—

Film Numbers—The Big Parade (Metro-Goldwyn) continued.

CLEVELAND

Stillman Theatre—

Film Numbers—Phantom of the Opera (Universal), International News.

Musical Program—Grand Fantasia from "Faust" (overture), "Garden Scene" from "Faust" (vocal prologue).

Allen Theatre—

Film Numbers—Hands Up (Paramount), Buster's Nose Dive (Universal), Kelly Color (Pathe), Pathe News, Topics of the Day.

Musical Program—"If I Were King" (overture), "I Love My Baby," Quartette from "Rigoletto" (vocal).

State Theatre—

Film Numbers—Winds of Chance (First National), Trap Door Spider (S. R.), Flaming Affair (Fox).

Musical Program—Organ overture, Vaudeville.

Park Theatre—

Film Numbers—Too Much Money (First National), Wide Open Faces (Pathe), Felix Grabs His Grub (S. R.), Topics of the Day (Pathe), Kinograms.



Author featured in two-column display for F. B. O.'s "The Keeper of the Bees" used by the Rialto, Des Moines.



Four column display ad for First National's "Memory Lane" used by the Princess theatre, Hartford, Conn.

Musical Program—"Rienzi" (overture), Jazz Unit: "Tie Me to Your Apron Strings," "Lonesome Me," "Carissima" (soprano solo).

Reade's Hippodrome—

Film Numbers—What Happened to Jones (Universal), Charley My Boy (Pathe), International News (Universal).

Musical Program—"No No Nanette" (overture), Vaudeville.

Keith's East 105th St—

Film Numbers—What Happened to Jones (Universal), Long Pants (Pathe), Aesop's Fables (Pathe), Pathe News.

Musical Program—"Popular Song Hit Revue" (overture), Vaudeville.

Circle Theatre—

Film Numbers—Fighting Edge (Warner Bros.), Bull and Sand (Mack Sennett), Pathe News.

Musical Program—Popular orchestral overture, Vaudeville.

KANSAS CITY

Newman Theatre—

Film Numbers—Cobra (Paramount), Newman Mirror (Selected), Newman Events (Local).

Musical Program—"The Fortune Teller" (Overture), "The Swan" (danseuse; cellist), "Along the Missouri" (Surprise Novelty, National Quartet), "Don't Wait Too Long" (Organ Novelty), (Organ Solos).

Liberty Theatre—

Film Numbers—Sporting Life (Universal), His Wooden Wedding (Pathe), Aesop's Fables (Pathe), International News.

Musical Program—"Coronation March" Overture, (Psychic Novelty) Organ Solos.

Royal Theatre—

Film Numbers—"The Wanderer," Paramount, Royal Mirror (Selected), Royal Events (Local).

Musical Program—"Atmospheric Selections" (Overture), Organ Solos.

Main Street Theatre—

Film Numbers—"The Girl From Montmartre" (First National), Pathe News, Educational Short Subjects.

Musical Program—"Popular Selections" (Overture), Organ Solos.

Pantages Theatres—

Film Numbers—"Flaming Waters" (F. B. O.), Aesop's Fables (Pathe), Pathe News.

Musical Program—"Knee Deep in Daisies" (Overture), "Head Over Heels In Love" (Organ Novelty), (Organ Solos).

SAN FRANCISCO

California Theatre—

Film Numbers—His People (Universal), Sweet Marie (Fox), Iron Trail Around the World (Fox), International News.

Musical Program—"Grand Fantasia from Rigoletto" (Overture), "Kol Nidre" (Violin), "Medley of Russian Airs" (Special).

Granada Theatre—

Film Numbers—The Best Bad Man (Fox), Wide Open Faces (Pathe), Pathe News, Pathe Review.

Musical Program—"Twenty at Coffee Dances" (Presentation Act).

Loew's Warfield Theatre—

Film Numbers—Tumbleweeds (United Artists), Careful Please (Educational), On Many Shores (USNavy), International News, Kinograms.

Musical Program—"The Rhapsody in Blue" (Piano Overture), "Thanks for Buggy Ride," "Specialty Ideas" (Fanchon Marco Idea).

St Francis Theatre—

Film Number—Skyrocket (Assoc. Exhibitors), Salty Sap (Educational), Parisian Modes in Color (Educational), Kinograms.

Musical Program—"Student Prince Selections" (Overture), "Atmospheric Prelude" (Presentation Act).

Imperial Theatre—

Film Numbers—The Gold Rush (United Artists), Continued.

Wilkes Theatre—

Film Numbers—The Big Parade (Metro Goldwyn-Mayer).

Cameo Theatre—

Film Numbers—Two Fisted Jones (Universal), I Do (Assoc. Exhibitors), International News.

Musical Program—"The Night Boat Selection" (Overture).

Union Square Theatre—

Film Numbers—Quick Chance (S. R.), Fox Comedy, Pathe News.

Musical Program—Vaudeville.

Goldengate Theatre—

Film Numbers—The Fighting Heart (Fox), Sneezing Beevis (Pathe), Pathe News.

Musical Program—Vaudeville.

HOUSTON

Queen Theatre—

Film Numbers—"Cobra" (Paramount), Comedy (Educational), News (Pathe), Queen-Chronicle News (local).

Musical Program—"Naughty Narietta" (Orchestra overture), Organ Solo ("Loving You"), Orchestra and Organ Selections.

Capitol Theatre—

Film Numbers—"The Beautiful City" (First National), Comedy, (Educational), (Kinograms).

Musical Program—"Popular Hits" (Overture), Organ and Orchestra.

Liberty Theatre—
Film Numbers—"The Jazz Bride," (Warner Bros.), Comedy, (Fox), News (Pathe).
Musical Program—Piano and Organ Selections.

Majestic Theatre—
Film Numbers—"The Best Bad Man," (Fox), Aesops Fables, News (Pathe).
Musical Program—"Popular Hits" (Overture), Organ and Orchestra. Vaudeville.

Isis Theatre—
Film Numbers—"The Splendid Road," (First National), Comedy, (Educational), News (International).

Musical Program—"Concert Overture" (Orchestra), Organ and Orchestra.

Rialto Theatre—
Film Numbers—"The Home Maker," (Universal), Comedy, (Educational), News (Fox).
Musical Program—Organ and Piano Selections.

MILWAUKEE

Alhambra Theatre—
Film Numbers—"The Man on the Box" (Warner Bros.), International News, Sports in the Great Northwest (Scenic).
Musical Program—"Seven Ages of Man" (Overture), "Swiss Song Bird" (Stage), Dance (Stage Presentation).

Strand Theatre—
Film Numbers—"Womanhandled" (Paramount), Lickety Split (Educational), Kinograms.
Musical Program—"Wild West" (Stage Presentation).

Merrill Theatre—
Film Numbers—"The Road to Yesterday" (Prod. Dist. Corp.), Kinograms, Felix Comedy.
Musical Program—"Orchestra" (Overture), Organ Selection.

Garden Theatre—
Film Numbers—"Paint and Powder" (Prod. Dist. Corp.), Felix Cartoon, Comedy (Fox), Pathe News.

Musical Program—Organ Special "Tomorrow Morning."

Wisconsin Theatre—
Film Numbers—"A Woman of the World" (Paramount).
Musical Program—"Overture" (Orchestra), Vaudeville.

PITTSBURGH

Warner's State Theatre—
Film Numbers—"Steel Preferred" (Producers Dist. Corp.), Warner's News Weekly (Selected), Fun From the Press, Too Many Babies (Century Comedy).
Musical Program—"Special Orchestra Presentation."

SEATTLE

Blue Mouse Theatre—
Film Numbers—"Hogan's Alley" (Warner Bros.), Aesop Fable, International News.

Musical Program—"Selections from 'The Red Mill'" (Overture).

Coliseum Theatre—
Film Numbers—"The New Commandment" (First National), Slippery Feet (Comedy), Pathe News, Kinograms.
Musical Program—"Musical Jubilee" (Overture), "Remembering" (Orchestra Novelty).

Columbia Theatre—
Film Numbers—"What Happened to Jones" (Universal), Felix Cartoon, International News.



Mother love theme featured on two column display for "East Lynne" (Fox) ad used by the Alamo theatre, Louisville.

Musical Program—Novelty Piano Solos.

Liberty Theatre—
Film Numbers—"Irish Luck" (Paramount), "Your Own Back Yard" (Comedy), International and Liberty News.

Musical Program—"Bouquet of Operatic Melodies" (Overture).

Pantages Theatre—
Film Numbers—"Thunder Mountain" (Fox), Aesop Fable, Pathe News.

Musical Program—Vaudeville.

Strand Theatre—
Film Numbers—"When the Door Opened" (Fox), "My Stars" (Comedy), Fox News.

Musical Program—"International Charleston Contest."

ST. LOUIS

Missouri Theatre—
Film Numbers—"A Woman of the World," (Paramount), Missouri Magazine.

Musical Program—Orchestral overture. Organ accompaniment. Special stage presentation.

Loew's State Theatre—
Film Numbers—"Mike," (Metro-Goldwyn-Mayer), Selected News, Views and Tours.

Musical Program—Orchestral overture and popular numbers. Organ selections. On stage, Vocal, Dance and musical numbers.

West End Lyric and Capitol Theatres—

Film Numbers—"7 Days" (Producers Dist. Corp.), "Live Cowards," (Educational), Kinogram News and Views.

Musical Program—Orchestral, Organ, Vocal and Dance Numbers.

Grand Central Theatre—
Film Numbers—"Just Suppose," (First National), News and Views (Selected).

Musical Program—Orchestral, Vocal, Organ and Dance Numbers.

Kings and Rivoli Theatres—
Film Numbers—"When Husbands Flirt," (S. R.), (Comedy), News and Views.

Musical Program—Orchestral Selections. Vocal Numbers. At Kings only—Fifteen winners of local movie star contest.

St. Louis Theatre—
Film Numbers—Headlines (Assoc. Exhibitors), Short Subjects.

Musical Program—Orchestral and Organ Numbers. Vaudeville.

Delmonte Theatre—
Film Numbers—"The Yankee Senor" (Fox), Selected News and Views.

Musical Program—Orchestral Overture and Popular Numbers. Vaudeville.

ST. PAUL

Capitol Theatre—
Film Numbers—"The Dark Angel" (First National), Capitol Theatre Digest (Selected), Ko-Ko Nuts (Cartoon).

Musical Program—"The Mill in the Forest" (Overture), "Mothers of the World" (Special Stage Presentation).

PHILADELPHIA

Stanley Theatre—
Film Numbers—"His Secretary" (Metro-Goldwyn), Stanley Magazine (Selected), Comedy.

Musical Program—"Mlle. Modiste" (Overture), Stanley Symphony Orchestra "Flower from an Old Bouquet" "Blossom Time" (Soprano and Baritone duets), "Pampadour Ballet" (extra attraction).

Fox Theatre—
Film Numbers—"The Yankee Senor" (Fox), Fox News.

Musical Program—"La Donna e Mobile" (Tenor Solo), "Lo, Hear the Gentle Lark" (Soprano solo), "Remember" (Duet), "Gypsy Airs" (Violin solo), "I Hear You Calling Me" (Violin Solo), Song and Dance Divertissement.

Stanton Theatre—
Film Numbers—"That Royle Girl" (Paramount).

Karlton Theatre—
Film Number—"The Spendid Crime" (Paramount).

Arcadia Theatre—
Film Number—"The Merry Widow" (Metro-Goldwyn-Mayer).

Palace Theatre—
Film Number—"The Dark Angel" (First National).

Aldine Theatre—
Film Number—"The Big Parade" (Metro-Goldwyn-Mayer).

Victoria Theatre—
Film Number—"The People vs. Nancy Preston" (Prod. Dist. Corp.).

Capitol Theatre—
Film Number—"Take A Chance Week."

Mosque Theatre—
Film Numbers—"Mannequin" (Paramount), Comedy (Pathe), News (International) Scenic (S. R.).

Musical Program—"William Tell" (overture), Round the World with "What'll I do" (novelty), Spanish singer and dancer.

Branford Theatre—
Film Numbers—"Too Much Money" (First National), Comedy (Educational), News (Pathe), Local Laus.

Musical Program—Excerpts from "Sometime" (overture), "Down by the Winegar Works" (organ solo), eccentric dancer, supported by dozen girls.

Capitol Theatre—
Film Numbers—"Lady From Hell" (Associated Exhibitors), Three Musketeers (United Artist), Scenic (S. R.), Kinograms.

Musical Program—Classical Jazz (overture).

Rialto Theatre—
Film Numbers—"Hogan's Alley" (Warner Bros.), New Brooms (Paramount), Kinograms.

Musical Program—"Popular Melodies" (overture).

Fox Terminal—
Film Numbers—"When the Door Opened" (Fox), O. Henry comedy (Fox), News (Fox).

Musical program—"Songs of the Day" (overture).

BUFFALO

Shea's Buffalo—
Film Numbers—"Stage Struck" (Paramount), Shea's Buffalo Mermaid Comedy.

Musical Program—"The Dime Museum," Public Presentation, "Blue Danube" Waltz (Orchestra).

Shea's Hippodrome—
Film Numbers—"The Dark Angel" (First National), Our Gang Comedy, Hippodrome Review (Selected).

Musical Program—"Sitting on the Top of the World" (Musical Act).

Loew's State—
Film Numbers—"Mike" (Metro-Goldwyn-Mayer), The Misfit Sailor (Educational) Loew's News (Pathe).

Musical Program—"Bits of Hits" (Orchestra), Vaudeville.

Lafayette Square—
Film Numbers—"The Masked Bride" (Metro-Goldwyn-Mayer), Pathe Comedy, Kinograms.

Musical Program—"Selections from 'The Vagabond King'" (Orchestra), Organ Solo, Vaudeville.

Shea's North Park—
Film Numbers—"The Iron Horse" (Fox), North Park Pictorial (Selected).

Musical Program—"American Fantasie" (Orchestra), Organ Solo.

New Olympic—
Film Numbers—"Sporting Life" (Universal), Keep Smiling (Assoc. Exhibitors), The Big City (Comedy), Olympic News (International).

Musical Program Selections by Special Orchestra.

CINCINNATI

Capitol Theatre—
Film Numbers—"Little Annie Rooney" (United Artists), Capitol News (Selected).

Musical Program—"Orchestra" (Overture).

Walnut Theatre—
Film Numbers—"As No Man Has Loved" (Fox), Pathe News, Aesop Fable.

Musical Program—Orchestra.

Strand Theatre—
Film Numbers—"Womanhandled" (Paramount), Felix Comedy, Brotherly Love (Comedy), Pathe News.

Mr. Exhibitor: Ask at the Film Exchanges for the



It's little to ask for, but it's the only reliable aid you can give your musicians to help put the picture over

Short Subjects and Serials



Lloyd Hamilton in "Careful Please," an Educational release.

Gillingwater Engaged for Hal Roach Comedy

Hal Roach has engaged Claude Gillingwater for a new Pathe comedy which has already gone into production under the direction of Richard Wallace. Gillingwater will be featured in a cast that includes Tyler Brooke, Vivian Oakland, Bert Woodruff and Rolfe Sedan.

Norman Taurog to Direct Tuxedo Comedy

Norman Taurog has been assigned to the direction of the next Tuxedo Comedy for Educational. The new picture will feature Johnny Arthur, formerly starred in Al Woods' production on the stage in New York.

Donna Barrels Signed by Educational

Educational has signed Donna Barrels as a member of the scenario staff. Her first story will be "Home Cured" and will go into production at once with Johnny Arthur in the featured role under the direction of William Goodrich.

Pathe Offers Novelty Release

Widely Varied Offerings Included in Program for Week of February 7th

A DIVERSIFIED short subject program is planned for release by Pathe for the week of February 7th. Among other things it introduces "Songs of Ireland," first of the new "Famous Melody Series" and "The Strenuous Life," a Grantland Rice "Spotlight." There are the usual Hal Roach and Mack Sennett comedies, the "Topics of the Day," "Aesop's Film Fables," serial and news weeklies.

The "Famous Melody Series" are single reel subjects which are offered in the form of a novelty. James Fitzpatrick produced the series and appears in the leading male role, with Peggy Shaw playing opposite him.

In the Grantland Rice "Spotlight," produced by J. L. Hawkinson classical dancing, the Charleston, boxing and other sports are shown.

"Your Husband's Past" is a two-reeler produced by Hal Roach with a cast which includes Vivian Oakland, George Cooper, Tyler Brooke, Fred Kelsey, James Finlayson and Arthur Millett. Fred L. Guio directed.

Ralph Graves is featured in the Mack Sennett comedy titled "Funnymooners." Thelma Parr plays opposite Graves and Marvin Lobach heads the supporting cast. Lloyd Bacon directed.

"The Smoke Clears Away" is the title of the closing chapter of the serial, "The Green Archer." Allene Ray and Walter Miller have the leading roles and are supported by Burr McIntosh, Frank Lackteen, Dorothy

King and Walter Lewis. Spencer Bennet directed the serial.

Pathe Review No. 6 presents three subjects: "Art in Archery," an old Indian accomplishment emerges as a modern sport; "American Wild Flowers in Pathecolor," the Anderson Aster, the Chokecherry and the Blazing Star are revealed in natural colors; "Enemy Submarines," microscopic studies of the mosquito.

"The Windjammers" is the new cartoon of the Aesop's Film Fables series. "Topics of the Day" and two issues of Pathe News complete the February 7th schedule.

Harry Bernstein Made Red Seal Sales Manager

Harry Bernstein has been appointed general manager of Red Seal Pictures by Max Fleischer, who recently assumed the presidency of the organization. Bernstein previously has been head of Red Seal's New York exchange. He will shortly make a tour of the country in the interest of the company's product.

First of "Molly May" Series Released February 1

"Her First Night in Philadelphia," first of the "Molly May" series which Joe Levering is producing for release through Cranfield and Clarke, is now being cut by Levering. It will be released February first.



Scenes from the Pathe two reel comedy "Long Pants."



Opinions on Current Short Subjects

"Saturday Afternoon"

Pathe—Three Reels

(Reviewed by Edw. G. Johnston)

IT will be rather difficult to pick flaws in this three-reel Mack Sennett production which stars Harry Langdon. Everything about it is good—cast, direction and photography—furthermore, the story is particularly well adapted to the eccentricities of this droll comedian. So, the advice of this reviewer to exhibitors who want a first class three-reel special—is to book it—for in our opinion, this one certainly ought to please them all. Langdon is to go into features in the near future and this fact can afford to be played up. In this role, he takes the part of a meek, hard working husband who never varies the routine of coming home each Saturday afternoon to hand over his pay envelope to a domineering wife—until a fellow workman lures him to a date with a couple of flappers. Then the fun begins. The supporting cast is excellent. Harry Edwards directed.

The Cast

Harry Langdon, Vernon Dent, Ruth Hiatt and Peggy Montgomery.

The Story—Harry, a henpecked, hardworking husband is on his way home accompanied by a fellow workman. It is Saturday noon and Harry is making haste in order to turn over the pay envelope to his domineering wife. However, his pal is a single man, owns an auto and is a gay Lothario. Meeting two attractive flappers, Harry is persuaded by his friend to join an afternoon auto excursion, though he accepts with a troubled conscience and much trepidation. On reaching home each Saturday, it has been Harry's custom to now and then extract a few nickels and dimes from the envelope before handing it over to the wife. His cache is under the parlor carpet and location bears all the ear-marks of a treasure trove—requiring three or four steps to the right and a number to the left. However, this time the mistress discovers her mate in the act of hoarding a quarter and a violent scene follows during which she denies her docile husband the privilege of an afternoon out. But Harry makes a fervent plea for liberty and finally gains her consent. He joins the party on their joy ride and with a new found sense of freedom—proceeds to cut loose—but dark clouds dim the joyous holiday when two other chaps appear on the scene and claim the girls for their own. A fight follows with Harry's pal striving valiantly to defend their rights. Harry prefers to ignore the whole affair. To make matters worse, the domineering wife is out driving in her flivver and catches sight of her erring husband and further complications follow with the result that Harry is finally reinstated in her favor.

Summary—A first class comedy attraction. Good cast, well directed and finely photographed. Bill it as a Harry Langdon Special and as Langdon is to soon enter into features—play him up in this respect. A little extra money spent on advertising will be well worth the effort.

"Famous Melody Series"

(Pathe-Fitzpatrick—First Three Reels)

(Reviewed by Edw. G. Johnston)

THESE first three subjects out of thirteen to be produced by James Fitzpatrick for Pathe release, hold promise of becoming even more popular attractions than "The Music Master Series" which were made by the same producer—and the latter has been a money maker for a great many theatres. In the opinion of this reviewer, Mr. Fitzpatrick has gone several steps ahead in this present series which picturize the songs of many lands. Not only has a charming little story been woven around each

melody but each reel in itself is a fine scenic. Moreover, the scenes taken in the different countries are authentic.

They are single reel subjects and the first three deal with the "Songs of Ireland, England and Scotland"—in the order named. Peggy Shaw, formerly of the Ziegfeld Follies, plays the lead as "The Famous Melody Girl" and Miss Shaw is admirably cast for the role which calls for the characterization of the maids of the different nations. Mr. Fitzpatrick also appears in prominent roles.

Of the three reels shown—though they are all good—perhaps the songs of Ireland and Scotland have proved to be richer in material for picturization. For where is an Irish man, woman or child whose heart won't thrill at the strains of "Killarney," "The Low Back Car" and "Mavourneen"—and where a Scot who will fail to appreciate such melodies as "Annie Laurie," "Comin Thru the Rye" and "The Cambells Are Coming." And in addition the "Highland Fling," danced by Scotch lassies who certainly know how. However, the English reel is good, too, and features old favorites as "Drink To Me, Only With Thine Eyes" and "Just A Song At Twilight" and the "Tally-Ho" Song.

Pathe, in co-operation with Mr. Fitzpatrick, is preparing a special musical cue sheet and score to accompany each subject of the new series.

Summary—Based on the strong appeal of popular songs of many lands and with a charming glittles story interwoven in each reel, these subjects should prove superior quality first run attractions.

"The Uprising Generation"

(Pathe-Spotlight—One Reel)

ONE hears considerable talk these days as to whether the "Uprising Generation" will have a trend toward jazz and night life or whether they will strive toward athletics and health but this Spotlight will entertainingly demonstrate the fact that the coming generation is an active, vigorous lot of youngsters for the reason that the majority of them are seeking some form of athletics to reach the goal of good health. J. L. Hawkinson is the producer.—EDW. G. JOHNSTON.

"Time Flies"

(Educational-Mermaid—Two Reels)

(Reviewed by Edw. G. Johnston)

LUPINO LANE fans will find all they can possibly look for in this two reel Mermaid Comedy, for this popular comedian is given a splendid opportunity to demonstrate his bag full of tricks. At times there is a slight over-indulgence of slapstick but considerable of this is necessary in order to bring out Lane's eccentric acrobatic stunts. There is very little to the story—however a plot is not entirely essential to this type of comedy. Lane's supporting cast is good.

Produced by Jack White and directed by Jesse Robbins. Photography by Robert Doran.

The Cast

The Colonel	Lupino Lane
His Son	
His Grandson	
The Duelist	Wallace Lupino
The Girl	Virginia Vance
An Adventuress	Gwendolyn Lee
Her Accomplice	Otto Fries

The Story—Action gets under way with a duel between Colonel Amos Blackwell—the deadliest shot of his day—and Major Wimpett, the latter furnishing the cause for a combat which is to settle an argument as to whether a "full house or five aces" is the better hand. News of the duel is carried to the Colonel's family and to prevent the demise of the Major, the Colonel's son mounts a trusty, high

wheeled cycle and crashes into the field of battle in time to effect a cessation of hostilities—the bullet having hit the boy's watch when he appeared in the line of battle. Beholden, the Major presents him with his own "Waterbury." Time passes and in the meantime the boy—after bidding his sweetheart good-bye—reaches the cold, cruel city to build his fortune from a capital of ten cents. Hovering around a lunch counter where a customer is drinking a cup of coffee, the lone coin is accidentally dropped in the cup and disappears down the drinker's throat. Disheartened, the boy seeks a country road and meets a repulsed lover who is attempting suicide with a harmless gun. However, the gun suddenly goes off and hits a lamp globe which drops on the boy's head. He is taken to the home of an adventuress who tries to vamp him after linking up the "Waterbury" with a newspaper article which seeks to locate a missing heir to a fortune. The other suitor appears and at this point Lane displays a lot of his tricks in his endeavors to dodge his pursuer. The boy escapes the scheming pair and with his "Waterbury," returns to claim the fortune and his sweetheart.

Summary—This one will please wherever Lupino Lane is popular. There is considerable slapstick but a lot of this is necessary to bring out this comedian's stunts.

"Hearts of the West"

(Universal-Mustang—Two Reels)

(Reviewed by Chester J. Smith)

HERE is an original idea for a western story. The mortgage on the ranch is due. There is no possible way of meeting it and saving the property save through success in an impending horse race. It's up to Black Bess to win that there rich prize and unexpectedly Black Bess comes through. If all horse races were as easy to pick as that one there would be no necessity for mortgages.

There is hardly a redeeming feature to this two-reeler. Every foot of it has been seen so often that the entire story is revealed from the start. Edmund Cobb is the featured player and does the best he can with the story.

The Story. Tom Murray has inherited a heavily mortgaged ranch. He has successfully concealed the fact of the mortgage from his blind aged mother in the hope that he may restore the fortune through an impending cross country horse race. Joel Clegg is the holder of the mortgage and Tom saves Joel's life. Later Joel would sell the property to Sylvia Hunter, a pretty girl from the east, who becomes interested in Tom. Tom wins the race despite the crooked efforts of Joel. He brings his mother the glad news that he has won not only the race, but Sylvia, also.

Summary. This is an old, old story and lacking in interest because every step of it can be anticipated.

Max Fleischer's Ko-Ko Song Car-Tune

"DOLLY GRAY"

This Week Plays New York

CAPITOL



729 7th Ave., N. Y. C.
DISTRIBUTORS

Resume of Current News Weeklies

KINOGRAMS NO. 5155: Paris—More than 1,000 French runners strive for prizes in annual race through the Bois; New York—Prize winning model for proposed Roosevelt Memorial in Washington is completed; Everett, Mass.—One hundred thousand gallons of oil are destroyed in spectacular fire in Boston suburb; Chicago—Latest models in hats and dresses are shown in annual fashion show; New York—Columbia's varsity crew candidates get on water in midwinter, using new style shell in indoor pool; Norfolk, Va.—Twenty-five planes hop off on flight to Cuba to join fleet in annual winter maneuvers; New York—Plump girls find that boxing is a big help in reducing; Cary, Ill.—Thousands turn out to see champion ski jumpers perform thrilling feats in title events.

KINOGRAMS NO. 5156: Cardinal Mercier, Belgium's greatest hero in World war, dies at age of 74; Santa Rosa, Cal.—Red Grange, wizard of gridiron, meets Luther Burbank, wizard of plants, and shows him how to raise footballs; Between Tibet and China—Gene Lamb, KINOGRAMS cameraman, leads expedition across Alexander III range for first time the feat has been performed; New York—Blind college girls seek scholarships, students at Hunter, City college and Columbia university, preparing for examinations at institution where they can earn money to help pay expenses; Los Angeles—He pulls an automobile with his hair as a tow rope; Miami—Crowd of 20,000 turns out to watch opening of racing season in Florida.

INTERNATIONAL NEWS NO. 8: Everett, Mass.—200,000 gallons of oil provide vivid bonfire; Paris, France—Army of runners race for French speed title; L. Angeles, Cal.—(L. Angeles only) High potentates of baseball honor world war heroes, Detroit, Mich. (Detroit only)—Hundreds in keen contests of speed and grace at thrilling gold and silver skates derby; Richmond, Va. (Charlotte and Washington only)—Thousands attend dedication of old Dominion's memorial to heroes of great world war; Los Angeles, Canl.—Presenting the latest idea in "safety first" airships; N. Y. City—Here's the prize winning design for the

great Roosevelt Memorial soon to be erected in Washington; El Monto, Cal.—"Ace" Hudkins "wild cat" of the boxing ring, keeps fit by daily runs at the Gay lion farm; Wash., D. C. (Wash. only)—The new French envoy, M. Henri Beremger, presents his credentials at the White House; Cary, Ill.—50,000 see ski champs in record jumps; Takayama Mts., Japan—Baptism by fire revived in Japan; In the Jungles, Brazil—Hunting the giant sloth in Brazilian tree-tops; Rome, Italy—All Italy mourns as Queen Mother passes.

INTERNATIONAL NEWS NO. 9: Malines, Belgium—A great man passes! World mourns heroic Cardinal Mercier; Alberta, Canada—Flaming naptha well makes mighty torch; Chicago, Ill.—Three hundred rescued when stubborn blaze gives firemen fierce fight and threatens loop; Allentown, Pa.—Eleven perish in great hotel fire; New York City—A glimpse ahead at the spring chapeaux; Chicago, Ill.—Dazzling headwear displayed in National Millinery show; Sunnyside, Wash.—Winter bath for thousands of sheep; Santa Rosa, Cal.—Two wizards meet when "Red" Grange, gridiron marvel, gets acquainted with Luther Burbank, plant magician; Howey, Fla.—Walter Johnson, pitching ace, prepares for the new baseball season—fishing; San Antonio, Texas—Kelly Flying Field—1,300 strong—revives a custom of war days; Key West, Fla.—Capt. Josiah Knowles introduces a new water sport—turtle wrestling; Off Rockland, Me.—Argentine dreadnaught tests speed in gale; Miami, Fla.—"They're off" again at Miami.

PATHE NEWS NO. 9: Cary, Ill.—World's greatest ski experts give thrilling exhibition; Scranton, Pa.—Forecast end of coal strike!; Quebec, Canada—Night fire sweeps famous Canadian hotel!; New York City—Mr. Dinosaur takes first walk in 10,000,000 years!; Rome, Italy—Pay final tribute to Italy's Queen Mother!; Barnes City, Cal.—Animals' Damon and Pythias friendship rudely shattered!; Detroit, Mich.—Motion pictures decide case in modern Judgment of Solomon!; Hampton Roads, Va. (Washington only)—24 seaplanes leave base for winter maneuvers!; Philadelphia, Pa. (Philadelphia only)—Set opening date for



Scenes from the Pathe comedy, "Your Husband's Past."

Sesque-Centennial Exposition; St. Louis, Mo. (St. Louis only)—1500 stunning beauties compete for prizes as queens of pulchritude.

PATHE NEWS NO. 10: Miami, Florida—Miami racing season opens! Seattle, Wash.—Test new tractor for Wilkins polar flight! Santa Rosa, Cal.—Two outdoor wizards meet! Luther Burbank, plant expert, gets a few pointers from Red Grange; San Francisco, Cal.—New planes in catapult test! Brussels, Belgium—Cardinal Mercier dies! Scranton, Pa.—Coal strike parley reconvenes! Manchester, N. H.—Human polar bears make Arctic species look like pikers! Allentown, Pa. (Philadelphia only)—Eleven lose lives in fire which sweeps city's oldest hotel! Lake Lanier, S. C. (Charlotte only)—Dam at Lake Lanier breaks!

Fox Starts Seventh Helen and Warren Picture

"Too Many Relatives," seventh of the Fox "Married Life of Helen and Warren" series, has gone into production at the west coast studios of the company under the direction of Albert Ray. Kathryn Perry and Hallam Cooley again portray the leading roles, while in the supporting cast are Arthur Housman, Belva McKay, Jimmy Boudwin, Pal, the dog, and Pussy-Purr-Mew, the Persian cat.

Hutchinson Making Serial for Arrow Pictures

Charles Hutchinson, stunt king, is at present completing the final episodes of a serial, which will be released through Arrow Pictures Corporation, titled "Lightning Hutch." Playing opposite him is Edith Thornton and the supporting cast includes Virginia Pearson, Sheldon Lewis, Ben Walker and Eddie Phillips.



Action stills from the Educational comedy starring Lupino Lane titled "Time Flies."

Opinions On Current Short Subjects

"Helpful Al"

(Universal-Century—Two Reels)

(Reviewed by Chester J. Smith)

WHILE Al Alt is the featured player in this comedy, the laurels really go to a baby girl who appears to be not more than two or three years old. She has more expression and more screen personality than any youngster seen on the screen in a long time and she figures as prominently in the picture as Alt, though her name is not revealed on the screen or in the cast.

This is a picture made attractive principally by the appearance of this youngster. Alt is his usual self and the story is better than the average in these two-reel comedies. There is a lot of knockabout stuff and hokum at the start, but when the action finally settles down things move swiftly and smoothly with a touch of helpful comedy here and there and an occasional thrill to add to the general effectiveness.

The Story. Al and his pal, out in their flivver have a mishap which sends them away for help. When they return they find a baby in the car and dash off for suitable attire and food for her. Again returning, the baby is missing. They locate her at the end of a plank overlooking a high cliff. The baby is rescued only later to grab a handful of balloons from a vendor and to be carried into the air by them. Al and his pal give chase in the flivver and an auto boat. The baby eventually descends into the back seat of a luxurious car in which her real mother and father are riding. Al reluctantly gives the baby up and receives the \$5,000 reward offered, but it is carried

Sterns Get "Newlyweds and Their Baby"

STERN BROTHERS, producers of two-reel comedies through Universal have signed a contract with George McManus, cartoonist, whereby they acquire the screen rights of the popular newspaper cartoon characters, "The Newlyweds and Their Baby." The series will be made for release on next season's market.

The cartoons are one of the best known newspaper series published. They have appeared in scores of newspaper all over the country. This series is the third announced by the Sterns for 1926-27. The other two are the new Buster Brown series and "What Happened to Jane," a series of thirteen two-reelers featuring Wanda Wiley and Al Ford.

away by a high wind which springs up suddenly.

Summary. This is an attractive picture which will win approval in almost any house largely because of the appearance of this winsome baby. The story is a good one with enough humor and thrills to keep up the interest.

"Lickety Split"

(Educational-Mermaid—Two Reels)

(Reviewed by Edw. G. Johnston)

LIGE CONLEY is featured in this two-reel Mermaid comedy which was written and directed by Norman Taurog and a very good brand of entertainment has been furnished. Most all the action during the first part of the picture takes place in a large ice plant—and where is there a better place to indulge in some slapstick? In the latter half, an elaborate auto-polo contest is staged with a flock of wild flivvers careening madly over the field. Conley's supporting cast is very good.

The Cast

Lige Conley, Estelle Bradley, Glen Cavender, Jack Lloyd and Charles Meekin.

The Story.—The son of the proprietor of a big ice business has just returned from an exploring expedition around the plant in search of a warm spot when his father appears with a friends who manufacturers auto polos. The latter's daughter and her suitor make up the balance of the party. Lige, the ice man's son is instantly smitten with the daughter of the auto manufacturer and immediately proceeds to show her suitor what a slippery place an ice plant can be. The suitor shows up very badly in the slapstick that follows and the daughter voices the opinion that she would like to have Lige play on her father's team at that afternoon's polo game. This remark does not please the suitor and he asks her for the last time to marry him. On her refusal, he decides to play on the opposite side in order to take out his wrath on Lige. An exciting game follows and after many a tumble and narrow escape from the pursuit of his enemy, Lige emerges a hero and wins the fair lady's hand.

Summary.—An amusing comedy featuring Lige Conley in an exciting auto-polo game.

"Montana of the Ranges"

(Universal-Mustang—Two Reels)

(Reviewed by Chester J. Smith)

THERE is some fairly good material in this western which features Josie Sedgwick, though the story is the same hackneyed type about which all action in these two-reelers seems to be woven. There is the pampered girl from the east brought to

the entirely wrong environment of the west and as usual falling in love with the head of the outfit of rustlers. There is the forewoman of the ranch who outwits, outfights and captures the rustlers and the triumphant finish in which justice is accomplished.

The steel-eyed Miss Sedgwick is just as effective as usual in a role of this kind. There is no denying she is a splendid type for this kind of story and she is a skilled horsewoman. There is some fast action in this tale.

The Story. Ruth Spear, an attractive girl from the east is the owner of the Spearhead ranch, which is run by Montana Morgan, her guardian, a hard riding girl of the west. Ruth is enamoured of Mel Bromwell, head of the band of rustlers. Montana, likewise, is enamoured of Dave Sinclair, who suffers a broken leg in a desperate encounter with the rustlers. He is nursed back to health by Montana. Bromwell sends two of his henchmen to bring Ruth to him so that they might be married. Sinclair attempts to resist them, but fails and the girl accompanies them to the villain's hut. Montana is told of the affair on her return and gives chase. After a stiff fight she is overcome, but is rescued by the posse which follows. The rustlers are taken in time to avert the marriage and Montana accepts the proposal of Dave.

Summary. While the story is somewhat hackneyed there is some exciting action and some clever riding by Miss Sedgwick. The picture should go fairly well where the short western is approved.

"Mother Goose Movies"

(Educational—One Reel)

LYMAN H. HOWE'S Hodge Podge which includes "some sense and some nonsense" offers a variety of interesting and instructive subjects that always make pleasing entertainment for old or young. The kids will particularly enjoy the manner in which the familiar characters of Mother Goose respond to the old woman's orders. With her broomstick, she reviews the different subjects. First is shown the Great Wall of China—erected in the fourteenth century. Next, the Secretary Bird which demonstrates its method of exterminating a snake—and the similar treatment accorded a nineteen foot reptile by natives of British Guiana. Following this there is a scene of a party making the ascent of Mount Assiniboine. Other scenes show where the elephant is used for a truck—and a study of his salt water prototype—the sea-elephant. After this appears a seventy-one year old Philippine native who after weathering the domestic storms provided by fourteen wives, takes unto himself a bride of eighteen years. This about concludes the reel.—EDW. G. JOHNSTON.

"Pathe Review No. 4"

(One Reel)

"WORKERS UNDER EARTH" is the first interesting subject of this review and shows the intricate subway system that ants build in their homes. The "Magic Eye" is used to good effect here for the labors of these remarkable little insects stands out plainly. The Herculean task of moving a matchstick—many times their size—is most interesting.

Next comes "The Harvest Fleet" in the great Western wheat fields where reaping time scenes show the vast progress made possible by modern machinery. Extra wide swaths are cut by this particular machine and the stalks are bundled and tied by the same apparatus.

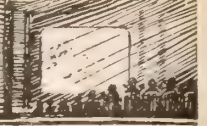
Scenes of Rutgers College in Pathecolor complete the reel. They include the students' "hat fight" and many interesting views of one of the oldest schools in the country.—EDW. G. JOHNSTON.



Al St. John in "Hold Your Hat," an Educational release.



Pre-release Reviews of Features



The Sagebrush Lady (Chesterfield M. P. Corp.—5000 Feet)

(Reviewed by George T. Pardy)

REGULATION Western, plot not startlingly original, but offers good entertainment of its kind, snaps over the thrills with plenty of force and vim, slides easily into the romantic groove, attains happy climax and should prove likely box office asset for houses catering to lovers of open-air, adventure films. Also offers timely comedy relief that balances the melodramatic trend nicely, Eddie Barry being mainly responsible for the funny stuff and getting his gags across well. Eileen Sedgwick, a good-looking, piquant heroine type, rides with fine dash and abandon, has considerable dramatic talent and acquits herself creditably all through in the role of Paula Loring. Jack Richardson is the unfeeling villain, Tom Doyle, and makes that gent so antagonistically repulsive that he stands out as the limit in rough-neck portrayal. Others in the cast render capable support.

THEME. Western Melodrama. Government Agent Hayden visits Paula Loring's ranch in disguise to capture cattle-rustlers, she saves him from lynching, he wins her.

PRODUCTION HIGHLIGHTS. Quick action, thrills, Eileen Sedgwick's work in heroine role. Lynching party and attempted kidnapping scenes. Comedy touches.

EXPLOITATION ANGLES. Bill as lively Westerner, play up riding feats, fights and humorous values. Feature Eileen Sedgwick. Stress romantic developments.

DRAWING POWER. O. K. for houses where Western melo is in demand.

SUMMARY. Brisk Western melodrama. Lives up to regulation standard for pictures of this kind in point of thrills, romance and riding feats. Has good comedy interpolations. Star attractive and pleasing actress. Support is adequate.

THE CAST

Paula Loring.....	Eileen Sedgwick
Doyle's Foreman.....	Bernie Corbett
Tom Doyle.....	Jack Richardson
Harmony Hayden.....	Eddie Barry
Sheriff Martin.....	Bill Steele

Author, Carle Cooly. Director, Horace Davey.

SYNOPSIS. Henry Hayden, Government Agent, comes in disguise to check operation of cattle-rustlers around Paula Loring's ranch. His identity is unsuspected by the natives. Tom Doyle, neighboring ranchman schemes to marry Paula. Latter saves Hayden from lynchers, when he is suspected of being a holdup man by telling them he is her fiance. Tom Doyle's foreman is foiled by Hayden in an attempt to kidnap Paula. Having broken up the gang, Hayden remains as Paula's husband.



Eileen Sedgwick, appearing in "The Sagebrush Lady," a Chesterfield production.

The Sagebrush Lady (Kerman) PRESS NOTICE

EILEEN SEDGWICK, the only Western feminine star now heading her own company, will make her local screen debut at the _____ Theatre on _____ in "The Sagebrush Lady" a dashing melodrama and romance of the "great open spaces."

The story deals with the adventures of a Government Agent who visits Paula Loring's ranch in disguise, with the object of running down some cattle-rustlers, falls in love with the girl, is saved by her from lynchers who suspect him of being a bandit, through Paula swearing that he is her prospective husband.

A picture full of thrills and fast action, with bright comedy relief. Eddie Barry as the hero and a brilliant supporting cast.

CATCH LINES

Eileen Sedgwick, one of the screen's most alluring figures on horseback, a fascinating heroine!

Dance Madness (Metro-Goldwyn—6393 Feet)

(Reviewed by George T. Pardy)

ARTISTICALLY this production ranks high. It is beautiful with dazzlingly attractive interiors and Claire Windsor and Hedda Hopper are sights warranted to charm the female eye in gorgeous creations of the dressmaker's art. As to the story, it consists mostly of farce comedy of the bedroom variety and not particularly original at that, resorting to the old idea of a wife and woman with whom her husband is infatuated joining forces to teach the philandering gent a lesson; wife successfully substituting her person for that of the masked siren. It's sufficiently suggestive at times, though nothing really offensive develops, offers fair enough entertainment for a certain type of audience, but won't suit exhibitors catering strictly to family trade. Conrad Nagel is miscast as the husband, a role demanding a comedian, which Nagel isn't by a long shot. The feminine leads are satisfactory; support and photography O. K.

THEME. Wife gets even with flirtatious husband by successfully substituting for masked dancer with whom he is infatuated. They are finally reconciled.

PRODUCTION HIGHLIGHTS. Elaborate settings, fine photography. Attractive gowns worn by Claire Windsor and Hedda Hopper. Farcical humor and surprise finish.

EXPLOITATION ANGLES. Tell women patrons about gown display. Stress idea of hubby mistaking wife for siren he adores. Feature Conrad Nagel and feminine leads.

DRAWING POWER. Not a family picture. Should win where patrons like the gay stuff.

SUMMARY. Runs to bedroom farce comedy type of picture. Has exceptionally fine settings, beautifully photographed and produced. Shows off beautiful gowns.

THE CAST

Roger Halladay.....	Conrad Nagel
May Anderson.....	Claire Windsor
Bud.....	Douglas Gilmore
Valentina.....	Hedda Hopper
Strokoff.....	Mario Carillo

Author, S. J. Kaufman. Director, Robert Z. Leonard. Photographed by John Arnold and William Daniels.

SYNOPSIS. Roger Halladay weds May Anderson, former dancer. He becomes infatuated with Valentina, masked Russian dancer. May discovers that Valentina's husband is Strokoff, who taught her dancing. The two women unite to fool Roger. May, always masked, poses to him as Valentina continuously and arranges to have Strokoff find them embracing. Roger runs away, followed by his masked charmer and finally finds her to be his own wife. They are reconciled.

Dance Madness (Metro-Goldwyn) PRESS NOTICE

CONRAD NAGEL, Claire Windsor and Hedda Hopper are the principal players in Dance Madness, a rippling farce comedy which comes to the screen of the _____ Theatre on _____. This is a remarkably beautiful production, handsomely staged, with a light, humorous plot detailing the escapades of a flirtatious husband and the effectual means his pretty wife takes to cure him.

Claire Windsor is delightful as the clever spouse, who substitutes herself for her masked rickshawer. Hedda Hopper fills val.

Douglas Gilmore and Mario Carillo appear in important roles and excellent support is provided.

CATCH LINES

A lightning courtship, but after the wedding she found their romance was all out of step.

He thought he won the masked charmer but was really making love to his own wife.



Claire Windsor, who appears in Metro-Goldwyn-Mayer's "Dance Madness."

The Danger Girl

(Producers Distributing Corp.—5660 Feet)

(Reviewed by George T. Pardy)

NOT THE least of this film's decidedly entertaining qualities is its ability to keep the on-lookers amused and thrilled without swinging altogether to the serious or comic side of things. While a vein of mystery and suspense is maintained from start to finish, there's always a balance-weight of comedy in evidence, and classy, high-grade comedy at that, without a suspicion of slapstick. In fact, we cannot remember a crook melo where humorous relief went hand-in-hand, so to speak, with exciting developments to such an extent. The net result is mighty good entertainment that should rap the box office target right in the bullseye. Priscilla Dean makes a great impression as the baffling heroine, whose identity and purposes remain a secret clear up to the finale, and John Bowers is admirable in the role of Wilson Travers. They are well supported, clever acting and direction helping to make the feature's bizzare plot oddly interesting.

THEME. Crook Comedy Melodrama. Thieves' plot to obtain jewels is foiled by girl who aids police and is finally won by owner of gems.

PRODUCTION HIGHLIGHTS. Skilled weaving of comedy with dramatic effects. Brisk action, suspense, thrills. Work of Miss Dean and Bowers. Big surprise climax.

EXPLOITATION ANGLES. Tell patrons here is a crook melo with a mystery they can't penetrate until finish. Boost story's fun and breathless suspense. Feature leads.

DRAWING POWER. Looks like a sure money-maker for any house.

SUMMARY. Comedy and melodrama are so cleverly mixed in this picture of crook doings, and the mystery angle so skillfully developed, that it keeps folks guessing and thrilled to the marrow all the way through. Great entertainment, sure winner!

THE CAST

Marie Duquesne.....Priscilla Dean
Wilson Travers.....John Bowers
Butler James.....Gustave Von Seyffertitz
Henrietta Travers.....Cissy Fitzgerald
Mortimer Travers.....Arthur Hoyt
Pelham.....William Humphrey
Organ Man.....Clarence Burton
Authors, George Middleton and Stuart Oliver. Director, Edward Dillon. Photographed by Georges Benoit.

SYNOPSIS. Wilson and Mortimer Travers, brothers, live in New York mansion, former is jewel collector. Police investigate tip that jewels are about to be stolen. Marie Duquesne, attired as bride, drops in unexpectedly, claiming to have fled from a distasteful marriage. Wilson allows her to remain. There follows a weird series of complications, with Marie and the jewels chief centre of attraction. In the end she saves the gems from master-thief. Wilson's gratitude turns to love for her.

The Danger Girl (Prod. Dis. Corp.)
PRESS NOTICE

P RISCILLA DEAN in "The Danger Girl," a crook mystery melodrama with a rich comedy vein, is the big screen attraction scheduled for the Theatre on ———. This is a picture hailed universally by critics as one of the year's most original and unique productions. Miss Dean has a great role as the mysterious heroine, who is instrumental in defeating the attempts of a master crook to rob an eccentric jewel-collector, with whom she finally falls in love.

John Bowers makes a pronounced hit as the hero. In support are seen Gustave Von Seyffertitz, Cissy Fitzgerald, Arthur Hoyt, William Humphrey, Clarence Burton, Erwin Connolly and several other

CATCH LINES

A fleeing bride, crooks, jewels, mystery, thrills, suspense, comedy, all crammed into six reels of vivid, breathless entertainment!



Priscilla Dean, star of "The Danger Girl," Producers Distributing Corp.

Fighting Fate

(Rayart Pictures—4991 Feet)

(Reviewed by George T. Pardy)

GOOD comedy drama with prizefight settings and contests that look like the real thing. A great card for the sporting contingent, and, as feminine fight patrons are pretty numerous nowadays, the chances are that it will carry a like appeal for the women folks. While there is swatting in plenty, not all the picture's interest lies in the swinging of pulverizing rights and lefts. There's a snappy assortment of comedy gags that light up things considerably and a love affair from which the hero emerges as triumphantly as he does in the ring. All well put together and running smoothly without a hitch in the action. Billy Sullivan shows up fine as the young chap who refuses to stay licked and gets even for the foul treatment he sustained by dropping his erstwhile conqueror for the ten-count and winning the championship. Nancy Deever, a pleasing, piquant heroine. Johnny Sinclair gets the laughs in a comic role. Photography, direction, OK.

THEME. Comedy Drama. Young boxer defeated by foul means in bout with champion, battles way back to recognition, wins championship title and pretty girl.

PRODUCTION HIGHLIGHTS. Billy Sullivan's good work in lead. Sinclair's comedy. Realistic glove fights. Well maintained love interest. Smart action.

EXPLOITATION ANGLES. Go after the sporting crowd strong. Bill as true-to-life prizefight picture, with love interest that will please family trade. Feature star.

DRAWING POWER. Excellent attraction for neighborhood, smaller houses and towns.

SUMMARY. A bright comedy drama with realistic prize ring settings. Has romantic as well as physical thrill and comedy lure. Well acted and directed. Photography first-chop, action fast, continuity even, builds up to slashing climax.

THE CAST

Damon Squires.....Billy Sullivan
Pythias.....Johnny Sinclair
Sally O'Leary.....Nancy Deever
Danny O'Leary.....Tom MacQuire
Cyclone Winters.....Phil Salvadore
George Morgan.....William Buckley

Authors, Henry Robert Symonds and John Wesley Grey. Director, Albert Rogell. Photographed by Lyman Broening.

SYNOPSIS. Damon Squires, aspiring lightweight boxer, while broke in a small town, resents an insult to Sally O'Leary by a chap whom he knocks down. The latter turns out to be champion Cyclone Winters. Squires is matched with him, doped by a bribed trainer and loses. Sally, whose father runs a restaurant, still has faith in her hero. Squires obtains proof of having been double-crossed. In second fight he knocks Winters out, winning championship and Sally.

Fighting Fate (Rayart Pictures)
PRESS NOTICE

L AUGHS, thrills and romance are combined in generous quantities in "Fighting Fate," a story of the prizefight, starring Billy Sullivan, which comes to the screen of the ——— Theatre on ———.

This film is notable not only for the realism of its glove battles, which are staged with great fidelity to life and accurate detail, but offers a fine human interest love story in which an unknown boxer wins fame and a pretty wife against tremendous odds and its comic appeal is irresistibly funny.

Billy Sullivan scores a big hit in the hero role, with fascinating Nancy Deever as his sweetheart. Johnny Sinclair, Tom MacQuire, Phil Salvadore, William Buckley are featured

CATCH LINES

Fate threw him down hard, but a girl's love kept him from losing heart! Don't miss the pungent thrills and fury of the most realistic prizefight ever screened!



Billy Sullivan, who is starred in "Fighting Fate," a Rayart release.

The Lady From Hell

(Associated Exhibitors—Six Reels)

(Reviewed by William Campbell)

A COMBINATION of western melodrama and Scottish romance is offered in this fast-moving Stuart Paton production. While Blanche Sweet is supposed to be the star, it is really Roy Stewart who does the best work, as the former has a rather minor role, while the latter is before the camera almost continuously. The story opens in the west, Stewart masquerading as ranch foreman, in reality is a member of the Scottish nobility. He also served in "The Ladies From Hell," the Highland troops. Stewart is too soon called upon to snap into things in protecting a mother and child from a brute who owns the ranch. Later the action switches overseas and we meet Miss Sweet who becomes Stewart's bride at the same time as he wins an estate. There are some good comedy moments introduced by a quartette of cowboys. The climax has suspense as Stewart's little pal, Billy Boy is found and is taken on a wild drive to save the star from the gallows.

THEME. Romantic melodrama laid in the West and Scotland and dealing with the adventures of a "Lady from Hell," in winning a bride, and estate.

PRODUCTION HIGHLIGHTS. Sequence where son fatally wounds father. Kidnapping of heroine, wedding to her real sweetheart. The climax when boy saves Stewart from gallows. Scenic backgrounds.

EXPLOITATION ANGLES. Have a man dress in full Scottish regalia and parade the streets with appropriate advertising. Tie up with local Scottish societies.

DRAWING POWER. Suitable for patrons who like action drama.

SUMMARY. The stars are your best bet in this one, which shapes up as a fairly diverting program picture which is attractively mounted and has some good acting interspersed.

THE CAST

Sir Robin Carmichael.....	Roy Stewart
Lady Margaret Darnely.....	Blanche Sweet
Earl of Kennet.....	Ralph Lewis
Sir Hugh Stafford.....	Frank Elliot
Hon. Charles Darnly.....	Edgar Norton
Lucy Wallace.....	Ruth King
Billy Boy.....	Mickey Moore

Based on "My Lord of the Double B," by Norton S. Parker. Directed by Stuart Paton.

SYNOPSIS. Sir Robin Carmichael, Scotch officer of the "Ladies from Hell," comes to America and under name of Buck Evans becomes foreman of the Double B ranch. Ross Wallace, owner, attacks his wife. Billy Boy, her son, shoots him with Buck's gun. Carmichael returns to Scotland, is arrested on day of wedding to Lady Darneley. The couple return to U. S., where Billy Boy is found and confesses a few moments before Buck is to be executed.



Blanche Sweet who appears in "The Lady from Hell" an Associated Exhibitors release.

The Lady from Hell (Associated Exhibitors)

PRESS NOTICE

BLANCHE SWEET and Roy Stewart are the co-stars of "The Lady from Hell," which comes to the Theatre, commencing —. Stewart is seen in the role of Sir Robin Carmichael, who during the World war was an officer of "The Ladies from Hell," the nickname given the Scottish regiments. When the armistice was signed Sir Robin went to America where as Buck Evans, he became a ranch foreman. Later he is charged with the murder of the owner and is forced to return from Scotland where he has gone to claim an estate and win a bride.

CATCH LINES

A thunderous drama of gallantry rewarded by suspicion, daring courage met with unscrupulous cunning, until in the end all wrongs are righted in a gigantic denouement and a hairbreadth escape from the gallows.

The Phantom of the Forest

(Lumas Film Corp.—5800 Feet)

(Reviewed by George T. Pardy)

THIS is a dog picture warranted not only to appeal to lovers of the canine race, but to movie fans in general. For it's undoubtedly good audience material, that isn't handicapped by a suggestion of having been laboriously built up to exploit the four-footed star, "Thunder," a too familiar fault in films of this type. Here, the dog fits into the narrative nicely, and is, of course, the outstanding figure, but the story itself being well constructed, alive with melodramatic force, and offering a pretty romance between two of the human characters holds unflinching interest to the end. There's a forest fire scene of such vivid realism that you actually seem to hear the flames crackle, and Thunder's rescue of the child and dash through fire and water makes 'em all gasp. Thunder also has a romance with White Fawn, a magnificent white police pup, which, like the love affair of the mere humans, terminates happily.

THEME. Melodrama, with dog star. Treats of conspirators' attempts to cheat girl out of land, and how they are foiled by her lover and dog Thunder.

PRODUCTION HIGHLIGHTS. Impressive outdoor settings. Views of giant redwoods in Santa Cruz Reservation. Thunder's work. The romance. Big forest fire scene.

EXPLOITATION ANGLES. Boost Thunder, but make it plain this is not only a great dog picture, but a good human interest melo. Feature Betty Francisco.

DRAWING POWER. If your patrons are strong on dog films, this should be a winner.

SUMMARY. Blends interest in wonderfully clever dog and that of melodramatic and romantic elements successfully. Well directed, acted, offers stunning views. Natural settings of Government Big Tree Reservation at Santa Cruz, wonderful!

THE CAST

Thunder	Himself
White Fawn	Herself
Helen Taylor.....	Betty Francisco
Frank Wallace.....	Eddie Phillips
Walt Mingin.....	James Mason
Joe Deering.....	Frank Foster Davis
Mrs. Deering.....	Irene Hunt

Author, Frank Foster Davis. Director, Henry McCarthy. Photographed by Ray June.

SYNOPSIS. While a pup, Thunder runs wild in the forest, but becomes attached to Helen Taylor, who owns land that has oil prospects and is mortgaged. Certain speculators conspire to seize the land, are prevented by Frank Wallace, who pays the interest. The plotters set fire to the forest. Helen and Frank are trapped, but escape by a hair's breadth. Thunder fights his way through the flames and rescues sick child. Frank and Helen are united.



Betty Francisco, appearing in "Phantom of the Forest," a Lumas release.

The Phantom of the Forest (Lumas Films)

PRESS NOTICE

NOT only staunch lovers of the canine race, but all admirers of tense melodrama and romance, may look forward to a real film treat when "The Phantom of the Forest" is flashed on the screen of the Theatre on —. This is one of season's most remarkable features, starring Thunder, the canine marvel.

Betty Francisco plays the leading feminine role, that of a girl who is nearly victimized by land thieves, but saved by the intervention of her lover and Thunder.

Eddie Phillips plays the lover role, with such popular players as James Mason, Frank Davis, Irene Hunt, Rhody Hathaway and others in support.

CATCH LINES

Thunder, the marvel Dog, plunging through flames and water to rescue a sick child!

The Grand Duchess and the Waiter

(Paramount—6314 Feet)

(Reviewed by Frank Elliott)

MALCOLM St. Clair has added another success to his growing list of worthwhile picture plays. He has taken Alfred Savoir's sophisticated stage comedy and translated it into screen form in such a way that theatregoers everywhere are going to enjoy it immensely. The action runs along smoothly, thanks to good scenario work by Pierre Collings. It would be a difficult matter to find two players more ideally fitted for the title roles than Florence Vidor and Adolphe Menjou; the former's work as Duchess Zenia compares with the finest things she has contributed to the screen. Menjou, as the millionaire turfman masquerading as a waiter so that he may be near the lady of his heart, plays with a smoothness and subtlety that is wholly delightful; the supporting cast has been well chosen, with the exception of Dot Farley, who isn't suited for aristocratic roles such as given her here.

THEME. French fare in which a wealthy philanderer assumes the role of a waiter so that he can woo and win a haughty, but warm hearted duchess.

PRODUCTION HIGHLIGHTS. Opening scenes in theatres, entrance of Menjou in waiter's garb. The scene in which royal attendants find the duchess in the "waiter's" arms. Miss Vidor's gowns. Characterizations contributed by Miss Vidor and Menjou.

EXPLOITATION ANGLES. Play up Menjou and Miss Vidor. Photos of Miss Vidor used in tie-ups with jewelry stores, beauty parlors, style shops, showing her with brilliant jewels, her new boyish bob and her Parisian gowns.

DRAWING POWER. Suitable for any theatre. Should please everyone.

SUMMARY. There's real entertainment in this one. Well directed, admirably acted and beautifully mounted, it is easily one of the best pictures of the new season. You owe it to your patrons to show it.

THE CAST

Albert Durant.....	Adolphe Menjou
Grand Duchess Zenia.....	Florence Vidor
Grand Duke Peter.....	Lawrence Grant
Grand Duke Paul.....	Andre de Beranger
Prascovia.....	Dot Farley
Henriette.....	Barbara Pierce
Blake.....	William Courtright

Author, Alfred Savoir. Directed by Malcolm St Clair.

SYNOPSIS. Grand Duchess Zenia, Russian refugee in Paris, is seen by Albert Durant, millionaire turfman, who is infatuated with her. He takes rooms in the duchess' hotel and in order to be near her, poses as a waiter, at which he is a miserable failure. Zenia, angered with him, has him appointed to her personal staff. Albert is made to do menial work. Eventually Albert discloses his identity and proclaims his love.



Adolphe Menjou in "The Grand Duchess and the Waiter," a Paramount picture.

The Grand Duchess and the Waiter (Paramount) PRESS NOTICE

ALFRÉD SAVOIR'S stage hit, "The Grand Duchess and the Waiter," will be the screen attraction at the _____ Theatre, commencing _____. Adolphe Menjou and Florence Vidor are in the principal roles. This trio, assisted by an excellent supporting cast, have made of the clever French comedy a highly artistic and decidedly entertaining photoplay. Menjou is at his best, while Miss Vidor in startling French gowns and a new Parisian bob, is a feast for the eye in the role of Zenia, the grand duchess. The plot tells of a wealthy turfman, who infatuated with a duchess impersonates a waiter so that he will be able to woo her. He succeeds and she becomes his wife.

CATCH LINES

Relating the exploits of a rich boulevardier who masquerades as a waiter in order to make love to the grand duchess who has caught his fancy. A snappy love-cocktail with a real parisian flavor.

Nell Gwyn

(British National—Nine Reels)

(Reviewed by L. C. Moen)

NELL GWYN, who charmed the heart of a king and a nation, comes to life again, this time on the screen, in what is certainly the best English production which this reviewer has yet seen. It has life, it has sparkle and freshness, and the general production values are of an order comparable with those in the best Hollywood product.

Without detracting in any way from the glory due to Herbert Wilcox for the story and direction, it is only fair to say that the J. D. Williams instinct of showmanship seems to us fairly evident throughout, and that the picture can scarcely be imagined without Dorothy Gish, so neatly does the role fit her and she the role.

Miss Gish is truly magnificent in the role. She literally "has everything." A well chosen cast surrounds her. Juliette Compton is excellent as Nell's rival for the king's affections. This is a strictly first-class production and should stand on its own bottom anywhere.

THEME. Romantic comedy-drama based on the life of Nell Gwyn, favorite of Charles II during the Restoration.

PRODUCTION HIGHLIGHTS. Miss Gish's breathtaking performance. Competent work by other members of cast. Excellent atmosphere in settings, photography and details. Well-knit construction of story and continuity.

EXPLOITATION ANGLES. Play up Miss Gish. Advertise as one of the most fascinating romances in history, filmed amidst actual settings. Sell along romantic, heart interest angle.

DRAWING POWER. With a particularly strong appeal to feminine patrons, not to forget the men, this picture has the necessary "class" and punch to put it across anywhere, suitably backed up with proper advertising.

SUMMARY. Offers a pleasing blend of romance, comedy, sentiment, daring and color, and presents Dorothy Gish in an unforgettable and incomparable screen performance.

THE CAST

Nell Gwyn.....	Dorothy Gish
King Charles II.....	Randle Ayrton
Lady Castlemaine.....	Juliette Compton
Mrs. Gwyn.....	Sidney Fairbrother
Toby Clinker.....	Judd Green
Dickon.....	Edward Sorley

From the story by Marjorie Bowen. Scenario and direction by Herbert Wilcox. Photography by Roy Overbaugh.

SYNOPSIS. Nell Gwyn is seen first as an orange girl at Old Drury theatre, London. She attracts the eye of the King and he makes her one of the players at His Majesty's theatre. She succeeds, and winning the King's affection becomes his favorite, vieing with Lady Castlemaine for his favors. Through her efforts, a palace which he is building for her is converted into a home for disabled soldiers and sailors. When his hour of death comes, he dies in her arms, with her name on his lips.



Dorothy Gish, star of "Nell Gwynn," a British National picture.

Nell Gwyn (British National) PRESS NOTICE

ONE of the most colorful and romantic comedy-dramas of many a day comes to the _____ Theatre on _____, when "Nell Gwyn," starring Dorothy Gish, opens for an engagement. This picture tells the story of pretty, witty Nell Gwyn, the favorite of King Charles II and one of the most popular actresses of her day. Her story has been celebrated in countless novels and plays, but never more brilliantly, it is said, than in this photoplay.

Miss Gish journeyed to England especially for this picture, and all details of costuming, setting and so on are absolutely authentic. Miss Gish is surrounded by a splendid cast of players, including Juliette Compton, one of the favorites of the English stage.

CATCH LINES

Dorothy Gish in her greatest role—that of a lovable madcap who won the heart of a King and a nation.

Fifth Avenue

(Producers Distributing Corp.—5503 Feet)

(Reviewed by George T. Pardy)

AS might be expected from a Robert G. Vignola production, this picture fairly glows with ornate settings and fine backgrounds, and from the artistic viewpoint leaves nothing to be desired. As suggested by the title, the atmosphere is one of glamorous luxury, with a neat contrast obtained by a sudden switch to Bohemian quarters in Washington Square, and there's a gorgeous gown display that is bound to win admiration from women patrons. The story has a good deal of heart appeal, with its "little-girl-in-a-great city" angle that always awakens fan sympathy, in this case strengthened and maintained by the excellent emotional acting of Marguerite De La Motte as the innocent heroine. Allan Forrest is an extremely likable hero, Louise Dresser convincing as the commercially astute Mrs. Kemp; William V. Mong gives a great performance as old Heffner and the support is admirable. A good audience feature, with likely box office possibilities.

THEME. Drama. Southern girl is inveigled into New York house of questionable character, weds happily after resort-owner clears her reputation.

PRODUCTION HIGHLIGHTS. Fine photography, luxurious settings, handsome interiors, brilliant gown display. Good direction, clever development of heart interest.

EXPLOITATION ANGLES. Play up title. Stress contrast between society and Bohemian atmosphere. Boost style show. Bill as colorful drama with powerful love story.

DRAWING POWER. Should please general public. Suitable for all theatres.

SUMMARY. A Robert Vignola production with magnificent settings and absorbing romance. Fifth Avenue society backgrounds furnish sharp contrast with humble homes of Washington Square. Offers alluring gown display for feminine fans.

THE CAST

Barbara Pelham.....Marguerite De La Motte
Neil Heffner.....Allan Forrest
Mrs. Kemp.....Louise Dresser
Peter Heffner.....William V. Mong
Allan Trainor.....Craufurd Kent
Natalie Van Loon.....Lucille Lee Stewart
Nan Lo.....Anna May Wong

Author, Arthur Stringer. Director, Robert G. Vignola. Photographed by James C. Van Trees.

SYNOPSIS. Barbara Pelham, Southern girl, comes to New York seeking work as gown designer, is inveigled by Mrs. Kemp, keeper of a sporting house, into staying with her. There she encounters Heffner, stock broker, realizes what the place is and escapes during police raid. Later she falls in love with Heffner's son Neil. He introduces her as his fiancee. His father denounces her as a former inmate of Mrs. Kemp's house. But Mrs. Kemp exonerates Barbara, who weds Neil.



Marguerite de la Motte, in "Fifth Avenue," Producers Distributing Corp.

Fifth Avenue (Prod. Dis. Corp.) PRESS NOTICE

ALL the society glamor and luxury of New York's most famous street is reproduced in "Fifth Avenue," the colorful, romantic drama which is scheduled as the main screen attraction at the Theatre on ———. Beautiful Marguerite De La Motte is starred as a Southern girl who innocently wanders into questionable company when she arrives in the big city, escapes from her evil surroundings, but suffers damage to her reputation which almost wrecks her life.

A fascinating love story with a wonderful surprise ending, a style show that will electrify women patrons.

Other prominent players, Louise Dresser, William V. Mong, Craufurd Kent, and Anna May Wong.

CATCH LINES

Fifth Avenue, a startling glimpse behind the scenes of society in the world's most famous city!

Ship of Souls

(Associated Exhibitors—Six Reels)

(Reviewed by Frank Elliott)

CHARLES MILLER who presided at the small end of the megaphone and those associated with him in production, have made a very realistic screen version of this Emerson Hough novel of romance and adventure in the north country. To begin with the backgrounds are realistic throughout, especially the exteriors of which there are a number of fine, snow-covered mountain shots. The story has many angles of appeal—there are heart interest, thrills galore, love scenes and now and then a flash of comedy. There is some exceptionally good acting with Bert Lytell and Lillian Rich carrying off the honors. There is a tense battle between some renegade trappers and the hero, while the sequence showing how radio is used to solve the hero's marital troubles and unite him with his true love in the northland, carries a good punch. The supporting cast has been well selected with Cyril Chadwick registering his usual good brand of villainy.

THEME. Drama romance of snow wastes, hero after being ruined in Wall street and deserted by his wife, finds a bride after much adventure.

PRODUCTION HIGHLIGHTS. The meeting between Barnes and Christine in home of mad factor. Wedding of Christine and Barnes. Fight with renegade trappers.

EXPLOITATION ANGLES. Tieup with the book. Boost names of stars. Emphasize fact this is by author of "Covered Wagon," and "North of 36." Go strong on radio tie-ups with photos from picture.

DRAWING POWER. Noted author and well known "names" will bring 'em in.

SUMMARY. Exhibitors with a clientele that likes stories of the snow country, up where they "always get their man," will find this one satisfactory. You also have Bert Lytell and Lillian Rich to help put it over.

THE CAST

Langley Barnes.....Bert Lytell
Christine Garth.....Lillian Rich
Stikeen Harry.....Earl Metcalf
Angus Garth.....Russell Simpson
Annette Garth.....Inez Seabury
Capt. Churchill.....Cyril Chadwick
Hensley.....Jean Perry
Durgin.....Pete Mauier

Author, Emerson Hough. Scenario by Frank P. Donovan. Directed by Charles Miller. Photographed by Edward Dupar.

SYNOPSIS. Deserted by his wife, Langley Barnes seeks peace in the north country, meets Angus Garth, factor of Fort MacTavish, made mad by the solitudes. Langley is wed to Christine, Angus' daughter. The factor performs the illegal ceremony. Churchill arrives at MacTavish to erect radio. Angus dies. Churchill returns to wed Barnes' former wife, who radios divorce news to north. Langley and Christine are legally married by wireless.



Bert Lytell, appearing in "Ship of Souls," an Associated Exhibitors release.

Ship of Souls (Associated Exhibitors)

PRESS NOTICE

BERT LYTELL, Lillian Rich and an all-star cast will appear on the ——— screen, commencing ——— in "Ship of Souls." The story is a drama of love, hate and intrigue in the great waste places of the north country, where the hero goes to seek vengeance and a fine, pure love. The obstacles which eventually prevent the consummation of this romance are finally overcome, the heroine is won and the villain frustrated.

In the supporting cast are Earl Metcalf, Russell Simpson, Inez Seabury, Jean Perry, Cyril Chadwick and others. The production has been given a realistic mounting, the company having gone into the Canadian north-west for correct snow locations.

CATCH LINES

A tense drama of primitive passion amid the snow wastes where men go mad. The greatest novel of Emerson Hough

The First Year

(Fox—6038 Feet)

(Reviewed by George T. Pardy)

BRIGHT, snappily amusing, cleverly directed and brilliantly acted, this screen adaptation of Frank Craven's stage play registers as a domestic comedy drama of unusual merit that should prove a box office winner wherever it is shown. You seldom see a comedy so rich in human interest as this is, simply because it stacks up a page from real life with characters who behave and look like folks in everyday existence and the humor has a genuine ring, straight stuff all the way through, with only one touch of slapstick just at the finale. The trials and misunderstandings of the young couple during matrimony's initial stages are wrought into a delightful story that has unfailing audience appeal. Matt Moore is immense as the harassed hubby, Katharine Perry refreshingly natural in the wife role, Margaret Livingston's portrayal of the ex-show girl and present railroad executive's wife excellent, and especial credit should be given Carolynne Snowden's perfect characterization of the "dumb" colored maid.

THEME. Comedy. Treats of young married pairs' troubles. Wife accidentally comes near wrecking hubby's big business deal, goes to mother, but they are reconciled.

PRODUCTION HIGHLIGHTS. Fine direction, smooth action, good acting. Human appeal and splendid comedy values. Dinner scenes, Matt Moore's jag. Climax.

EXPLOITATION ANGLES. Street stunt with Ford Sedan like one in film, bridal occupants, carrying "Just Married" sign. Bill as crackerjack domestic comedy.

DRAWING POWER. A banner attraction for any house, big or little.

SUMMARY. Has great audience appeal, chockful of laughs and human interest lure. A comedy that boosts itself, for spectators will pass the tip along to friends.

THE CAST

Tom Tucker.....	Matt Moore
Grace Livingston.....	Kathryn Perry
Dick Loring.....	John Patrick
Mr. Barstow.....	J. Farrel MacDonald
Mrs. Barstow.....	Margaret Livingston
Hattie.....	Carolynne Snowden
Dr. Myron Livingston.....	Frank Currier
Mrs. Livingston.....	Virginia Madison

Adapted from Stage Play by Frank Craven. Director, Frank Borzage. Photographed by Chester Lyons.

SYNOPSIS. Tom and Grace Tucker have been wedded a year. Grace is discontented and wants more money. Tom consoles her by promise of what he will achieve by a prospective big business deal. He invites Mr. and Mrs. Barstow to dinner and has the former all hooked for a real estate killing, when the arrival of Dick Loring and a chance conversational slip by Grace threatens to spoil the deal. Grace and Tom quarrel. She goes to mother. Tom gets drunk, but closes the transaction with Barstow, follows wife and they are reconciled.



Matt Moore, player in "The First Year," a Fox Films picture.

The First Year (Fox) PRESS NOTICE

A DELIGHTFUL comedy of youthful married life, "The First Year," will be the big screen attraction at the Theatre on _____. This is a genuine masterpiece of humor, a story of everyday folks and domestic misunderstandings with real human appeal.

How a young wife gets discontented with lack of money, cheers up when hubby tells her he is about to close a deal that will put them on Easy Street, makes a conversational slip that temporarily spoils the game, is set forth in a picture that has a laugh to every inch of footage.

A great cast, Matt Moore and Kathryn Perry in the leads, with Margaret Livingston, Frank Currier, J. Farrel MacDonald, John Patrick, Carolynne Snowden and others in support.

CATCH LINES

Cheer up! It's the first year of marriage that's the hardest, after that it's a habit!

Queen O' Diamonds

(F. B. O.—5129 Feet)

(Reviewed by George T. Pardy)

THE MEMBERS of that large fan contingent who delight in straight melodrama with recurrent thrills and rapid action should be well pleased in following the headlong plunges of Evelyn Brent's latest vehicle. Stolen jewels, crooks of high and low degree, theatrical and underworld atmosphere, are the main plot ingredients, with a bit of sentimental glamor and romantic interest, the whole forming an attraction which will do good business wherever this type of picture and the star are popular. Although complications increase as the feature progresses, director Chester Withey has managed to keep the main track of the narrative clear, its continuity is smooth and the situations neatly built up to a good climax. Miss Brent puts an amazing amount of energy into her portrayals of the chorus girl heroine and star, handles the emotional phases effectively and is an alluring personality all through the dual role. Support satisfactory.

THEME. Melodrama. Jerry Lyon, chorus girl, is cajoled by crooks into impersonating Broadway star she resembles, is mixed up in diamond theft, gets clear, weds man she loves.

PRODUCTION HIGHLIGHTS. Scene where Jerry innocently comes into possession of diamonds. Development of love affair. Police raid at finish.

EXPLOITATION ANGLES. Tieup on window display with jewelry stores. Bill as melo with Broadway theatrical and underworld atmosphere. Feature Evelyn Brent.

DRAWING POWER. Good wherever red-hot melodrama is in demand.

SUMMARY. Well up to mark of Miss Brent's best pictures. Fast melodrama, dazzling backgrounds, crook stuff well done. Has audience appeal.

THE CAST

Jeanette.....	Evelyn Brent
Jerry.....	
Mrs. Ramsey.....	Elsa Lorimer
Mr. Ramsey.....	Phillips Smalley
David Hammon.....	Theodore Von Eltz
Le Roy Phillips.....	William N. Bailey
Crook.....	Edward Peil

Author, Fred Myton. Director, Chester Withey.

SYNOPSIS. Jerry Lyon, chorus girl, resembles Jeannette Durant Broadway star, whose husband is an international crook. Jerry, in love with David Hammon, struggling playwright, is induced to pose as Jeannette and becomes involved in a series of wild adventures during which she comes innocently into possession of stolen diamonds and meets Ramsey, theatrical producer, who agrees to star Jerry in David's play, after she has brought the police in time to arrest gang of desperate criminals.



Evelyn Brent, star of "Queen O' Diamonds," an F. B. O. release.

Queen O'Diamonds (F. B. O.) PRESS NOTICE

EVELYN BRENT in "Queen O' Diamonds" a dazzling combination of crook melodrama and Broadway show world life, will be the chief screen attraction at the _____ Theatre on _____.

The star appears in a dual role, that of a chorus girl and a leading lady whom she resembles and impersonates innocently at the behest of a gang of dangerous crooks, coming into the possession of stolen diamonds, and being involved in a medley of wild adventures, out of which she emerges triumphantly and weds the man she loves.

A picture filled with tense, electric thrills. Miss Brent gives a splendid performance, supported by Theodore Von Eltz, Le Roy Phillips and others.

CATCH LINES

The Show world and the Underworld, Broadway stars and gem thieves, chorus girls and playwrights!

The Reckless Lady

(First National—7336 Feet)

(Reviewed by George T. Pardy)

JUST an average picture! It isn't likely to create any sensation as a box office proposition, nor, on the other hand, register a flop. A sort of "betwixt and between" film offering mildly interesting entertainment, which will probably draw customers on account of its all-star cast. Belle Bennett and Lois Moran, as gambling mother and innocent daughter, are individually appealing, but not even their decidedly excellent work outweighs the handicap of an artificial, unconvincing story. Most of the dramatic sequences are of a "dud" nature—shells that drop heavily but don't explode. There is some suspense generated in the last reel, with the debonair seducer lurking in a back room and threatening to spoil the happiness of Lois and her lad, as well as the elder couple. Lowell Sherman does well enough as the heart-breaker, except that a twelve year jump in time shows him as youthful as at the start. Support and photography O. K.

THEME. Drama. Attentions of gay Russian separates Colonel Fleming and wife. Years later Russian is foiled in attempt to win their daughter. Flemings are reunited.

PRODUCTION HIGHLIGHTS. Acting of Belle Bennett and Lois Moran. Attractive interiors, good photography. Scene where Colonel Fleming lets villain go.

EXPLOITATION ANGLES. Cast names are your best bet, play 'em up strong. Bill as heart interest drama, stress mother love and sacrifice idea.

DRAWING POWER. Should satisfy as program attraction.

SUMMARY. Will serve to amuse patrons of a not too critical turn. Most of the dramatic situations fail to "get the punch over." Works up suspense pretty well in finale. All star cast has exhibition value. Miss Bennett and Lois Moran best.

THE CAST

Mrs. Fleming.....Belle Bennett
Colonel Fleming.....James Kirkwood
Sylvia Fleming.....Lois Moran
Boris.....Lowell Sherman
Ralph Hillier.....Ben Lyon
Sophie.....Marcia Harris
Gendarme.....Charlie Murray

Author, Sir Phillip Gibbs. Director, Howard Higgin.

SYNOPSIS. Attentions of Boris, a Russian, to Mrs. Fleming results in her husband, Colonel Fleming, leaving her. The wife retains the baby Sylvia. Years later Mrs. Fleming is gambling at Monte Carlo. Boris reappears and makes love to Sylvia. Ralph Hillier, American, is another suitor. Mrs. Fleming tries to commit suicide but is saved by Ralph and her husband. The Colonel pursues Boris, who leaps over a cliff. The elder couple are reunited. Sylvia accepts Ralph.



Belle Bennett, playing in "The Reckless Lady," a First National picture.

THE RECKLESS LADY. (1st National)

PRESS NOTICE

A HEART drama of absorbing interest, "The Reckless Lady," with an all-star cast will be shown on the screen of the Theatre on

It is a quadruple love story, with a mother-love angle of intense pathos, beautifully photographed and cleverly acted.

Colonel Fleming leaves his wife, convinced that she has given her heart to Boris, a Russian. Mrs. Fleming retains her baby Sylvia. Years later, when she has become a reckless player at Monte Carlo, Boris reappears and tries to get the daughter into his clutches. A startling surprise climax is attained.

Belle Bennett, Lois Moran, James Kirkwood, Lowell Sherman, Ben Lyon are featured, with several other players of note in support.

CATCH LINES

She gambled and lost uncomplainingly, but with love at stake, fought as only a woman can.

Western Pluck

(Universal—4207 Feet)

(Reviewed by George T. Pardy)

AN average Westerner, follows the usual plot formula, should hold its own at the box office as a vigorous thriller, for the action rattles along at a merry pace; there are several fights put over in realistic fashion, with Art Acord registering as an energetic, two-fisted hero, equally handy with horse or gun, nor is the love interest neglected. Art's steed, "Darkie" is an alluringly sagacious animal who deserves especial mention for his tricky ways and stacks up well with the leading equine stars of his profession. The scene where Acord rides to the rescue of the runaway stage coach and brings the galloping horses to a halt is uncommonly well done. Director Travers Vale has wisely leavened the melodramatic swing of the story with snappy comedy jolts, the continuity is even and the situation craftily built up to a sensational climax. Marceline Day is a pretty and vivacious heroine; support adequate; photography O. K.

THEME. Western melodrama. Cowpuncher Arizona Allen halts a runaway stage coach, falls in love with girl passenger, is later instrumental in saving her wild brother when the latter is falsely accused of robbery, and wins her love.

PRODUCTION HIGHLIGHTS. Runaway stage episode. Fight between hero and saloon proprietor. The riding feats, comedy relief, romance, fast action.

EXPLOITATION ANGLES. Bill as sensational Westerner with good love story and great riding and scrapping stuff. Feature Art Acord and Marceline Day.

DRAWING POWER. O. K. as program attraction. Will please lovers of Western melo.

SUMMARY. Has plenty of punch and pep, good average Westerner. Well photographed and acted. Star shows up well in riding and scrapping situations.

THE CAST

Arizona Allen.....Art Acord
Clare Dyer.....Marceline Day
Gale Collins.....Ray Ripley
Rowdy Dyer.....William Welsh
Molly.....Helen Cobb
Buck Zaney.....S. E. Jennings
Sheriff Wayne.....Charles Newton
Author, W. C. Tuttle. Director, Travers Vale. Photographed by Harry Neuman.

SYNOPSIS. Cowpuncher Arizona Allen witnesses stage runaway when horses flee from shot fired by Rowdy Dyer, who thus greeting his sister Clare, a passenger, is mistaken for a bandit. Allen stops the horses and promises Clare to look after her wild brother. Later the stage is really held up and Rowdy suspected. Circumstantial evidence is against him, but Allen fights for him all through and when Rowdy's innocence is proved, wins his sister.

WESTERN PLUCK. (Universal)

PRESS NOTICE

ART ACORD in "Western Pluck," a racing action story of love and adventure, is the main screen attraction at the Theatre on

Few Western melodramas can compare with this one in point of exciting appeal and romantic interest. Acord appears as a roving cowboy who loses his heart to Clare Dyer, a visitor from the East, who gets him to promise that he will look after her wild brother, Rowdy. Art keeps his word and in so doing becomes involved in a net of intrigue and perils, emerges triumphant and claims Clare's love as reward.

Marceline Day, Ray Ripley and other favorite players appear in support.

CATCH LINES

A genuine outdoor picture crammed with thrills, sterling horsemanship, daring escapes, gun fights!

Talk about daring stunts! Art Acord does everything but ride down the side of a house in this one!



Art Acord, star of "Western Pluck," a Universal production.

Regional News from Correspondents

FRED GLASS of the Temple and Star Theatre, McCook, Nebr., was among the exhibitors visiting here during the week.

C. R. Malm and J. H. Olson are new salesmen for Associated Exhibitors. They split the Nebraska, South Dakota and Iowa territory between them.

Charles W. Taylor is the new manager of Associated Exhibitors, coming from Warner Brothers in Buffalo. Mr. Taylor is well at home in Omaha. He came here with the General Film Company in 1923, was with Select Pictures Corporation from 1917 to 1921 and then became branch manager for Pathe. He has now been in

Omaha

the East a few years. James Shea, former Associated manager, is with Warner Brothers here.

The Educational exchange has been moved from 1511 Chicago street to the Film building. They needed more room than they had.

A large number of theaters have changed hands in the Omaha territory in the last few weeks. Among Nebraska changes are the following sales: Rialto, Litchfield, sold

by M. Daniels to M. M. Floos; Auditorium, Red Cloud, from E. C. Preston to Al Beams; Jewel, Havelock, from Karnes & McLaughlin to Roy Hedrick; Rialto, Cozad, from Armstrong & St. John to William Bolan; Moon, Spencer, from C. H. Lyman to M. Gehlsen; Star, Maxwell, from C. H. Kuhns to C. S. Everly.

The Rialto Theater had a novel presentation act this week, per-

mitting the audience to see backstage. Manager Harry Watts and Entertainer "Happy" Monk Watson put on "The Rehearsal."

Work is expected to start about March 1 on the new theater for George Monroe on the corner of Fifty-fifth street and Military avenue. It will cost \$100,000.

Albert Danke, Producers Distributing Corporation manager, covered his Iowa territory the last few days.

James Rogers is back as manager of the Enterprise office, taking the place of Tal Richards as exchange manager. Mr. Rogers was transferred to St. Louis a few months ago.

New York and New Jersey

"MIKE" GLYNNE, Long Island's theatre magnate, has abandoned his previously announced plans to rebuild the Carlton Opera House at Bayshore, with the purchase of a big plot on Merrick Road for the erection of a large theatre, office building with store front. The plot is 115 feet by 350 feet and the theatre will have a seating capacity of 2500. The theatre will have a combination policy of vaudeville and motion pictures. The Carlton Opera House property was added to the Glynne Long Island chain in a recent expansion of the infant circuit.

Included in the list published by the Pathe Sun of the different members of the Pathe organization who received Gold Service Medals as a tribute to loyalty and length of service, a number of executives and salesmen of the New York branch stand out brilliantly. Milton Kronacher, Max Fellerman

and Max Westeebe are all credited with nine years of service. William Raynor, Branch Manager, has eight years of toil chalked up beside his name while Bert Sanford and Irving Wormser have the same number of years to their credit. Charlie Stombaugh, the Newark branch manager and John Dacey, Assistant Manager of the New York Branch, have served Pathe for seven years. Leon Medem, formerly of the Albany Branch and now doing special work, has been with the company for a five year period. Floyd Vogt, of Newark also has five years to his credit.

Invitation cards reading "On or about February 1st, 1926, we will remove our business to larger and more centrally located quarters at 1560 Broadway," have been issued by Joe Hornstein, of Howells Cine Equipment Company. According to a report, Saturday, January 30th, is the official opening. It will be well to arrive early in order to avoid the rush, if the prophecies made by Dave Solomon concerning the event are to be taken seriously.

Among the number of changes that have recently been made in the Associated Exhibitors' organization throughout the States, is one that will be of local interest. Phil Meyer, who in the past has had charge of the New York sales, will, in addition, have supervision over the New Jersey territory of this zone.

A special meeting will be held by the Brooklyn M.P.T.O. at the Hotel Astor on Saturday, February 6th for the purpose of electing officers for the coming year, according to a statement by Secretary Phillips of the Brooklyn organization. Following this meeting at the Astor, the installation dinner and dance will take place at the Bossert Hotel in downtown Brooklyn. Those who still desire tickets for this affair, are urged by Mr. Phillips to immediately proclaim the fact as the supply is almost exhausted.

Joe Mann, who will be remembered as having gone to Florida several months ago to make a fortune in real estate, is back at his old position again as manager of the Pastime Theatre at 2nd Avenue and 54th Street, New York City. According to Joe, while he and his associates made no sensational developments, some good, sound investments were placed.

The American Theatre, Fort Hamilton Parkway, Brooklyn, has recently changed hands. Joe Finger was the old owner and the present proprietors are a couple of newcomers in the business. Bobby Binckoff will continue as manager of the American. Mr. Finger still retains a theatre over on Staten Island.

Up at the Fox exchange in the Capitol Theatre Building, the men are getting ready to tackle the latest sales drive to be known as "Jimmie Grainger Month." At the close of the contest, thirty salesmen who have made the best showing will participate in the prize money.

Joe Lee, of the Fox-Jersey branch, is one of the latest to fall for a radio. Joe should be able to pull in plenty of DX at the time he reaches home.

Ed Schnitzer, also of the Fox organization, is nursing an infected finger which is not seriously interfering with his ability to fill out contracts. With such a capable nurse as Harry Buxbaum's secretary, Miss Robinson, prescribing for the ailment, Mr. Schnitzer's finger will soon be well.

According to a report, the Capitol Theatre at Millburn, N. J., will hold its opening on February 10th.

Further proof that a distributor must have good product in order to exist these days, is evidenced by the recent activity of W. Frank who has recently taken over two Lee-Bradford features for distribution in this zone. One is adapted from a well known story by H. Rider Haggard. Frank is well known and liked among the local exhibitors and his

new departure in policy promises to establish him in a still stronger position.

Henry Mestrum, that popular, quiet mannered individual who installs "spots" and other projection accessories around town, is responsible for the statement that local exhibitors are constantly striving to improve their lighting and projection. Asked where Mr. Mestrum had recently installed some of his "spots," his reply was "most all of them."

According to report, Manager O'Neill who was formerly with the Keeney Enterprises has struck out for himself by purchasing the Franklin Theatre, Astoria, L. I.

L. Schwab, enterprising supply dealer from Philadelphia, is spending a few days in New York City.

Another prominent manufacturer of accessories who has recently been in town, is J. McAuley of the Peerless Arc Lamp Company. Mr. McAuley and Joe Horstein have been talking over distribution matters pertaining to this territory.

The entire Fox Sales organization which is at present established in temporary headquarters on the fourth floor of the Capitol Theatre Building, will soon be able to move to their new quarters on 44th Street. According to report, the new building is fast nearing completion.



Paul Huhn, Treasurer of Tennek Film Corporation.





Chicago



AMONG the important theatres scheduled for early openings, are Balaban & Katz great new loop theatre, the Oriental, on Randolph Street; their Howard Theatre on Howard Avenue; Ascher Brothers' Colony theatre at 59th and Kedzie and their Drake on Montrose Avenue; Marks Brothers' big house on Sheridan near Devon, which has not yet been named; Andrew Karzas' North Center Theatre, which is located on Robey near Montrose; Lubliner & Trinz's Tower Theatre on East 63rd Street, and Schoenstadt & Sons' Piccadilly Theatre in Hyde Park.

A number of promotions and new assignments of managers, assistant managers and treasurers have recently been made by Balaban & Katz, and the transfers were completed on January 25th. E. T. Leaper becomes assistant to the supervisor of theatre management, and following now are the managers and staffs of the principal B and K Chicago houses: Chicago Theatre, Walter Immerman, manager; E. O'Donnell, first assistant manager; M. E. Zetterholm, second assistant manager; and Harry Potter, treasurer; Tivoli Theatre, L. H. Dally, manager; R. L. Davis, assistant manager; and J. B. Casey, treasurer.

Uptown Theatre, Miles Cannon, manager; L. A. Shead, first assistant manager; H. De Ronchi, second assistant manager; and C. D. Krepps, Jr., treasurer; Central Park Theatre, Max Turner, manager; and Frank Chamski, assistant manager; Roosevelt Theatre, A. Berg, man-

ager; J. G. Sauve, assistant manager; and Carl M. Eggers, treasurer; and McVickers Theatre, G. R. Fouche, manager; Roy Bruder, assistant manager; and E. Doob, treasurer.

Ted Myers is back with Pathe's Chicago exchange and has been assigned to south side territory. Mr. Myers for the past two years, has been stationed in St. Louis and Omaha, in both of which cities he had the title of branch manager.

Frank Schaefer of the Crystal Theatre, is to leave some time during the next month for Arizona, where he is taking Mrs. Schaefer on account of ill health. According to present plans Mr. Schaefer will be gone for about six weeks as he does not want to bring Mrs. Schaefer back to this city before the weather moderates.

Manager Johnnie Mednikow of Associated Exhibitors, has added two salesmen to his force. They are John McFarlane, who has been assigned to Illinois territory, and Bob Slayback, who will cover suburban territory.

Distict Manager Fred Aiken is back at his headquarters at Pathe exchange after a two weeks trip which included visits to Omaha, Des Moines, Iowa and other exchanges.

Exchange Manager Gillick is planning to leave for New York about February 15th, where he will spend a week at the home office.

Three more houses have become affiliated with the American Theatre Circuit, according to Joe

Hopp. They include Tom Watson's Superba at Freeport; Mrs. Gracy's Gem Theatre at Crystal Lake; and Miss Ethel Barter's Family Theatre at Mount Carroll.

Earl Johnson of the Auditorium Theatre, Berwyn, generally known as the "Swedish Ambassador," was credited with a 128 foot jump at the recent meet of the Norge Ski Club at Cary, Illinois. On his second jump, Mr. Johnson's skis became tangled up and he slid for several hundred feet in a sitting posture, and was caught by the news reel.

The theatre at Glen Carbon, Illinois, is scheduled to open again on February 3rd.

Nathan Ascher and Ralph Kettering were in New York this week in connection with bookings for the Ascher Theatres. While in New York, Mr. Kettering will also arrange for the production of a number of Broadway plays by the Ascher Stock Company at the Chateau theatre. This theatre will pass from the control of Ascher Brothers when their lease expires next September, a burlesque circuit having negotiated a new lease.

It is announced, however, that Ascher Brothers will build a new stock company house on the north side and will also erect one on the south side. The locations for both will be announced within a few days.

Health Commissioner Bundesen formally opened what is said to be the largest and best equipped theatre play room in the United States, at Lubliner & Trinz's Harding Theatre last week. The play room is in charge of a com-

petent trained nurse and patrons of the Harding are keeping it full to capacity.

On February 2nd I. Berkson, owner of the Roseland and Roseland State Theatres, together with M. Katz and wife, expect to leave for a three months' tour abroad which will include a visit to Jerusalem. Mr. Berkson recently left the hospital after a serious illness and believes the trip will enable him to make a complete recovery.

Manager Bill Brumberg has started two more student salesmen through the departments at Universal Exchange. They are A. Rosenblatt, who has a successful record as a New York shoe salesman and Al Fey, who has been connected with the sales force of Lyon & Healy.

On the 1st of March, Maurice Choynski, accompanied by his wife, will make his regular annual visit to Hot Springs. Another Hot Springs' visitor will be Simon Simansky of Simansky & Miller, who is scheduled to leave about February 20th.

It is reported that G. C. Gridley of the Liberty Theatre, Libertyville, will build a new theatre, store and office building. It is understood the theatre will be of seven hundred seats or over.

The Blackstone Theatre, Ezra Rhodes' big South Bend house, has inaugurated a new policy, now changing programs three times a week, charging twenty-five cents admission. The former policy of the house was to change programs once or twice a week, with forty cents admission, which was raised for special attractions.



Cleveland



CONTRARY to a report recently published in these columns of Motion Picture News concerning the retirement of R. C. Steuve from the Orpheum Theatre, Canton, Ohio, we are advised that Mr. Steuve still is in active control of this theatre. The item in error was that the house had been leased to Frank Nolan of Cleveland. Mr. Nolan has recently been engaged by Mr. Steuve as the general manager of the Orpheum.

All Cleveland turned out last week to bid a personal farewell to Philip Spitalny who leaves the musical directorship of the Allen theatre after a five-year uninterrupted period. Spitalny will conduct the orchestra at Loew's State theatre in Boston. Almost every day of last week—his last in Cleveland—was given over to some affair in his honor.

David Rubinoff, talented Russian musical director comes to town to succeed Phil Spitalny in the orchestral pit at the Allen theatre. He takes his place among local directors on January 31st, the date set for the big opening program under the direction of M. H. Newman who has come here

to put on what is popularly termed the "California Style" of show. Mr. Newman is building a new and enlarged stage at the Allen, and is installing new lighting effects, as well as new scenery.

Oscar Ruby, local Pathe exchange manager says that during Laugh Month his exchange has shown an increase in bookings of two-reel comedies of 20% over any previous record. The exhibitors of this territory did not get back of the Laugh Month idea to any considerable extent, nor did they, as a whole, exploit short subjects, but the exchanges state that the exhibitors used more short reels during the months and that more exhibitors used short subjects.

George A. Roberts, personal representative for J. R. Grainger was in town last week, visiting the local Fox exchange.

The Angella theatre, Cleveland, has a new name. It began the new year as the New Carlyon. Mrs. Sara Robinson continues as manager. Under the new name the house will be newly furnished throughout, and a new organ will be installed.

Homer Borger, who wears the

service star for the most number of years service in the Cleveland Universal exchange, is now with Associated Exhibitors. Nine years has Borger been office manager of the local "U" office. He severed his connection with the company last week. He is succeeded by C. L. Tiejn, formerly in the Universal auditing department.

Dan Phillips, for many years associated with the Cleveland Vitagraph exchange, and later with the Warner exchange when Warner absorbed Vitagraph, is now with Security Pictures Company, independent state rights distributors.

Kasper Tarkowski is the new owner of the Strand theatre in Newton Falls. He recently purchased the house from J. Rubens. Vincent Czajkowski has been named house manager.

I. Friedman, who is associated with Milton Bryer in the Waldorf People's Ideal and Winter Theatre in Akron, has just returned from a three-months trip through the principal cities of Europe.

W. J. Slimm, onetime leading local exhibitor, who has been hibernating in Dennison, Ohio, for the past six months, is back in

town again with a new line of reasons why everyone should own a Ford car.

The Mars Theatre, previously known as the Marquis, on Crawford Road, is temporarily closed. J. Flynn runs the house.

John Griebel operated the first neighborhood motion picture theatre Cleveland ever knew. That was eighteen years ago. He opened the Marvel theatre on the West Side. He is still operating it. But with this difference. Eighteen years ago, the Marvel was a store room converted into a movie theatre with about two hundred seats. The show consisted of a single reel and the admission price was five cents. Today the Marvel is a beautiful theatre, has a thousand seats, plays a straight photoplay program the first half of the week and a combination picture-vaudeville program the last half of the week.

Frank Pasker, Universal travelling auditor, spent the week in the local Universal exchange. A few years ago Pasker was in the Cleveland "U" booking department, so his return is celebrated locally somewhat in the nature of an Old Home Week.



Salt Lake City



PAUL BURGER of the Metro-Goldwyn-Mayer Sales Development Department, has left this city for Denver from where he intends to return to the home office.

George I. Cloward, who has been the branch manager of the local Metro-Goldwyn exchange for a number of years, has resigned.

Joseph F. Samuels, who worked the Utah territory for about four years, out of the Metro-Goldwyn exchange here, will succeed Cloward as manager.

C. M. Stern, formerly with the home office foreign department, has joined the Metro-Goldwyn sales force and will cover the Idaho territory.

Seth B. Perkins, who was formerly Assistant District Manager under Dave Bershon, Western District Manager for Metro-Goldwyn, has just been made District Manager for Salt Lake and Denver.

The American Theatre of this city is going to be remodeled this summer and will be closed for about two weeks at that time. About \$175,000 will be spent in improvements which will extend from the street entrance to back stage, according to **C. F. Montgomery**, manager of this house.

Montgomery has just returned to his office after having been confined in doors for a short time because of illness.

Otis B. Kirk, who has been the chief accountant at the American Theatre, will leave the latter part of this week for New York, where he will assume the duties of accountant for **F. Dahnken Company**, who have interests in eastern theatricals. Kirk will be succeeded by **F. P.** (familiarily known as **Swede**) **Larson**.

George Mayne, owner of the Preferred Pictures exchange here, has just returned from a successful two weeks trip into Idaho.

L. F. Schlaifer, Division Manager for Universal, is now in this city, and will leave within a few days for Portland, Oregon.

All Universal salesmen are expected in this week to hold a conference with Schlaifer and branch manager **Mathew Aparton**, who just returned from Idaho.

The **F. B. O.** office is now getting ready for their big March drive. **Joe Soloman** has just left for an extended trip into Southern Utah. **W. T. Withers** will arrive here at the end of this week after a three weeks trip into Idaho, and will then leave for a six

weeks trip into Montana.

H. T. Nolan, Associated First National franchise holder, visited the Salt Lake office on his way back from visiting the coast offices, where he had conferences with the main franchise holders.

Branch Manager, **W. F. Gordon** of the Associated First National exchange, just returned from Butte, where first run bookings were made.

W. H. Rankin, Warner Brothers exchange manager here, is expected back from the Butte section of Montana the last of this week. **J. P. Connors** is still in Montana at the "High Line." **E. T. Keller** is on an extended trip in Southern Utah.

The Pathe booking inspector for the Western Division, arrived this week at the local office to install the new booker.

James R. Keitz, who has charge of the local Greater Features exchange, will be in next week from the Idaho branch.

Nick Salvurakis, owner of the Lyric Theatre at Price, Utah, was visiting the row this week, securing new productions for his house.

T. M. Chesler of the Princess Theatre at Bingham, Utah, was also in lining up new business.

C. F. Parr, manager here for Producers Distributing Corporation, is going into Southern Utah on a special trip this week, and then up into the Boise, Idaho district.

C. C. McDermond, salesman for Producers Distributing Corporation, just returned from a successful trip into Southern Utah.

Dave Frazer, Producers Distributing Corporation District Representative, is still in this city.

L. F. Brown, owner of the Isis and Oak Theatres at Preston, Idaho, has been conferring with the local managers on the new seasons product this week.

J. C. Dowd, United Artists sales representative, is still in Idaho, while **Milton Cohn** is making the entire Montana territory.

George Carperter, manager of the Paamont Empress Theatre of this city, is in Los Angeles for a vacation, and his son, **Eustice Carpenter** is in charge of the theatre during his absence.

Louis Marcus, District Manager for Famous Players-Lasky, left the first of this week for New York.

Gordon Thornberg of the Bluebird Theatre at Garfield, Utah, was an exhibitor visitor this week.



Detroit



AN impromptu convention assembling at the usual, Rowe Hotel, as headquarters, congregated in Grand Rapids last week. Practically every branch of the motion picture industry was represented from managers, down the line to telephone operators. Results of the meeting were the appointment of **Lester Sturm**, manager of Metro, as master of ceremonies for all future gatherings, **Clare Townsend**, as official registrar of the Furniture Dealers convention and the baptism of **Messrs Barneau, Johnston, and Reynolds** exhibitors in Grand Rapids, as **The Unholy Three**.

Wm. Slocum, owner of the Library theatre and millionaire real estate operator in Detroit has sold a very desirable site, according to reports, on the corner of Gratiot and St. Jean to **Henry S. Koppin**, who will build a two thousand seat theatre at this location.

Mrs. B. Seebaldt, private secretary to **Lester Sturm**, manager of Metro just returned from a ten day trip, visiting in a few southwestern states.

Oscar Hanson, manager of Pathe, plans to leave for New York shortly.

C. C. Newman, owner of the New Strand theatre in Sturgis, Mich., who has been confined to a hospital for the past three months suffering from a nervous breakdown has returned to his home and reports he is feeling very well.

Joe Friedman, former manager of the Detroit exchange and now contact executive with head-

quarters in New York started on his trip to the west coast by stopping former camping ground, the Detroit office, last week.

George C. Johnston, salesman for Associated Exhibitors, assures his firm that with his new rattler, a Ford, he's going to turn in some mighty good contracts from now on.

H. M. Richey, general manager of the M. P. T. O. of Michigan spoke before a large group of Monroe citizens last week telling them about various phases of the motion picture industry which proved to be very interesting to them.

Jimmy Fuscheanes, who formerly operated the Regent theatre in Jackson, Mich., has taken over the Buchanan theatre in Detroit.

Alex Schrieber, who operates the Frontenac and Plaza theatres in Detroit, has added to his string the Hancock which he took possession of last week.

Bob Cotton, P. D. C. Divisional sales manager in this territory dropped in again last week to see **Frank Stuart**.

Mildred Simons, of the Kunsky publicity department, was confined to her home all last week on account of illness.

David Palfryman, secretary of the Detroit Film Board, has issued the following list of theatres reported closed in Michigan. Community at Bentley, Elkton at Elkton, Dreamland at Farwell, Community at North Adams, Rondavoo at Brown City, Orpheum at Weidman, Montclair at Detroit, Lakeside at Beulah, Colonial at Roscommon, Gem at

Quincy, Au Gres at Au Gres, Palace at Capac, Pastime at Atlanta, Rex at Utica and Lincoln at Clawson. Theatres reported closed and now operating again are: Regent at Bangor, and Elk at Elk Rapids, Mich.

Jack Saxe of the Favorite Film Co. has been very busy the past week looking at new cars. Jack hasn't decided whether it will be a Ford or a Rolls Royce. He is trying them all out.

Henry S. Koppin is getting ready for his annual vacation to Calif. He expects to leave around the first of the month. Important announcements of new theatres acquired and to be built will be announced by Mr. Koppin before he leaves.

Doc. H. S. Gallup of Marquette, who is in California, spending a few months was the guest of Mr. Hunter Robbins at his Pasadena home.

Arthur J. Lamb's MOLLY MAY SERIES

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Sole Direction of Joseph Levering

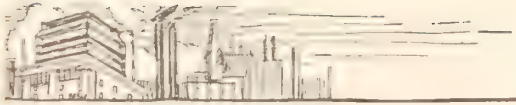
- No. 1. Her First Night in Philadelphia
- No. 2. Her First Night on Broadway
- No. 3. Her First Night in the Jollies
- No. 4. Her First Night with the Salvation Army
- No. 5. Her First Night in Society
- No. 6. Her First Night in Honolulu

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New York City



St. Louis



FRANK A. FINGER, one of the owners of the Gem Theatre, Marissa, Ill., stated that the report that Noah Bloomer of Belleville, Ill., had taken over that house is in error.

The Gem at Marissa, Ill., has been operated by Finger and Louis A. Degen and they intend to continue to operate the house. They have absolutely no intention of selling it. Bloomer did recently take over the Gem Theatre at Mascoutah, Ill., and that town was confused with Marissa. Bloomer has also taken over the Gem at New Baden, Ill., and has since changed the name of both of his new houses to the Rex.

The Richland Theatre, Richland, Mo., is playing but one night a week.

Bob Cluster of Johnston City, Ill., is said to have purchased a new Cadillac car.

Out-of-town callers seen along Picture Row the past week included: Bob Cluster, Johnston City, Ill.; Vernon Kauffman, Mowequa, Ill.; Charles Horsefeld, Union, Mo.; Jim Reilly, Alton, Ill.; Grant Martin, Chaffee, Mo.; Mr. and Mrs. O. W. McCutcheon, Sikeston, Mo.; and "Doc" Tetley of Farmington, Mo.

Barney Rosenthal and Bob Taylor have purchased the interests in Columbia Pictures Corporation of Nat Steinberg. Mr. Steinberg is undecided as to his future plans. He is said to have received a very

flattering offer to desert the film business. Columbia Pictures Corporation is one of the successful independent film exchanges in St. Louis. The exchange will celebrate its second anniversary in March.

Lew Bent, salesman for F. B. O., was under the weather for several days.

C. D. Hill, district manager for Producers Distributing Corporation, presided at a sales conference of his exchange managers held in St. Louis on January 23rd. Present were the following managers: C. A. Schuktz, Kansas City; Al Danke, Omaha, Nebr.; Eddie Lipson, Des Moines, Ia., and Art La Plant, St. Louis. Hill returned recently from a big sales conference in New York City and he wanted to give his managers the benefit of the things he learned while East.

Tom North, home office exploiter of Pathe, was in town the past week.

A film truck delivery service from St. Louis to points in Southeast Missouri along State Highway No. 9, was started during the past week. Towns served include Flat River, Festus, Herculaneum, Crystal City and Farmington. Practically all of the theatres in that section have arranged for the new company to handle their films.

Mrs. I. W. Rodgers of Cairo, Ill., has inherited ten acres of

land in Florida and plans to make a trip to the Sunny South to inspect her new holdings.

George Linn, who claims to have operated the first permanent motion picture theatre in St. Louis, Mo., plans to shortly join the ranks of the benedicts. His bride-to-be is from Riverside, Cal. The date for the nuptials has not been announced. Linn's Theatre was the Nightingale and was located on South Broadway about the time of the World's Fair in St. Louis. It occupied a converted store building and had a few hundred seats.

Floyd Lewis, formerly district manager for Associated Exhibitors in this section has been appointed district manager for Arrow Pictures and will make his headquarters in St. Louis.

Lewis is one of the veterans of the local film colony and knows this territory very well. He is regarded very highly by the exhibitors.

Roy Dickson, who has been manager for Associated Exhibitors here for the past twenty months, resigned January 16 to take charge of the local Arrow office.

Out-of-town exhibitors seen along Picture Row during the week were: S. Roman, Benld, Ill.; Oscar Wesley, Gillespie, Ill.; C. W. McCutcheon, Sikeston and Charleston, Mo.; Mr. and Mrs. I. W. Rodgers, Cairo, Ill., and Pop-

lar Bluff, Mo.; Harry Evans, Glen Carbon, Ill.; T. M. Francis, Charleston, Ill.; G. Schmidt, Pocahtontas, Ill.; S. E. Pertle, Jerseyville, Ill.; and Sam Sallowell, Assumption, Ill.

C. D. Hill, district manager for Producers Distributing Corporation, returned from New York on Sunday, January 17, after attending a sales conference.

Ralph Morrow, district manager for Producers, with headquarters in Dallas, Tex., passed through on his way to attend the New York sales conference.

The equipment of Knapp & Crank's Morris Opera House, Elsberry, Mo., has been taken over by T. C. Knapp.

Mr. and Mrs. Spyros Skouras are exhibiting a new feature in their home. They say that this latest attraction is a "howling success." It is entitled a Little Girl. Release date January 7, 1925.

Houses in this territory that have closed recently include: Liberty, Frankford, Mo.; Baker's Theatre, Sigel, Ill.; Tower Hill, Ill.; Advance Theatre, Advance, Mo.; Home Theatre, Bluffs, Ill.; Opal Theatre, Dale, Mo.; Palace Theatre, Macon, Ill., and Palmer Theatre, Palmer, Ill.

Noah Bloomer of Belleville, Ill., who recently took over The Gem, Mascoutah, Ill., and the Gem, New Baden, Ill., will rename both the Rex to conform to his Belleville house.



Seattle



A. K. BOUSSAD, for the last several seasons owner and manager of the Victory Theatre in Tacoma, last week announced that he had sold his interests in that house to C. E. Clendenny, who spent several days in Seattle last week attending to bookings. Mr. Clendenny is a newcomer among the ranks of the exhibitors of this territory.

Louis Goldsmith, former owner and manager of the Society Theatre, and recently connected with Al Rosenberg's DeLuxe Feature Film Exchange, last week joined the sales staff of Manager Charles W. Harden's United Artists Exchange, and now covers the Eastern Washington territory for that company.

Word was received here this week of the improvement in the condition of John G. VonHerberg, of the Jensen-VonHerberg organization, who has been ill for several weeks in New York City, and Claude S. Jensen, who was called East during Mr. VonHerberg's illness, has again returned to this territory. It is hoped that Mr. VonHerberg will be able to return to Seattle within the next few weeks.

Al Rosenberg, owner and manager of the DeLuxe Feature Film Exchange, last week was cited as an Honor Roll manager of the Northwest in connection with the

publication of "The Fire Alarm" by the Will Hays organization. Mr. Rosenberg's efforts in behalf of fire prevention in the Seattle exchanges earned for him this distinction.

Mrs. S. Z. Williams, formerly Miss I. M. Colburn, owner and operator of the Yesler Theatre in this city, last week announced that she had purchased the Good Luck Theatre, another neighborhood house, from J. A. Bradt. Admission prices at the Yesler, it was also reported, will be raised from ten to fifteen cents on February 1.

With the issue last week of service emblems by the home office of the Pathe Exchange for long service in the employ of that organization, several members of the Pathe branch in Seattle were thus honored. L. A. Samuelson, manager of the local branch, who ranks next to W. S. Wessling, Los Angeles manager, as the oldest employee in the West, received a yellow gold emblem and scroll for his ten years in the employ of the Pathe organization. Five-year gold lapel emblems and scrolls were also received in this city by Miss Harriet E. Sarles, cashier, with eight years' service; David F. Hardy, janitor, with six years' service, and Miss Winifred Blair, bookkeeper, with five years' service.

Reports were received here last week from F. C. Weskil, theatre owner and operator in Oakdale, Colfax and Garfield, Washington to the effect that he will soon begin construction of a new house in Oakdale to replace his theatre in that town which was recently destroyed by fire. The new theatre will be larger and more elaborate than any house now under his direction, Mr. Weskil states.

L. A. Drinkwine, owner and manager of the Palace Theatre in Tacoma, and president of the Motion Picture Theatre Owners of Washington, spent a short time in Seattle last week in conference with James M. Hone, executive secretary of the organization.

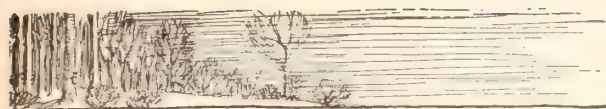
Several of the state's prominent small town exhibitors visited Film Row during recent days, and among those whose visits were visible to reporters there were: T. W. Harris of the Kam Theatre, Ephrata, Washington; Kerns Spear of the Randle Theatre, Randle, Washington; R. A. Kelsey of the Ruby Theatre, Chelan, Washington; F. W. Graham of the Graham Theatre, Shelton, Washington, and D. A. Morgan of the Colville Theatre, Colville, Washington, which he purchased from the H. H. & G. Company.

Mike Lyons, owner of the Top-

notch Theatre in this city, has started a new amusement venture next door to his house in the form of an archery, and is planning the establishment of a second venture of this type in a neighboring location. The public have evidently taken to the new amusement with interest, and Mr. Lyons declares that many of them walk next door and visit his theatre after their recreation.

H. W. Bruen, who is establishing with great rapidity a string of ultra-modern neighborhood theatres in Seattle, announced this week that purchases of equipment for his newest house, the Woodlawn Theatre, had already been made, and that the structure would be ready for opening within a few weeks. The Woodlawn is situated only about a mile from the recently-opened Arabian Theatre, one of Seattle's foremost neighborhood theatres, also owned by Mr. Bruen.

James Reilly, manager of the Universal exchange, who arrived only a few weeks ago to take over his duties, has already made a trip of inspection around the local territory, and returned last week from a jaunt into Idaho and Montana, during which time he attended the opening of the handsome new Kenworthy Theatre at Moscow, Idaho.



Canada



A GET-TOGETHER luncheon of all branch managers, salesmen and bookers of exchanges was held January 18th, at the Mount Royal Hotel. William Gehring (Fox) President, occupied the chair and acted as toastmaster. Col. Cooper, Chairman of the Motion Picture Distributors and Exhibitors of Canada, was present.

After luncheon the regular bi-monthly meeting of the Film Board was held and after the adjournment, a series of speeches were given by various members.

Mr. Gehring, in his opening address, welcomed the various staffs of the different exchanges, and stated the reason the bookers and salesmen had been invited, was to fully acquaint them with the workings of the Film Board and to illustrate the successful functioning of same was for the benefit of everybody in general.

Chas. Osborn (Warner), Sec.-Treas. of the Board explained to the gathering, the inner workings of the Arbitration Board.

Chas. Weiner (United Artists) explained the aims and objects of the Credit Committee of which he is Chairman.

Maurice Davis (Regal Films) gave a talk on the ethics of salesmanship.

There was a general discussion at which Mr. Hooper (Universal), Mr. Dowbiggin (Famous Lasky), and Mr. Larente (Regal)—all veteran representatives in the territory—expressed in a capable manner their appreciation for the enlightenment they had received and vouched for the rest of the salesmen present and even greater effort on the part of all concerned.

Col. Cooper, in a very fine address, congratulated the President and members of the Board on the very fine work they had so far accomplished and expressed the thought that he could not otherwise than report the satisfactory progress that had been attained to the various general managers at the head offices in Toronto.



"Get-Together Luncheon" of the Montreal Film Board of Trade at Mount Royal Hotel

A big managers' bonus competition of the Famous Players Canadian Corp., Toronto, which was recently concluded, was won by James Lynch, manager of the Capitol Theatre, Regina, Sask., his prize being \$400 in cash. The second man in "A" Division was Manager Harry Dahn of the Montreal Capitol, and third was Manager J. M. Robertson of the Victoria Dominion Theatre out in British Columbia.

The first prize winner in Division "B" was Manager A. P. Drohan of the Princess Theatre, Chatham, Ontario, who took down a \$300 prize. Others in this section were Frank Miley of the Daylight Theatre, Saskatoon, Sask; E. Christensen, Capitol Theatre, Brandon, Man.; Leon Osier, Regent Theatre, Oshawa, Ontario; T. R. Tubman, Algoma Theatre, Salt Ste. Marie, Ont. C. S. Ferguson, manager of the Dominion Theatre, Nanaimo, B. C., took down the \$250 prize as first in Division "C", and others in this classification were E. Landsborough, Regent Theatre, Galt; J. S. Smart, Royal

Theatre, Port Hope, and J. P. Pitner, Starland Theatre, Nelson, B. C.

The contest was conducted on the quota system, with points being awarded from week to week according to the relative percentage allowed.

W. P. McGeachie, formerly manager of the Capitol Theatre at Welland, Ontario, has been appointed manager of the Algoma Theatre at Sault Ste. Marie, Ontario, in succession to Ray Tubman, who has become manager of the Capitol Theatre at Hamilton.

J. R. Minhinick, manager of the Grand Theatre, London, Ontario, has announced that the policy of the house, starting January 25, will be the presentation of stock dramatic shows in place of the combination policy of pictures, road shows and burlesque which has prevailed for some time past. The theatre is operated by Famous Players Canadian Corp., Toronto.

Hull, Quebec, is to have a new fireproof moving picture theatre, which is to be erected on the prop-

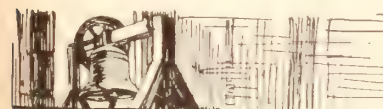
erty on Main Street, opposite the Post Office by the owner, Joseph Paquin. The new house will have a two-story frontage, 35 feet wide, and a depth of 96 feet. A building permit was taken out January 21, for the new structure and steps have already been taken for the demolition of the present store property on the site.

The City of Hull, which has a population of 35,000, has two theatres, one the Laurier and the other the Eden Theatre, both of which are operated by Donat Paquin, who also has a directing interest in the Imperial Theatre, Ottawa.

When H. O'Regan of the Imperial Theatre, and Ambrose Nolan of the Rex Theatre, Ottawa, Ontario, were returning to their homes early on the morning of January 19th, after a private screening at the Imperial, they discovered a serious fire in the big wood-working plant of the Mayno Davis Co., Ottawa, which resulted in a tremendous blaze. They were the first to turn in the alarm and then started in to rescue horses from the company's stables. The theatre men were prominently mentioned in dispatches for their work.

The theatrical and musical colony of Ottawa, the Canadian Capital, was thrown into mourning on January 20th, by the death of Rudolph Pelisek, conductor of the Regent Theatre Orchestra, since early in 1913, after a long illness. The wide esteem in which the deceased was held was indicated by the great throng at the funeral in St. Luke's Church, Ottawa on January 22nd.

When the new Shea's Theatre opened in Buffalo, N. Y., two coachloads of friends of Jerry and Mike Shea made the trip by rail from Toronto, Ontario, to attend the formal opening. Jerry Shea is the owner of the handsome Shea's Theatre, Toronto, and also owns the Hippodrome, Toronto, which is under a long lease to Famous Players.



Philadelphia



THE old Colonial Theatre in Norristown, owned by Charles Tremont, which was closed for about nine months undergoing alterations, was reopened on January 18th under the name of the Gloria. The theatre has been enlarged to seat 700, has been re-decorated throughout and a new organ has been installed.

It has been announced that in the \$3,500,000 building campaign of the Federation of Jewish Charities, the motion picture industry in Philadelphia was more active than any other. Jules E. Mastbaum, president of the Stanley Company of America, acted as general chairman of the campaign and contributed \$100,000 to the cause. This was the largest individual subscription received.

Jack Stapleton, formerly special representative of Harold Lloyd productions in Pennsylvania, has joined the local sales force of Universal while Gus Carrick, who was formerly with Associated Exhibitors is covering the Pottsville territory for Universal.

The Savoy Theatre, Atlantic City, was recently taken over by the Savoy Holding Company, of which Louis Lapin is president and Jules Taylor, secretary and treasurer, the consideration being in excess of \$200,000.

The Greenwood Theatre, one of the finest motion houses in Trenton, will open the first week in February. The theatre has a seating capacity of 800 and will show first run pictures.

Harry Wiener, who was recently

promoted from salesman in the Philadelphia office of Warner Brothers to manager of the Washington, D. C., exchange, has resigned to become Philadelphia branch manager for Associated Exhibitors. Mr. Norman J. Ayers, who was at one time in charge of the Philadelphia office of the Independent Film Exchange and later went to Washington as branch manager, has succeeded Mr. Wiener in the latter city. A few weeks ago he resigned from the Independent organization to become sales manager under Mr. Wiener. His successor has not yet been announced.

Lewis Glick has resigned from the sales force of Imperial Pictures. He has not announced his future plans.

The Stanley Theatre will observe the week of February 1st as its fifth anniversary week, with a special feature and elaborate surrounding attractions.

Miss Margaret Neville has succeeded Miss Rena Bakerman, who has been a member of the Metro-Goldwyn office staff for some years and who recently resigned to be married.

Walter Woodward, who resigned as manager of Green & Altman's Park Theatre in Philadelphia to accept the position of resident manager of the Majestic Theatre in Gettysburg, has returned to Philadelphia on account of the death of his mother. He has accepted his old position as manager of the Park Theatre.



Des Moines



METRO Goldwyn now has one of the most attractive branch offices in the city and a handsome little show room that could hardly be surpassed. The building has everything of the latest in fireproof protection with a complete sprinkler system thruout and with the inspection room and film room separated from all other rooms with fireproof doors that can be used to close one room off from any other. The film is kept in fireproof vaults. The show room is comfortably furnished with cushioned chairs and lounges and is well ventilated. Two machines are used in the projection room. The new headquarters of Metro-Goldwyn are at 1111-1113 High Street.

Another new film building in Des Moines is that of the Parrott Films Company which during the past half dozen years has so expanded its business that it is to the very fore in companies producing advertising film. The new location is at 1700 Keosauqua way. Mr. Goldman gives large credit to H. E. T. Hoensen, his office manager, for the place that this company holds among makers of advertising film.

The office of Pathe films celebrated the birthday of the branch manager, A. W. Kahn, on January 22. Mr. Kahn, who has been somewhat under the weather with a near attack of the grippe has kept at his post nevertheless.

The Rialto Theatre, Des Moines which is one of the string of A. H. Blank and is now under the management of Frank Shipley will close on March 1. The lease of the building expires on that date and the theatre will be taken over by the Register and Tribute News. The theatre will be torn out in order to make room for the expansion of the newspaper. Frank Shipley, the manager of the Rialto Theatre, has a number of prospects in view as soon as he leaves Des Moines.

Lou Ellman, who was formerly with Associated Exhibitors, has been added to the sales staff of First National. He will travel in the southern territory in addition to the salesmen previously assigned to this district.

C. F. Plantz who is office manager for the Western Supply Company was manager for the Exhibitors Supply Company in Omaha and later of the Des Moines office.

A. F. Pincus, special representa-



Kenneth J. Bishop, President and General Manager of Tennek Film Corporation.

tive from the New York office has been visiting Pathe.

Miss Elizabeth Strietler, biller for Metro-Goldwyn Mayer has been ill with the grippe but is now recovered.

A. W. Nichols, district manager for Famous Players, came from Minneapolis to visit the Des Moines office.

S. C. Aiken, district manager for Pathe, has been making the office a visit.

Mustaches are cropping out at the Universal office. Mr. Wallace the assistant manager of the Universal office, received the second prize for his effort while the brown derby was awarded to L. J. Allison, booker. The best that Charles Stephens, shipper, could do was to spring a new hat.

Made a mistake last week. Miss Fern Bitting is head inspector for Universal. Miss McDoul who was head inspector for First National when she was engaged by Universal is not head inspector of Universal.

W. B. Franke has bought the Princess Theatre at Bode and added it to his string. The new name of the theatre will be the Strand.

Dickens, Iowa is to have a new theatre. C. A. Doty and Orville Van Cleave plan to build a house there.

The Reorganized Church of

Jesus Christ of Latter Day Saints have purchased the theatre at Lamoni and will operate the house through a board of managers which will develop the picture house as a community center. It will be used for high school activities and for college affairs and that pictures will also be shown. A number of changes are being planned for the theatre and the house will be redecorated.

The Garden Theatre at Davenport, which William O'Hara manages for A. H. Blank, has adopted a change of policy so that the program is changed twice weekly.

J. P. Jolly has bought two theatres from M. O. Wantz, who operated the Municipal Theatre at Hospers, Iowa and the Lyric theatre at Walnut, Iowa.

Dan B. Lederman, who used to be branch manager for Universal at Des Moines, and was recently appointed district sales manager for Associated Exhibitors in the territory covered by Minneapolis, Des Moines, Omaha, Oklahoma City, Winnipeg and Kansas City, has just been given supervision also of the Chicago and Milwaukee offices. Mr. Lederman has just been making a trip in the territory about the Oklahoma City branch.

Ella I. Sage has purchased the Princess Theatre at Dexter. The theatre was sold by W. Knowles.

The Star Theatre at Kanawha and the Grand Theatre at Story City have been purchased by Woodward Brothers. D. G. Woodward, who has been owner and operator of a theatre in Brighton, Colo. for the past ten years, will have charge of the theatre while F. L. Woodward, formerly agent of the Chicago and Northwestern Railroad at Maurice, Iowa, will manage the theatre at Story City.

Clarinda, Iowa was chosen as the setting of the secret marriage of Ruth Ball, stenographer of the First National office at Omaha. She became Mrs. Don Copley on January 11.

E. J. Tilton, manager of the Des Moines branch of First National, and J. S. Ambrose, manager at Omaha, had a conference recently with A. H. Blank and the Balaban and Katz interests in Chicago which augured well for First National month.

Covering exploitation for Famous Players for the Des Moines territory as well as that of Sioux Falls, Minneapolis and Omaha L. Putnam has recently been trans-

ferred from the territory at Dallas, Texas.

The Opera House at Marathon, Iowa was recently sold for taxes. This house had been operated as a picture house. Another Iowa theatre to close on account of poor business is the Electric Theatre at Hubbard, Iowa.

Recent sales reported by the Western Theatre Supply Company, which recently opened up its offices at 416 Tenth street, Des Moines, are a Powers machine to the Lyric Theatre at Belmond, a motion picture projector to the Plaza Theatre at Ackley, new draperies purchased by Mr. Stanley, owner of the theatre at Corn- ing; new projectors for the theatres at Tracy and Bussey, bought by Mr. Baltzley, and a motor generator set and two Powerlite Low Intensity Arcs to Dwight Baker for his theatre at Ottumwa, and two motiograph projectors for the Orpheum Theatre, Des Moines.

E. M. Tracy, owner and manager of the New Princess Theatre at Storm Lake, who six weeks ago was injured in an accident when his car was run over by a train, is again a well man. He has been out of the hospital for two weeks and no longer requires the aid of crutches.

The Gem Theatre at Emerson has changed hands. William Huntsman, who formerly owned the house, sold to J. C. Wilkins.

The Plaza Theatre at Ackley, which was recently purchased by J. E. Trovas, is being nicely equipped by the new management. Two new projectors are in use instead of one as formerly.

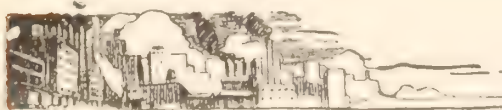
J. L. Mieras of Maurice, Iowa, sold the Star Theatre there to J. E. Mieras.

M. J. Weisfeldt, district manager for F.R.O., left Des Moines for a trip to New York.

Manager Gottlieb of Universal has been out this week in the territory hitting the main towns.

Visitors in Movie Row were J. C. Collins of the Rex Theatre at Perry, Byron Watson of the Grand Theatre at Knoxville, Bill Eddy of the Empress at Indianola, and Doctor McLaughlin who came to arrange a program for the U. S. Veterans' Hospital at Knoxville.

C. H. McClintic, booker for Famous Players, spent a few days at Trenton, Mo.



Houston



WORK on the new Ritz theatre is at a standstill, and has been for three weeks, due to a misunderstanding between the builder and the contractors. It is reported that work will be resumed at an early date.

Charlie Freeman, booker for the Interstate Amusement Co., has been in Houston for a week looking over local conditions. This is

Mr. Freeman's annual trip to Houston.

Bob O'Donald, road representative for Karl Hoblitzelle Texas theatres, returned to Houston, after a short stay in Galveston. Mr. O'Donald is spending more than half his time between Houston and San Antonio with an occasional visit to Dallas, the home

W. E. (Eddie) Bremer, has returned to the Majestic theatre, as manager, after a vacation of two months. Mr. Bremer is one of the best known and most popular theatre managers in Texas. His service with the Majestic theatre dates back over a period of eighteen years.

Jay Rentfro, assistant manager of the Majestic theatre, spent the

week-end in Galveston with friends. Mr. Rentfro is a new comer to the Houston theatre world, having arrived from Ft. Worth only a month ago.

Mrs. Ed. Collins of Galveston, wife of the manager of the Queen theatre and other Southern Enterprise holdings in Galveston, has been confined to her home for several weeks, suffering with a severe cold.



Albany



ROBERT MOCHRIE, manager of the Producers Dist. Corp. Exchange here, has received notice that he has won the trip to the West Coast through sales over a period of several weeks and he is already planning for a month among the studios of California.

James Rose, with his partner, Henry Windeknecht, will erect a new theatre in Rensselaer this spring, with a seating capacity of 600, and which will be known as The Cameo. The two men already operate houses in Rensselaer and Troy.

Dr. J. Victor Wilson, who has been handling the Robbins houses in Watertown, but who resigned some little time ago, will become a resident of Miami, where he will manage one of the large theatres in that city.

The Naked Truth dinner is being well advertised along Film Row in this city with placards, and many of the exchange managers and exhibitors are planning to attend the affair. The two Schine brothers will have a table for ten.

Herman Stern, manager for F. B. O. in this city, returned the first of the week from a trip to New York City. Vincent Fisher, of the exchange, who has been doing the booking, will spend two or three days on the road from now on. Through Mr. Stern, a benefit for Harold Filkins, who is very ill, will be given at the Colonial theatre, on Saturday, February 5.

Mrs. Walter Roberts, wife of the manager of the Troy theatre, has recovered from a two weeks' illness from the grippe, and is once more back at the ticket office. The use of the theatre has been given to the school children of Troy, on Saturday, February 20, for an entertainment to which all children of the city will receive tickets.

Among visitors along Film Row during the past week were Robert Landry, of Ogdensburg, and William Smalley, of Cooperstown. Harry Lux, of Utica, was also in town.

There was a genuine surprise along Film Row last week, when Ray Smith, a salesman at the Universal exchange, was quietly married with Miss Jane Kaiser, of Albany, as the bride.

James L. Gurnon, a state inspector of motion picture theatres, was in Glens Falls last week, looking over the Empire theatre. Mr. Gurnon stated that the house complied with every requirement of the law and that its sprinkler system was the most complete he had yet seen in any theatre in this part of the state.

When Bob Pierce of Iliou, struck town last week, he was asked how his village was taking to the Sunday shows. Mr. Pierce said that the village was still somewhat divided even though they had voted in favor of the shows, and that those who had opposed the enactment of the ordinance were remaining away

from the theatres to a considerable extent.

Alex Herman, local manager for First National, was out on the road a good part of last week.

News notes for the week include the fact that H. C. Bissell, manager for Universal here, and Julius Berinstein, owning and operating the Colonial and Hudson theatres in Albany, were in New York; Larry Tift, of Berlin was in town on a buying expedition; William V. A. Mack, of the Pathe forces, was up from New York, while J. H. MacIntyre, local manager for Paramount, took a swing through the North Country.

Jake Golden, manager for the Griswold in Troy, is still absent from his duties, and according to all accounts, still confined at a hospital in Boston, Mass. John Campbell, assistant manager of the theatre, is looking after Mr. Golden's duties.

Elmer Crowninshield of Albany, who runs a motion picture theatre equipment and repair place, is smothered in work these days, as exhibitors generally, appear to be giving more attention to their projection. Mr. Crowninshield is installing a couple of projection machines this week at Sanschagrin's new theatre in Saranac Lake, which is scheduled to open the forepart of February. The Strand in Schenectady and the Community in Catskill, have also received improved projection through Mr. Crowninshield.

Children's matinees are being staged by the Strand of Little Falls on Thursday afternoons at 4 o'clock, and apparently meeting with considerable favor.

Carl A. Phillips, of Watertown, who recently bought the Antique theatre in that city, declares that the name of the theatre conveys the impression of something rather ancient and has accordingly offered a prize of \$50 for an appropriate name. It is Mr. Phillips' intention to improve the house to a considerable extent before reopening it. The theatre has been one of the Robbins group of houses more recently taken over by the Strand interests.

Tom Clark, assistant manager of the Mark Strand in Albany, who lives so far from the business center of the city, that he generally gets home in time to get at least an hour's sleep before start-back in the morning, was heard to declare recently that he would probably move downtown in the spring.

The many friends of Renee Craven, who is connected with the local First National exchange, will be glad to know that the condition of her father who was operated upon two weeks ago, was such as to permit his removal home last Sunday.

Elmer Griffin, a well known exhibitor in Troy, who is connected with the Rose houses, is once more back on the job, following a considerable period in one of the Troy hospitals, where he was operated on for appendicitis.



Denver



EUGENE GERBASE has accepted the appointment as manager for the local branch of Associated Exhibitors. This will be welcome news to exhibitors of Denver territory as it insures Mr. Gerbase, remaining in Denver and continuing his visits into the territory, which for the past eight years, have made him so many friends. Mr. Gerbase, until recently, was manager for the local branch of Universal. He succeeds Mr. H. L. Burnham, who resigned on Saturday, January 16.

The Theatrical Managers Association of Denver, an organization of Curtis Street first run exhibitors, held its annual election last week. Mr. J. Mulvehill was again elected president of the association. Joseph Roth, the manager of the Isis Theatre, was elected secretary and treasurer, succeeding Rick Ricketson, who held the position up to a short time ago.

Stock show week in Denver brought the largest number of exhibitors to town that has been seen here at one time for several years.

They came from New Mexico, Nebraska, Wyoming and all points of Colorado. As a result Film Row was about as lively as the leading hotels. Among the exhibitors seen here during the week were: Mrs. Ossie Des Combes, of the Unique Theatre, Gunnison, Colorado; De Forrest Swanson, Isis Theatre, Lamar, Colorado; J. W. Borders, Majestic Theatre, Stratton, Colorado; William Delahoyde, Thermopolis, Wyoming; Tom Love, who operates a chain of theatres near Hanna, Wyoming; John Bangs, of the Strand Theatre, Rawlins, Wyoming; Earl Nye, who manages the Carl Ray Amusement Company theatres of Cheyenne, Wyoming; Ned Barringer, Princess Theatre, Cheyenne, Wyoming; J. E. (Tommy) Thompkins, America Theatre, Colorado Springs, Colorado; Russell Hardwick, Lyceum Theatre, Clovis, New Mexico.

Mr. and Mrs. M. H. Todd of Casper, Wyoming, were also among those exhibitors, who visited Denver during the past week.

Mr. Todd is the manager of the Rialto Theatre of Casper, and one of the active exhibitors of the State of Wyoming. He is the secretary of the Wyoming Theatre Managers Association.

C. L. Thuerkoph, district manager for Associated Exhibitors, was a visitor in Denver during the last week, assisting Mr. Gerbase, new manager of the local office, in getting started in his new duties. Mr. Thuerkoph arrived in Denver from San Francisco, and on leaving will go to Salt Lake City and various points on the Pacific coast.

J. H. Ashby, manager of the Denver branch of First National, returned after a two weeks trip into the New Mexico territory, during which time he covered all the major points.

Jack H. Hurschman has accepted a position as salesman for the local branch of United Artists. Mr. Hurschman has for the past four years been associated with Paramount as sales representative. Mr. Hurschman also announces that he

was married to Miss L. Southwell of San Francisco, California, on December 26, last, which means that he is receiving the congratulations of his many friends for more reasons than one.

Fred P. Brown, former Metro-Goldwyn manager and until recently the owner and manager of the Mission and Pearl theatres of Denver, left Friday night for New York City on a combined business and pleasure trip. Mr. Brown announces that he expects to remain in the film industry, but the nature of his affiliations will depend entirely on the results of his visit to New York City.

Jack Eaton, a former manager of the Fox Theatres in Denver, has returned to Denver to succeed M. Q. Clemmer, in the full management of the new State Theatre of this city. The State Theatre is Denver's newest first run house.

Less Wier, district manager for Producers, and W. J. Mogan general sales manager, are expected in Denver Sunday for a visit with the local branch manager, James S. Hommel.

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Atlanta



This week the Atlanta Film Board of Trade is moving from the quarters in the Haas-Howell Building, which the Board has occupied for the past two years, to new and larger quarters in the 101 Marietta Building, suite 215.

The well-appointed Picadilly Theater, Birmingham, Willis F. Westmoreland, Jr., manager, opened January 10th with an attendance far surpassing all expectations.

Among the Atlanta film men attending were Tom Little, of Producers; P. C. Parrish, Southern Theater Equipment Company; Maurice Mitchell, salesman for Liberty; L. J. Duncan, salesman for Producers; Jimmie Greenleaf, Universal salesman. Exhibitors around Birmingham attending were John and Frank Merritt, of the Wise Circuit; Dick Kennedy, of the Rialto Theater; Joe Steed, of Ensley; Warren Andrews, of Ensley; Ben Jaffe, of the Norwood Theater, and Buster Lomax, Southern Theater Equipment Company. Manager Westmoreland received a host of congratulatory wires, among which were messages from Cecil De Mille, Vera Reynolds, Jennie MacPherson, Leatrice Joy and Rod LaRocque. A telegram from William Boyd was read and received with cheers. Baskets of flowers were received from the Atlanta exchanges. After the opening, the film guests were entertained at the Goat and Fiddle Club operated by Ben Jaffe.

Following a series of conferences, which came to a conclusion late Sunday, John T. Ezell was this week placed in managerial charge of the local Warner Brothers exchange, succeeding O. P. Hall, who came here from Boston several weeks ago as Atlanta branch manager for Warner. Mr. Hall has not announced his future plans, but it is probable that he will remain in the South.

Monday morning found Jack Elwell, former sales chief of the local Metro-Goldwyn-Mayer exchange, installed as manager of Liberty Film Distribution Corporation's Atlanta branch, succeeding Hank Hearn, who has resigned to become district manager for Associated Exhibitors in the southeast.

When the trade press assembles for the premiere presentation of "Nell-Gwyn" at the Ritz-Carlton in New York on Monday evening the *Weekly Film Review* will be represented by its publisher and editor, Anna Aiken Patterson. Mrs. Patterson will leave Atlanta on the Crescent Limited Sunday morning and will be at the Ritz-Carlton Hotel for several days.

Maximilian Pilzer, who is to be the guest conductor at the Howard Theatre for four weeks, arrived in Atlanta on Wednesday evening to get acquainted with the management and the orchestra and prepare for his opening appearance.

The Educational Department of Pathe Exchange, Inc., of New

York has just inaugurated a new policy by which a traveling representative is assigned to the Atlanta and Charlotte territories. Mrs. Elizabeth Dessez, head of the department, came to Atlanta early this week to carry out the final detail of the plan which placed Miss Fanny Hanlon in the newly-created position. From Atlanta Mrs. Dessez went to Charlotte to see Miss Hanlon duly installed, and on Friday returned to her office in New York.

W. S. Odum of Saundersville, Ga., was in town Tuesday.

George Allison, Fox manager, returned today from two weeks in Florida.

Lou Remy, district manager for Fox, was in town several days this week.

Dan Michalove left last Sunday for Florida to return about the last of next week.

A. H. McCarty, of Barnesville, was in the city this week, purchasing a pipe organ of F. A. Leatherman.

A. J. Borders, Liberty salesman for Tennessee, is due in town Saturday after a trip through his territory.

L. C. Lowe, Atlanta representative for United Artists in Tennessee, and Ray Beall represented film fraternity of Atlanta at the Fred Martin funeral in Chattanooga.

N. D. Ballentyne, district manager for Pathe, who makes his headquarters in Kansas City, spent the first part of the week in At-

lanta exchange and left Wednesday for New Orleans.

Hank Hearn leaves tomorrow on the Crescent Limited for New York to confer with the officials of the Associated Exhibitors, preparatory to taking over the Southern district.

Mr. Waldron, general manager of Wallerstein Theater Company of Miami and Dania, Florida, was a visitor to Film Row and F. A. Leatherman this week. His new theater opens at Dania on the 28th and the Union House soon.

H. J. Hury, prominent Birmingham exhibitor, is confined in South Highland Infirmary with pneumonia. The many friends of Mr. Hury will be glad to learn that the latest reports say he is recovering rapidly.

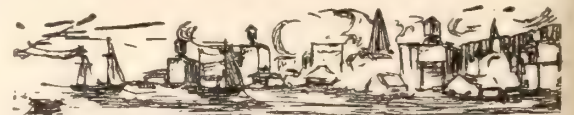
F. G. Conklin, independent producers' representative of New York, spent two days in Atlanta this week in conference with local independent exchangemen.

J. J. Powell, manager of the Star Theater at Toccoa, made one of his infrequent visits to the exchange center this week. The Star was formerly owned and operated by Joe Burton.

Mrs. S. G. Howell, formerly of Atlanta and Gainesville, but for the past twelve years a resident of Dallas, was a visitor to the offices of the *Weekly Film Review* on Wednesday. Mrs. Howell is the wife of Editor Howell of the Dallas *Motion Picture Journal* and takes a lively interest in her husband's publication.



Baltimore



PLANS are under way now by Charles Raith and a company of men to erect a motion picture theatre building to cost about \$500,000 and seat about 2,500 persons, at Fulton and Pennsylvania Aves., Baltimore, Md. Stores, bowling alleys and a pool room will be included in the building, which is being designed by Clyde N. and Nelson Fritz, architects, Baltimore.

About \$18,000 will be spent on improvements to the City Opera House, Frederick, Md., if the plans of the Mayor and Board of Aldermen go through, it is announced.

Ruebsam and Stevens, construction engineers, Washington, D. C., are drawing the plans. The playhouse is operated now by the Tri-State Theatre Circuit, Inc., H. Clay Evans, president.

A theatre building project is now under way by Dr. M. Saliba, for Wilson, N. C., which will seat about 1500 persons and cost approximately \$250,000.

E. A. Lake, manager of Keith's Hippodrome, is now away on a two week's vacation. He went by boat to Jacksonville, Fla., and will visit other resorts before returning to Baltimore.

Miss H. L. Beurriere, motion picture editor of the Baltimore *American*, has been given six months leave of absence by that paper due to ill health. While away her work will be done by Miss Ida Neucomb.

Samuel Weinstein, is now managing the Brodie Theatre, 1118 Light street, operated by the Riviera Amusement Company.

If it can be arranged, Frank Price, Jr., assistant manager of the Rivoli Theatre, Baltimore, will accompany Guy L. Wonders, manager of that playhouse to New

York to attend the Naked Truth dinner this year.

Edward H. Causey, editor and publisher of *Film News*, Washington, D. C., visited Baltimore, Monday, January 18, and talked to some exhibitors.

The fire wrecked Lyceum Theatre building, Charles St. near Bidle, and the lot on which it stands have been purchased by H. E. Caplan, agent, from the James L. Kernan Company, represented by B. J. Frederick and Brother, Inc., the purchase price is said to have been about \$100,000.



Milwaukee



THE Loos Brothers, radio stars from station K. Y. W., Chicago, who appeared in the program at the Alhambra theatre last week, were guests of honor at an informal social gathering held in the home of O. L. Meister, manager of the White House theatre, Milwaukee. Among the guests at the party were "Doc" Honeck of the Milwaukee Pathe office and J. G. Frackman, of Progress Pictures.

S. H. Abrams, manager of the Milwaukee branch of F. B. O. spent the greater part of the week

visiting exhibitors throughout central Wisconsin. He returned to Milwaukee Friday.

Steve Dorais of the Star and Douglas theatres at Racine was in Milwaukee last week, and brought the customary report of good business in his section of the state.

Harry Kaufman, Chicago motion picture exhibitor is in a Milwaukee hospital suffering from an attack of illness. Latest reports promise an early recovery.

J. H. Heft of the Pastime theatre at Horicon, Wis., was in Mil-

waukee a few days last week on business which took him to several of the local film offices.

George Herzog of the Orpheum and Strand theatres at Manitowoc, was also among the out-of-town exhibitors to confer with branch film exchange managers in Milwaukee last week.

J. G. Frackman, manager of the Milwaukee office of Progress Pictures, has returned from a trip to Madison, and Janesville, Wis., and to Chicago.

W. H. Narolf of the Cozy theatre at Iron Mountain, Mich.,

stated that business at his theatre continues to improve. He was in Milwaukee to confer with film booking men a few days ago. He returned to his home town after a brief stay in the city.

Arthur Desarmieux of the Strand theatre at Madison, has been prevented from actively managing the affairs of his house, due to an attack of illness. His condition is improving, however, and he will be able to resume his duties in a short time, according to word reaching his friends and business acquaintances in Milwaukee.



Buffalo



A STOCK company to be known as Fitzer-Syracuse, Inc., with Benjamin Fitzer of Syracuse as president and director, has been formed and papers filed with County Clerk Harry D. Banham at Auburn, N. Y., to purchase, lease and manage theatres, opera houses and motion picture theatres and to deal in films and motion picture supplies. Other directors are Charles D. Blessing and Joseph N. Schwartzwalder, both of Auburn. The corporation is capitalized for \$10,000 with a stock of \$100 par value. The corporation operates the Strand theatre in Auburn.

The Dellinger theatre property in the heart of Batavia's business section has been sold for a price that is understood to be in the neighborhood of \$65,000. This admission has been made by a person who is intimately concerned with the transaction. The contract for the transfer is said to be ready. The buyer's name is withheld, but rumors say that Wolf and David Kreiger of Batavia and a Medina capitalist, are involved in the transaction. It is the intention of the new owners to use the property for theatrical purposes. A court order will be necessary and it is understood that it has been applied for to permit the sale to go through and at the same time to make it valid under the will of the late John Dellinger which provided that William F. Haitz, president manager of the theatre property, should have the life use of it in the case his wife should die. Mrs. Haitz died several years ago.

Miss Marian Gueth, office secretary of Buffalo Zone, Motion Picture Theatre Owners of New York, is recovering from an operation during which she lost her tonsils. She expects to be back on the job soon.



Supper Dance held in the Arbor Room of the Hotel Buffalo, Buffalo, recently by the Universal Boosters Club of the Buffalo Exchange for Laemmle Jubilee Month

J. H. Silbar of Milwaukee has come to Buffalo to join the sales force of the local Dependable exchange.

William H. Rudolph, special representative of the Fox Film company, has recently been in Buffalo and vicinity.

In order to arouse added interest in the children's Saturday morning film show last week Manager J. R. Osborne arranged with a bunch of local kids to do their stuff on the New Family stage. It was better than an amateur night and the little folk had a great time watching their pals perform.

Frank Moynihan, Albany manager for Freedom Film corporation, was in Buffalo last week end for a conference with General Manager Richard C. Fox, who has returned from New York where he looked over much new product, some of which he acquired for distribution in this end of the state.

Howard Riehl has joined Harry E. Lotz, who has the Golden Arrow franchise in the Buffalo and Albany territories.

I. M. Halperin, who was trained in the B. & K. houses in Chicago, is in charge of the snappy ushers in the new Shea Buffalo. The boys have made a real hit.

Even film folks have to play as well as work. Here's a (see photo on this page) scene at the January supper-dance held in the Arbor room of the Hotel Buffalo the other evening by members of the Buffalo Universal Boosters for Laemmle Jubilee Month.

The club holds similar affairs every once in a while. In background at extreme left are Al Barnett at left of table and Branch Manager Charlie Goodwin at right. At center table at left, are Salesman George Schaefer and Booker O. T. Schroepel. The man with the napkin on knee in right foreground is Charlie

Johnston. Mrs. Johnston sits next to him at left and next to Mrs. Johnston is Robert T. Murphy, former Universal city salesman and now manager of Shea's North Park.

Others in the photo are: Mrs. Albert Barnett, Mrs. Charles Goodwin, Mrs. George Schaefer, Mr. and Mrs. Jerry Spandau, Mrs. O. T. Schroepel, Sophie Massalska, Bill Doyle, Walter Webster, Anne Rafferty, Ruth Rappaport, Rose Alco, Lou Beckerich, Florence Heindl, Mary Boyle, Bertha Seelbach, Rose Owen, Marie Russell. The members of the Boosters pay dues and when the treasurer gets enough in the safe they hold a supper-dance and you can bet a merry time is had by all on each occasion.

Cincinnati

THE Cincinnati Universal Exchange will celebrate two events in the month of March, Carl Laemmle's twentieth anniversary and the second anniversary of Fred Strief as manager of the local exchange.

Joe Freedman, who succeeded Arthur S. Kane as contact representative for Universal is expected to pay a visit to the local exchange.

George Law of the Hollywood Theatre, Portsmouth, Ohio, spent several days in the city visiting with the various film managers.

Terry O'Connell special representative for Famous Players, is one of the most popular general office men to hit this territory in many years. The boys all like him and will work their heads off for him.



Kansas City



DUBINISKY BROTHERS of St. Joseph, Mo., are to obtain the Billy Mueller Circuit of Theatres, if a deal now pending is completed. The circuit consists of the Miller and Jefferson theatres of Jefferson City, Mo., and the Liberty theatre, Sedalia, Mo.

Among the out-of-town exhibitors in the Kansas City territory this week were: Hugh Gardner, Orpheum and Fotosho, Neosho, Mo.; Laurence Brenninger, operating a Topeka, Kas., chain of theatres; Ed. Peskay, Sun Amusement Company, St. Joseph, Mo.; Ensel Barbour, Orpheum, Springfield, Mo.; G. L. Hooper, Orpheum, Topeka, Kas.; Edward Wilhoit, Jefferson, Springfield, Mo.; M. W. Hubble, Hubble theatre, Trenton, Mo.; Myer Brothers, Slater, Mo.; Mrs. H. Winkler, Main Street Theatre, Lexington, Mo.; William Sears, Lyric, Boonville, Mo.; C. M. Pattee, Pattee theatre, Lawrence, Kans.

The Rex theatre, Maysville,

Mo., has been re-opened by J. C. Allison, veteran showman, it has been announced.

Another busy week among exchanges in Kansas City this week. Tommy Taylor, hustling little Universal representative, has been transferred to England by his company as a reward for his work in Kansas City and Sioux Falls, S. D. Tommy is a "bally Britisher" himself.

Friends of C. E. Gregory, Metro-Goldwyn branch manager, are congratulating him upon being ranked by his company in the November fire-prevention honor roll.

Harvey Day, general sales

manager for Kinograms, was a Kansas City business visitor.

Missouri may be "out of the mud" as far as concrete roads are concerned, but that is no assurance that the bearings on one's car will not burn out, mourns W. D. Bishop, Metro-Goldwyn salesman.

Joe Rosenberg, Universal salesman, is to be transferred to England. W. E. Truog, assistant sales director for Universal, and Charles Sears, in charge of Universal theatres in this territory, have returned from a business trip to New York, just in time to bid farewell to J. E. Flynn Metro-Goldwyn branch manager, who left for New York.

Miss Maurine O'Connor, for six years cashier of the Vitagraph exchange, has been made cashier of the Independent Film Corp., of Kansas City.

The Kansas City First National force is in eleventh place in the First National Month drive and still plowing ahead.

Sam Goldflam and Joe Silverman of the Independent Film Corp., left for St. Joseph, Mo., and Wichita, Kas., on a business trip.

The entire office force of Universal exchange was guests of Billy Truog and Harry Taylor at the Ivanhoe Masonic Club the other night.



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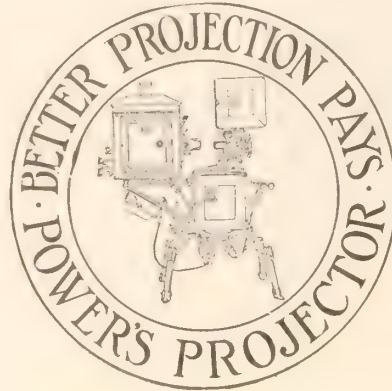
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THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION



Changing the Church Show from Competitor to Theatre Aid

Cooperation With Authorities Brings Friendly Relations

An Interview With Major Ward B. Wooldridge

CO-OPERATION with the church and school authorities to the end that the motion picture exhibitions held in these institutions become an aid to the theatre instead of a competitor is one of the definite objectives of the Public Relations activities of motion picture theatres, according to Major Ward P. Wooldridge, Director of Public Relations of the Playhouse Operating Company of New York and formerly in charge of a branch of this work for the Hays organization.

Leadership in all matters pertaining to motion pictures is one of the natural products of a Public Relations campaign which has been properly conducted by the theatre or theatres of a town. With that leadership established, it is only natural that the institutions which give occasional motion picture shows should turn to the theatre manager for advice and assistance in the arrangement of their performances. That these phases of Public Relations work can be made a reality, demonstrable in repeated practices in a town, has been illustrated by Major Wooldridge since he assumed his present duties with the Playhouse company, operating theatres in Mamoroneck and Rye, N. Y., Riverhead, L. I., and New Canaan, Conn.

To cite a specific example of the means taken to transform the church, or school show from a competitive into a co-operative force, the work which Major Wooldridge did in conjunction with the Presbyterian church in Riverhead may be related here.

Major Wooldridge has worked with the church authorities since taking up his Public Relations activities for the Playhouse company. He impressed upon them the sincere efforts which the theatres of his company were making to give motion picture entertainments of such wholesome quality as to be an influence for good in the community. Rigid adherence to

the promises which he made for the theatre, soon brought about the *entente cordiale* between the church authorities, parent teacher's association, and other active forces in the town.

Major Wooldridge explained to these people that he would be glad to help them at any time they desired to give picture shows in the churches or schools. He added, however, that such performances must necessarily be of a decidedly religious or

pedagogic nature, since the theatre was the proper place for the presentation of photoplay entertainment. The argument was an unassailable one, since the theatre had demonstrated that its performances were in every way as wholesome as those which the church or school could offer and therefore deserved the support of churches and schools as the center of the motion picture entertainment.

This line of reasoning was approved by the authorities of churches and schools. Recently, the Presbyterian church in Riverhead arranged to show pictures at a social event in the church hall. Major Wooldridge was called in to assist the committee in getting pictures and projection machines for the event. It was perfectly agreeable to the committee that the program be made up of subjects of a pedagogic theme—pictures of merit but of the type which under ordinary circumstances would not be available for presentation in a commercial theatre.

The program met with the approval of the committee and the people who attended the affair, which was a success from the standpoint of the church but which did not interfere with the attendance at the theatre. The receipts of the theatre for the night proved the accuracy of the conclusion that the church affair, with or without pictures, would attract the attendance which it did, and that the picture fans, regular attendees of the photoplay would not be diverted from the theatre to the church by the program which was offered there.

Another consideration which Major Wooldridge points out—and an important one for the theatre—is that many of the people who attend these church entertainments never go to the picture shows, and that the effect upon them of seeing pictures in their church halls in many cases will result in making new patrons for the theatre. He was told by the church com-

FACTS ABOUT BUILDING

ANY views or facts pertaining to the trend of building costs should be of value to many business men in our industry. Especially is this so at the present time when a record breaking theatre construction campaign is in the offing for 1926.

From an article appearing in a current issue of "The American Contractor" the following salient points are gleaned:

Considering building construction of all kinds, there has been spent during 1925 nearly five dollars to every one dollar during 1913. Costs of construction during 1925 has been approximately twice what they were during 1913. It then follows that the actual physical volume of construction has been two and one-half times that of 1913.

The cost of building construction predicated on labor cost and material cost has not gone up or down to any appreciable extent during the past two years. Such stability lends confidence both to builders and the man who builds. Price levels in all commodities, with few exceptions, have behaved very much the same way as costs of construction.

The basic fact is that prices are now tending to stabilize, and quite a way up from the 1913 level.

Wages in the building construction trade and common labor for building, weighed and averaged nationally, are 214 percent above their 1913 level. Wages, however, should not show an increase this year excepting in some isolated instances where the proper adjustments have yet to be affected.

P. M. Abbott

Choosing Feature Pictures for The Eastman Theatre

Three Main Considerations Observed in Making Selection

By Eric Clark

Manager Eastman Theatre, Rochester, N. Y.

THE selection of the feature picture each week is a matter that calls for careful consideration, not unmixed perhaps with a little prayer, for judging public taste is one of the most difficult things in theatre operation—and it is so easy to guess wrongly.

In selecting a feature picture, which is the backbone of the screen entertainment at the Eastman theatre, the first consideration, as a general rule should be its entertainment value. Occasionally, however, entertainment value may become a secondary matter, particularly in the case of a theatre like the Eastman with its unusually high standards. A picture may be such an outstanding creation of screen art or reflect such unusual brilliance in its conception and direction that its merit is justly entitled to recognition by theatres of this type, even though its appeal may not be so wide as a so-called "box office" picture. Even then it must have a fair measure of entertainment value for, after all, it is entertainment that people seek in the motion picture program. What I wish to convey is that these pictures cannot be judged alone by their power to entertain or to amuse but due regard must be given their contribution to development of picture art in general. A very recent example of a picture of this type was—"Beggar on Horseback"—richly imaginative, directed with flashes of genius and reflecting a genuine effort to do something away from the ordinary.

As I have said, however, entertainment value must usually be the first consideration. Variety comes second. By variety I mean different types of stories—comedies, romances and dramas—different stars and different locales. A third consideration is universality of appeal. At the Eastman to be successful we must play to about one-eighth of the total population of the city each week. To appeal to that number we must offer attractions that will appeal to both feminine and masculine tastes and, in some measure, to the juvenile fancy. Feminine appeal comes first. The picture that appeals to the woman has the greatest drawing power because she brings both the man and the child.

We have two broad, general rules that govern us in selecting our feature pictures. First, there must be no coarseness or vulgarity. Second, the story must not make vice attractive. There will frequently, however, be a difference of opinion among our own group as to whether a certain picture violates either of these rules, emphasizing the difficulty of pleasing all tastes and the difference in viewpoints. "Sex pictures," the term applied to those productions where the love theme is over-stressed, have had little or no success here. I do not think that a "sex picture" can exercise a strong appeal in any de luxe house. The class of audiences which these theatres attract will not respond in sufficient measure to give them popularity. Our own box office records for the year which ended September

1 show that the following pictures were the greatest drawing cards, in their respective order: "The Covered Wagon," Harold Lloyd in "Hot Water," Jackie Coogan in "The Rag Man," "The Sea Hawk," "Peter Pan," Richard Barthelmess in "Classmates," "Abraham Lincoln," Colleen Moore in "Sally," Lon Chaney in "He Who Gets Slapped," and Ronald Colman in "A Thief in Paradise."

People often ask us why pictures are sometimes shown here later than in other cities. A fair question and one entitled to an answer. No one company produces all the best pictures and the best pictures are not turned out in regular succession. They arrive spasmodically. We examine the offerings of all the producers in selecting those we consider suitable for the Eastman. Frequently two or three pictures will be

turned out at the same time by different companies. We cannot play them simultaneously and it is therefore necessary to schedule some of them for later playing dates.

If we confined our pictures to the productions of one or two companies we would be able to play them all very close to release date, but the Rochester public would not be given nearly so wide a selection nor such a high quality. An occasional delay in presenting a particular picture is inherent in our desire to get the 52 best possible offerings each year. People sometimes wonder if our connection with an educational institution like the University of Rochester is a handicap in presenting our programs. On the contrary, it is a definite advantage. It serves to remind us of the things we ought to do.

Co-Operation With Church Shows Ends Their Competition With Theatres

(Continued from preceding page)

mitted that their performance met with general approval and applause—evidence sufficient to assume that many people, formerly indifferent to screen entertainment, have been brought a step closer to a full appreciation of the motion picture as a wholesome and satisfactory form of diversion.

According to Major Wooldridge the present market affords the theatre a wide range of photoplays which fit into the program of the Public Relations Director. There is no difficulty, he asserts, in obtaining an adequate supply of photoplays of the character necessary to a complete application of the plan which brings about the approval and co-operation of the church and school authorities.

The preferences in type of plays peculiar to any community can be catered to with photoplays of the sort which win the support of these elements in a town, he says. The theatres operated by the Playhouse company are located in communities of widely differing tastes. At Riverhead, for example, the western drama enjoys the greatest popularity, while at Mamoroneck, it is the society drama which is in demand.

The foundation of the public relations campaign is established, according to the operating method of Major Wooldridge, by booking the highest class of picture of the type in demand at a particular theatre. Theatre reform, therefore, has no place in the public relations program. The tastes of the community are catered to and there is no effort to "educate" the public away from its preferences. The whole work consists merely of using care in the selection of pictures which do not contain scenes or episodes of a nature which parents or church authorities might disapprove as proper for children.

One matinee each week is designed for the children, and the pictures for this day

are the ones which are selected with such exacting care. The co-operation of schools, churches and parent teachers' associations is sought to have these matinees attended by the children. In the case of theatres where vaudeville acts are included on Saturdays—the usual day for the children's matinee—a special performance to start at a time that school children may attend following the close of classes, is put on some other day of the week. In this way the routine of the theatre is not disturbed, save for the afternoon schedule on one day a week, in carrying out a program which will enable the theatre to gain the co-operation and support of the church and school authorities, and which permits the exhibitor or exhibitors to take an active part in motion picture presentations, whether arranged for a community hall, church, or school auditorium.

Newman, Kansas City, Will Open Programs Saturdays

The Newman theatre, Kansas City Paramount house, will start a change of policy, beginning January 30. Instead of showing a new picture on Sunday, the change will be on Saturday. The change is to be made largely to accommodate the John Murray Anderson Revues.

Pictures & Vaudeville at Majestic, Detroit

Henry S. Koppin, has taken over the Majestic theatre, Detroit, and changed the policy to a picture and vaudeville combination with three changes a week. This house, heretofore operated by Paramount presented dramatical plays and musical comedies.

Metropolitan, Winnipeg, Back to Films Only

Another big change has come over the Metropolitan Theatre, a large downtown house of Winnipeg, Manitoba, which has been under the management of Charles Straw, former manager of the Strand Theatre, Brandon. The Metropolitan is showing straight pictures again after several months with a combination policy of vaudeville and moving pictures. The "Met" now has an orchestra of 10 pieces under A. Demkies, conductor, and H. J. Naftel and Walter Dolman, two of the best known musicians of the Canadian West, alternate at the pipe organ.

The Metropolitan re-opened Christmas time. The evening scale is: 1,000 seats at 25 cents; 1,000 seats at 40 cents; loges, 50 cents; matinees—all seats 25 cents, with children admitted any hour, for 10 cents.

Garden in Kansas City Now First Run Picture House

The Garden theatre, Kansas City, formerly a vaudeville house, began operation under new management this week. A. L. Greene, formerly of Goodland, Kas., and C. F. Case of Kansas City leased the theatre from the Davidson estate for the showing of first run motion pictures. Only the highest type of pictures will be shown, according to Mr. Greene, and one of the city's most popular orchestras eventually will be a feature at the theatre.

Resumes 'Three Unit Shows' at Columbia, Seattle

Robert W. Bender, manager of the Columbia theatre, Seattle, Wash., has resumed presentation of the "Three-Unit Shows," which he presented several times last season. The idea consists of an equal billing in newspapers, billboards and lobby displays, of three features of his program, last week consisting of his feature "Simon the Jester;" his comedy, a reissue of Harold Lloyd in "Never Weaken," and his music, featuring Francesco Longo's Columbia All-Artist Orchestra in a special "Jazz Week" program.



PRESENTATION PRODUCED FOR \$30

This photo shows an episode in the pantomime staged at the Virginian Theatre, Charleston, W. Va., as a presentation for "A Kiss for Cinderella," and described in the accompanying article by D. C. Shiarella, manager of that house.

Developing Presentations For Small Town Theatres

Prologue Idea and Local Talent Provide Means

By D. C. Shiarella

Manager Virginian & Rialto Theatres
Charleston, West Virginia.

BY employing the prologue idea and with local talent available, presentations can be made a genuine box office attraction of the small theatre just as they are now being employed to that end by the large theatres of the big cities. Of course to do this means added work for the theatre manager—the application of time and energies and interest in the developing presentations.

The manager who has never tried the experiment and who will work along the lines which have been tested out in the Virginian and Rialto theatres which I manage, will be

surprised at the small cost required to put on stage numbers which have definite entertainment value and as well bring added prestige to the theatre.

That the foregoing statements are based on fact and not theory let me outline a presentation number which we staged in conjunction with "A Kiss For Cinderella." This number employed the services of two boys and two girls, a pony and a footman. The properties consisted only of a coach, constructed of compo board and a backdrop.

The coach cost exactly \$24 to build and the costumes for the boys cost \$6. The total outlay, therefore, was \$30. The two girls furnished their own costumes and the man with the pony donated his services—taking the glory of appearing with his steed as complete and satisfactory reward for his services.

We opened our presentation with a part of the picture showing Cinderella's coach traveling through the clouds and landing at the castle. This was projected on the front curtain. The effect was dim and hazy—an effect which contributed to the dream effect desired. As the coach arrived at the castle, the front curtain was opened and revealed on the stage the property coach with the footman at the pony's head. The carriage door was opened by the prince, who helped Cinderella out of the coach and the footman led the pony and coach off stage. The Prince and Cinderella then performed a simple but effective little dance, which was followed by a bit of pantomime performed by these two and another boy and girl similarly costumed. At the conclusion of the number the screen was lowered and the feature picture started.



NOVELTY SETTING FOR SONG NUMBER

Presentation act for First National's "The Beautiful City" staged by Manager E. R. Rogers at the Tivoli Theatre, Chattanooga. Triangle as shown in photo represents large shutters working as an iris on a camera, opening and closing. Background was brilliantly illuminated.



Shea's new Buffalo theatre, costing close to \$2,000,000 and seating 4,000, it is claimed, recently opened to a very appreciative audience. This view shows the balcony and loges and the elaborate sidewall decorations.

Shea's New Buffalo Theatre Rated Among World's Finest

COMPARING the gorgeousness of decoration, completeness of equipment and conveniences for patrons with the finest theatres of the capitals of the world, Shea's Buffalo has been opened.

The Shea Buffalo, built in exactly one year by John Gill & Sons of Cleveland from plans drawn by C. W. and George L. Rapp, cost close to \$2,000,000 and has a seating capacity of 4,000. The entrance, which is on Main street, is an impressive one. A mammoth marquee is faced with three interchangeable attraction signs.

At the left side of the front of the building is the large electric sign, 66 feet high and eight feet wide, and which flashes the name, "Shea's Buffalo," for miles up and down Main street.

Entering a vestibule, 22 by 30 feet, from Main street, through five double bronze doors one comes to a ticket office placed in the center, which is of marble, six feet by five feet and seven feet high. The lobby is 80 feet long and 30 feet wide. Here one comes upon a gorgeous scene of marble walls and pillars, including immense mirrors of panelled glass. On the walls are beautiful candelabra while from the ceiling hang four crystal chandeliers, each of which were especially designed for the Shea's Buffalo.

Large arches extend up each side of the lobby. A grand marble staircase leads from

the right end of the lobby to the mezzanine promenade which runs around the rear and along the south and front sides of the lobby. This promenade is artistically furnished, laid with gorgeous rugs, and has a lounge at the front over the space occupied on the ground floor by the ticket vestibule. Here is placed a grand piano, divans and large easy chairs.

From the lobby, one enters the foyer which extends along the entire length of the auditorium to Pearl street, where there is another entrance, marquee, ticket office, etc. This foyer is 22 feet wide and 90 feet long. Side aisles, separated from the auditorium, run down each side of the house.

The eye notes the elaborately decorated proscenium arch which has a height of 50 feet. The stage has an opening 66 feet wide. It is 32 feet deep. The balcony seats 1,600. There are eleven rows of loge seats in the front of the balcony and three mammoth arches at each side of the balcony.

At the center of the top of the auditorium is an immense dome, indirectly lighted. This dome is 56 feet north and south by 70 feet east and west.

The whole interior decoration of the theatre is French renaissance in character. The ceiling is covered with an infinite variety of interlacing woodwork designs on curving panels, painted in the dominant golds, pinks and blues, with many variations of these shades. The designs include shields, scrolls, conventional flowers and plaques.

The orchestra is arranged on a special platform which can be lowered to the basement, and raised to the stage level at the time of the overture. The organ console, similarly arranged, is on a separate elevating unit. This organ, one of the largest ever built by the Wurlitzer company, has pipes ranging in size from 32 feet to three inches in length.

Opportunities for originality in stage fittings are somewhat limited, but the stage of the Shea Buffalo offers something quite different. The fire curtain in the 66 foot wide proscenium, is raised at the opening of the house in the morning, and only the drop of red silk is visible. This curtain alone weighs 800 pounds. When this is parted, the real novelty of this stage is visible in the form of enormous gilded gates which slowly fold back.

All of the stage hangings and scenery are regulated from the ground floor by means of counter weights. The house has a lighting system above reproach. The foot and border lights are straw red and blue in color. On the stage there are sixty 1,000-watt spotlights and eighteen 1,000-watt footlights. In addition there are nine spotlights from the balcony and ten lights from the ceiling which play upon the orchestra.

Dressing rooms for the artists are located on the Main street side with an automatic elevator for the use of these folk. The screening room, equipped with two Simplex machines, is over the dressing room.

A great deal of attention has been devoted to making the house comfortable for women patrons. There are rest rooms on the balcony foyer, on the orchestra foyer

(Continued on page 725)

You can check up

There is no question about the popular demand for photographic quality on the screen. Your patrons expect it.

Eastman Positive is the film that carries the quality of the negative through to the screen.

And you can check up—the black-lettered identification “Eastman” “Kodak” is in the transparent margin. Look for it.

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Projection

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Inquiries and Comments

Three Dimensional Pictures PART I



ASOURCE of much contention in the picture-reproduction of scenes and objects, is the subject of perspective. From time immemorial the conveyance of thoughts and ideas, from one person to another, has depended upon the accuracy with which mental pictures are created in the mind of the listener, and even today, with the wealth of words available in every language, liberal recourse in the use of pictures, must be had to supplement the spoken and written word.

It is amusing to observe that, after a cycle extending over two thousand years, the picture language of ancient civilizations again threatens to become the true universal language of this world—this time in the form of motion pictures.

Small wonder, then, that anything affecting the true pictured representations of our thoughts and ideas should receive so much attention. All pictures are necessarily two dimensional affairs. That is, they possess length and width. The handicap to a true picture-reproduction lies in the impossibility of incorporating within it the third dimension—that commonly referred to as "depth."

The best that can be done is create the illusion of its presence and this is accomplished in a number of ways.

How It Is Done

The architect does it by means of his "perspective" drawing, which is nothing more than a two-dimensional picture having its vertical lines in the horizontal plane radiating from a so-called "vanishing point." The expert photographer obtains the illusion by carefully choosing his camera location and then carefully adjusting the camera so as to obtain a natural picture, free from distortion. The intelligent stage manager, with his series of flat, two-dimensional scenes, illuminates them individually and to a different brightness, making them stand out in relief, thereby obtaining the illusion of naturalness when the setting is viewed from an appreciable distance.

And, lest we forget, our grandparents amused themselves of a Sunday with the stereoscopic viewing contraption, still to be found in many attics, in which was placed a double picture, each view photographed from a slightly different angle, thus giving true binocular vision. This principle, in somewhat different form, is in use today in theatres wherever stereoscopic pictures form a novelty on the program.

Many Attempts

Many attempts have been made to obtain

a true illusion (if such it can be called) of "depth," or stereoscopic effect, in the projection of motion pictures. Some of them have been rewarded with certain measures of success. None of them have endured in the sense that they are today applied commonly in theatres.

The reason for this apparent failure is not hard to find as the most successful methods depended, for their operation, on mechanical devices held in the hands of the observers and through which the screen pictures were viewed. In a word, they were awkward and cumbersome and served to break the spell of enchantment being woven on the screen by continually reminding the observer of their artificiality.

The tiresome effort demanded by their use predestined their doom so they were relegated to the whimsical field of novelty before they had even been exhibited on any appreciable scale.

If any true illusion of depth in projected motion pictures is to be expected of the future, the method of creating it will have to make use of the picture, projector, and screen alone, since no auxiliary devices placed in the hands of observers will permit of an enduring method.

Screens and "Depth"

The attempt has been made to obtain the necessary illusion of "depth" in the picture by creating an artificial diverting contrast between the picture and its immediately surrounding border. In brief, it consists of an illuminated figured border which serves to assist the eye in fixing the screen in space thus permitting the eye to assume a somewhat fixed focus instead of continually trying to adjust itself for each apparent change in distance pictured within the screen area. In other words, it serves as a marker in space, from which the various distances within the picture area apparently are measured.

This method has been toyed with in both this country and abroad; neither place successfully as far as extended application is concerned.

It has many advantages and one principal disadvantage which have been described before in these columns so that no detailed

description of it is necessary at this time. The illusion of "depth" which is obtained by this method is apparent only when the picture is viewed casually, since if the picture be inspected critically, the illusion will vanish entirely even going so far as to create, instead, an unnatural, and somewhat garrish appearance.

It appears that a much modified version of the present affair would give better results.

Wild claims have been made by persons possessing but little information on the subject for screens which, due to some mysterious substance or construction incorporated within them, possess the property of imparting "depth" to a motion picture with the assistance of no other agency. Needless to say, such claims are manifestly absurd and nothing can be found to support them.

Judgments, in support of such claims, are invariably made on the basis of one picture projected onto one of such screens and if there is any suggestion of depth in the picture it is immediately attributed to the screen and not where it belongs—to the skill of the cinematographer who "shot" the scene and obtained a fairly faithful reproduction of it on the film.

Upon such tenuous "tests" are all of these claims founded.

It is possible, to be sure, to compare a picture on an old screen having a poor surface, with the same picture on a new screen having a good surface, and detect a marked difference in the apparent depth of the scene but the reason lies in the fact that the old screen simply fails to reproduce the picture projected to its surface. In other words, it has outlived its usefulness as a picture screen and should be discarded.

Suffice it to say that a test between two new screens of high quality, under conditions favorable to each, would fail to reveal any difference in depth, no matter what pains were taken to render one of them "stereoscopic."

(To be continued)

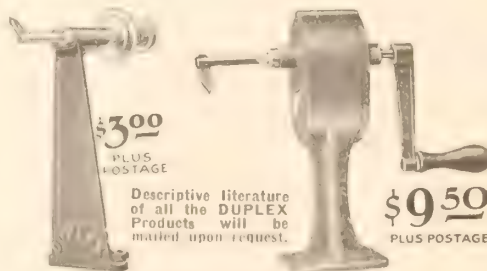
Switow Plans New Theatre at Danville, Ky.

Krankel & Curtis, architects, of Lexington, are drawing plans for erection of theatre building to cost approximately \$200,000, on East Main Street. The seating capacity of this new theatre will be 1,000 persons. Over the lobby of the theatre will be three floors of hotel rooms. The owners of this structure are Switow and Sons of Louisville, Ky.

Marr & Colton Organ for Indianapolis, Ind.

A. C. Zaring of Indianapolis, Ind., is installing a large three-manual Marr & Colton Organ in his Zaring Egyptian Theatre in the same city. This new picture house, a real show place, opened about November 1st.

DUPLEX REWINDERS AND REEL HOLDERS



Duplex Motion Picture Industries, Inc.,
Long Island City, N. Y.

Shea's New Buffalo Theatre

(Continued from page 722)

with a lounge on the mazzanine, while in the basement a complete suite has been reserved for their use, including cosmetic and smoking quarters. Behind the balcony is a large foyer, decorated in similar style to the lobby. Above it is an upper balcony foyer, with arches along both sides, so that it gives the feeling of being on a bridge.

The projection booth is one of the finest as well as most up-to date in the country. It is located at a central point at the top of the balcony. It is 34 feet long and 12 feet wide. Three Simplex machines of the very latest type are used and they have special features such as door opening and tilting devices, a three-inch diameter for



Entrance to the orchestra and balcony of the Capitol theatre, Taylorville, Ill.

opening, special front plates of non-warping material, film trap gates of the same material, friction cranks, measuring devices, attachments for speed indicators, direct current motors, 200 ampere switches and boxes for same, porcelain insulators in the switch boxes to take care of No. 00 wire; 3,000 foot reel magazines, including latest type Hall & Connelly high tensile lamps. The booth is equipped with all the latest devices such as three Ward Leonard multiple rheostats, 110 volt, 150 ampere; four Leonard multiple rheostats, 110 volt and 100 ampere; one Brenkert color effect machine, type "F-3"; one Brenkert slide projector; three Brenkert spotlights with six inch iris shutters; one Brenkert metal color box complete; one Brenkert color wheel, three generators for indicators, one motor rewind, an approved film box which will hold 3,000 foot reels and which is in 15 sections.

There are also two sets of hand rewinds, for mounting and inspecting film, one rewind and inspecting bench which was supplied through the Becker Theatre Supply company of Buffalo.

There are toilets and wash rooms for the operators and rheostat rooms. There is also a vent room for taking out the foul air from the booth. All the projection machines are equipped with a changeover device which can be operated from any part of the front wall by touching momentary contact switches.

The house is operated by a staff of almost 200 persons under the managing directorship of Vincent R. McFaul.



Marble staircase at the end of the promenade lobby of Shea's new Buffalo theatre.

Robert Morton Organ Co. Move Los Angeles Office

The Robert Morton Organ Company announce that they have removed their Los Angeles office to new quarters in that city. Their new address is now 1914 Vermont Ave.

GUNDLACH

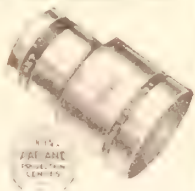
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A view of the office of P. A. McGuire, Adv. Mgr., Power's Division International Projector Corp., during re-modelling of the former Power's offices for occupancy by the new projector corporation. If there ever was a good excuse for an equipment manufacturer slowing up on deliveries and service, this looks like a real one; though probably little things like this upset do not hinder the workings of this progressive company.

New Machine Used for Reviewing Pictures

In order to cut the film and to cut in the titles on the Gold Rush, a new and novel machine called the Moviola-Midget Film Reviewing Machine was used. It was successful in its application and is now being used by a number of other screen stars for reviewing pictures. It was invented by I. Serrurier of Altadena, California.

This machine, electrically operated, is driven by a Westinghouse 1/40 h.p. series wound universal motor, round frame, operating at approximately 4000 r.p.m. It is quickly and easily operated.

Fitzer's Kenmore Theatre Opened to Public

The new Kenmore theatre, a half million dollar, 2,000 seat motion picture theatre in Kenmore, N. Y., a suburb of Buffalo, was formally opened to the public, Saturday, January 30 with a private presentation on Friday evening, the 29th, to which were invited city officials of Buffalo, exchange officials, town officers, stockholders and friends of the management. The Kenmore has been leased by Mitchell Fitzer, who also operates the Rivoli, Swan and Savoy theatres in Syracuse and the Strand in Auburn. George Albert Bouchard has been engaged to play the \$50,000 Wurlitzer organ. The

house is one of the most attractive of its kind in western New York, is completely equipped and artistically furnished. There is every convenience for the comfort of its patrons. It is the only theatre in the town which long has wanted just such an institution. An ordinance has been passed permitting exhibitions on Sundays in Kenmore, which, of course, will be a great help to the new theatre.

Plans Completed for New Buffalo Theatre

Workmen soon commence work on the new motion picture theatre to be erected on Main street at west Northrup place, Buffalo, by Hager, Askey, Forrest, Inc. Bacon & Lurkey, architects, have completed plans for the house which will cost \$300,000. It will have a seating capacity of 1,800 on one floor, but is being so constructed that a balcony can be added later and when required to meet the demands of the University of Buffalo section, a community growing in leaps and bounds. The decorations will be gorgeous in keeping with the Spanish style of architecture in which the house will be built. There will be a great beamed ceiling. The stage will be 80 by 30. A Wurlitzer organ will be installed.

Geo. Kilgen & Son, Inc. Move to New Headquarters

George Kilgen & Son, Inc., builders of theatre pipe organs, have moved their main offices to 4016 Union Boulevard, St. Louis. These new headquarters give greater facilities for the handling of the increased business of this firm.

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Newspaper Opinions on New Pictures



"Skyrocket" — Associated Ex., Colony, N. Y.

World: "The fragilely white and internationally provocative Miss Peggy Hopkins Joyce, one-time show-girl and married so importantly and so often as to have engaged the envy of the whole world of femininity is being seen (and by large and eager crowds) this week in 'The Skyrocket.' 'The Skyrocket' is better than dozens of pictures which have passed down the road this season. It is good enough to have held this reviewer through to the end without a struggle."

Times: "'The Skyrocket' is fair diversion, the interest in which is heightened by the scenes in Hollywood."

Mirror: "Miss Joyce makes an auspicious screen bow. She photographs beautifully and stands out as a well-defined personality. Indeed, Peggy Hopkins Joyce is the magnet that should pack Mr. Moss' Colony this week."

Herald-Tribune: "You won't be disappointed in Peggy Hopkins Joyce nor in her first picture 'The Skyrocket.' Both are what one would expect, at least that is our 'reaction.' Miss Joyce wears stunning costumes and looks very pretty in many of the scenes."

American: "Peggy Hopkins Joyce. Those three words are enough to fill the Colony Theatre during the showing of her first picture at least. Curiosity will bring the men, come to wonder and to look. Curiosity will also bring the women, some to wonder and to study. There is much to wonder at in the fame of Peggy Hopkins Joyce. And 'The Skyrocket' gives one plenty of opportunity to study her. For Associated Exhibitors have placed her in almost every scene of a typical box-office picture. People wanting to discover what there is about Peggy Hopkins Joyce will doubtless flock to see it. The picture is already probably sounding a jingle of golden pennies in box-office ears."

Graphic: "Peggy's gorgeous gowns, glittering gems and famous beauty are all there 'as advertised.' Also there's something more. There's a very good box-office story well directed, plenty of heart appeal, a peep behind the scenes of a motion picture studio, and a good supporting cast in addition to the glorious Peggy herself. Miss Joyce, considering that this is her initial appearance on the screen, acquits herself creditably. Of course, she has the advantage of having been a stage favorite, so that one may reasonably expect her to be more or less at home before the camera. We'd say she is rather more than less."

"Tumbleweeds" — United Artists, Castle, Chicago

Journal: "'Tumbleweeds' has everything a celluloid best-seller should have. Its big scene is the excited rush of the homesteaders when the Cherokee strip opened before them at last, and they rumble to it on horseback and on

foot, in their covered wagons and on high-wheel bicycles, falling over each other, stampeding and trampling and dashing on. Nothing like it has ever been screened. Bill Hart, who made the west for the screen, is back. He's back to keep 'em standing on the sidewalk, hopping on icy feet in their impatience, and to make the customers at the Castle sit on the edge of their seats and nudge an unknown neighbor and chuckle—'Atta boy, Bill!' He's back to pull his guns and ride like a streak on his faithful Pinto, and to get his man."

Herald-Examiner: "A horse, a girl and good old Bill Hart. I never begrudge an hour to that combination. And Bill is good. Good old Bill. Sometimes I think of Bill Hart as affectionately as I do of Bret Harte, the man that wrote a West which is still extensively imitated."

Tribune: "Here's our old pal Bill, just as natural as life. 'Tumbleweeds' is a fine vehicle for him. Yes, sir,—it's ol' Bill Hart back again! Just can't help liking him, can you! He has a powerful appeal for you. The scenery is gorgeous and some of the 'shots' are beautiful beyond description. The mad dash of the homesteaders on foot, horseback, bicycles, and in equipages of all kinds from the lowly buggy to the covered wagon, to stake their claims at the government signal of cannon fire, is an epic of its kind. A thrilling camera triumph. Speaking of vehicles—'Tumbleweeds' is a splendid 'comeback' carriage for the talents of Mr. Hart. Three hearty cheers!"

News: "This is the best picture Bill Hart has come along in for several years."

"Ben Hur" — M-G-M., Cohan, New York

Daily Mirror: "It is magnificent, the greatest thing we have ever seen on the screen. It is a wonderful lavish production. It bears the impressive stamp of its six million dollar expenditure, and stands in isolated grandeur as the supreme achievement of the silver sheet. Ramon Novarro scores a sensational hit as 'Ben Hur'—heroic, handsome, sincere, arrogantly youthful and fearless. May McAvoy makes a sweet heroine, Nigel de Brulier is excellent as Simonides, Winter Hall makes a sincere Joseph, and Betty Bronson as the Madonna inspires the reverence she should."

American: "The pomp of Rome and the agony of Israel surged through the George M. Cohan Theatre. And over it all shone the clear white light of faith, the beauty of the star of Bethlehem. An ancient world was brought to throbbing life in 'Ben Hur.' For ten years 'Ben Hur' has been planned. For three it has been in actual production. We hasten to say that it has been more than well worth waiting for. The producers have approached a difficult subject with reverence and understanding. The Nativ-

ity scenes are strangely beautiful, with the first technicolor that we can praise with real enthusiasm. The most poignant memory of the evening is the smile of the Virgin, Betty Bronson, as she rode on a donkey into Bethlehem on December 24th. Any one of a dozen sequences in this production would have made a talked-of picture. Yet, though they have all been piled into one huge production, there is no confusion. The sea fight is a splendid thing. The chariot race a vivid experience for anyone who sees it."

Times: "As a film spectacle it is a masterpiece of study and patience, a photodrama which is filled with so much artistry that one would like to ponder over some of the scenes to glean all that is in them instead of just watching the passing flash. Ordinary conventional methods have been discarded by Mr. Niblo, the director, who, while he has availed himself of every iota of photographic worth in the thrilling episodes, nevertheless finds it pleasant to get in trenchant streaks and positively sublime poetic touches. And when the march to Calvary is depicted it is done with such solemnity and quiet respect that one feels impelled to bow one's head."

The World: "'Ben Hur' takes rank in the very forefront of all the screen plays which I have seen. With its size no man can quibble. In the splendor of its individual 'paintings' 'Ben Hur' is of utter loveliness, in the heart breaking scenes of the galley slaves, in the broad and far flung reaches of its desert, mountain and ocean episodes, in Ramon Novarro's manly, handsome, heroic performance; in the pouring forth of the thousands across the waste lands in these really striking moments the players and Mr. Niblo have wrought nobly and impressively."

Herald Tribune: "The chariot race in 'Ben Hur' is the biggest thing ever done in pictures. When finally Ben Hur wins over the hated Messala, the people in the theatre could stand it no longer, they stamped and cheered. The suspense was terrible. Novarro is magnificent. Francis X. Bushman was a splendid choice as Messala. Carmel Myers is effectively beautiful in her portrayal of the fair Egyptian. Fred Niblo has invented many new ways of taking pictures. It is as an adroit a use of the motion picture camera as we have ever seen. Betty Bronson is seen for a brief moment as the Holy Mother and she gives a performance that is truly inspired, she has a spiritual quality about her that is startling. 'Ben Hur' is the greatest thing that has ever been put on the screen. It is. It's too great. We are still dazed. Don't miss 'Ben Hur.'"

Sun: "It was received with enthusiasm which manifested itself in hand claps and cheers—especially during the thrilling chariot race. That both the religious and

romantic-melodramatic appeal of the picture went straight to the hearts of the audience is not open to question. Throughout the unwinding of the story between Jerusalem and Rome and Antioch there is much pageantry, exciting sea fights between ancient galleys, the fall of a temple, a thrilling chariot race, and beautiful close-ups of Betty Bronson as the Virgin. The film reaches its highest peak in the chariot race—which is unquestionably the most dynamic race ever filmed. It has breath taking effect. It is good."

Telegram: "Every lover of the silver screen will walk a mile to see 'Ben Hur.' Bewildered eyes will blink as scene upon scene is flashed before them, the gleam of thousands of Roman helmets in a market place, galley slaves, chained and sweating, as they propel the huge galleys, warriors leaping from crippled triremes into a sea already black with human heads, to record everything in this picture would take hours. 'Ben Hur is here!'"

Journal: "Beautifully presented, magnificently made, 'Ben Hur' opened at the George M. Cohan Theatre. People forgot they were in a theatre, and cheered as the twelve-teams of four horses raced around the arena."

"His Secretary" — M-G-M., Capitol, New York

Graphic: This story is one of the most amusing screened in many a movie month. 'His Secretary' boasts some fine photography and attractive sets, and is packed with some great comedy situations. Don't miss it!"

Telegram: "The picture provides amusing entertainment. Apart from her highly successful disguise, Miss Shearer has contributed some convincing and interesting acting in her interpretation of the secretary role."

"Parisian Modes In Colour" — Educational, Rivoli, New York.

Herald-Tribune: "Hope Hampton's color film, called 'Parisian Modes,' is on the program. It is very beautiful . . . tantalizing flashes of 'Lavin', Paul Poriet, and 'Drecol.' The colors in the picture are so perfect that it is as good as seeing an all fashion parade in Paris."

Mirror: "In addition to the feature picture there is a one-reel fashion film in natural colors, with Hope Hampton the lovely model for many ditto frocks and wraps."

World: "On this same varied and agreeable program yesterday for the first time an attractive set of fashion pictures, in color, posed by Hope Hampton, was shown. This handsome star, gowned in stylish garments gathered in all parts of the world last summer (and particularly in Paris), smiled prettily and walked before the camera, exhibiting these dainty and gorgeous pieces to the delight of the houseful of feminine admirers."

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet.	
As No Man Has Loved	Special Cast	Fox	7929 feet.	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet.	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet.	Oct. 31
Big Pal	William Russell	Ginsberg Dist.	4543 feet.	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet.	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet.	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet.	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet.	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp.	5677 feet.	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet.	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet.	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet.	June 27
Free to Love	C. Bow-D. Keith	B.P. Schulberg (S.R.)	4825 feet.	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet.	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict.	4488 feet.	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet.	Sept. 26
Havoc	Special Cast	Fox	9200 feet.	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O.	5669 feet.	
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet.	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet.	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O.	6006 feet.	May 23
Kentucky Pride	Special Cast	Fox	6652 feet.	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp.		
Let's Go Gallagher	Tom Tyler	(S. R.)	4901 feet.	Jan. 9
Live Wire, The	Johnny Hines	Film Book. Offices	5182 feet.	Oct. 3
Lost World, The	Special Cast	First National	7000 feet.	Sept. 12
Man of Nerve	Bob Custer	First National	9700 feet.	Feb. 21
Man Who Found Himself	Thomas Meighan	F. B. O.	4452 feet.	Nov. 28
Mystic, The	Pringle-Earle	Paramount	7168 feet.	Sept. 5
Never the Twain Shall Meet	Stewart-Lytell	M-G-M	6239 feet.	Sept. 12
New Champion, The	Wm. Fairbanks	Metro-Goldwyn	8143 feet.	Aug. 8
Not So Long Ago	Betty Bronson	Columbia Pict. (S.R.)	4547 feet.	Dec. 19
Once In a Lifetime	Richard Holt	Paramount	6849 feet.	Aug. 8
Outlaw's Daughter, The	Josie Sedgwick	Gerson Pict. (S. R.)	5000 feet.	Dec. 5
Parisian Nights	E. Hammerstein - L. Tellegen	Universal	4375 feet.	Dec. 19
Part Time Wife	Alice Calhoun	F. B. O.	6278 feet.	June 20
Phantom of the Opera	Lon Chaney	Lumas Film (S. R.)	6100 feet.	Dec. 5
Plastic Age, The	Special Cast	Universal	8464 feet.	Sept. 19
Pretty Ladies	Zazu Pitts	B. P. Schulberg (S.R.)	6848 feet.	Oct. 10
Primrose Path, The	Bow-MacDonald	Metro-Goldwyn	5828 feet.	July 25
Ridin' the Wind	Fred Thomson	Arrow	5475 feet.	Oct. 31
Scandal Street	Kennedy-Welch	Film Book. Offices	5014 feet.	Oct. 24
Sealed Lips	Revier-Landis	Arrow	6923 feet.	Nov. 14
Seven Days	Lillian Rich	Columbia Pict. (S.R.)	5770 feet.	Nov. 7
Shore Leave	Barthelmess-Mackaill	Prod. Dist. Corp.	6974 feet.	Sept. 12
Siege	Virginia Valli	First National	6856 feet.	Aug. 29
Son of His Father, A	Special Cast	Universal	6424 feet.	June 20
Souls for Sables	Windsor-O'Brien	Paramount	6925 feet.	Sept. 19
Speed Madness	Frank Merrill	Tiffany (S. R.)	7000 feet.	Sept. 12
Spook Ranch	Hoot Gibson	Hercules Film	4579 feet.	
Steppin' Out	Frank Merrill	Universal	5247 feet.	May 2
Sun Up	Sterling-Revier	Columbia	5267 feet.	Dec. 19
Teasing Loose	Special Cast	Metro-Goldwyn	5906 feet.	Aug. 29
Tearing The	Wally Wales	Weiss Bros. (S. R.)	5060 feet.	June 13
Three Wise Crooks	Laura La Plante	Universal	6967 feet.	May 30
Timber Wolf, The	Evelyn Brent	Film Book. Offices	6074 feet.	Oct. 24
Trouble With Wives, The	Buck Jones	Fox	4869 feet.	Sept. 26
Wall Street Whiz, The	Vidor-T. Moore	Paramount	6189 feet.	Aug. 11
What Fools Men	Richard Talmadge	Film Book. Offices	5452 feet.	Nov. 7
Wheel, The	Stone-Mason	First National	7349 feet.	Oct. 10
White Outlaw, The	Special Cast	Fox	7325 feet.	Aug. 2
Wild Horse Mesa	Jack Hoxie	Universal	4830 feet.	June 27
Wild, Wild Susan	Special Cast	Paramount	7221 feet.	Aug. 22
With This Ring	Bebe Daniels	Paramount	5774 feet.	Aug. 15
	Mills-Tellegen	B. P. Schulberg	5333 feet.	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet.	July 11
Beautiful City	R. Barthelmess	First National	6160 feet.	Nov. 14
Bobbied Hair	Prevost-Harlan	Warner Brothers	7781 feet.	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet.	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet.	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4800 feet.	
Circle, The	Eleanor Boardman	Universal	4609 feet.	Aug. 22
Circus Cyclone, The	Art Acord	Metro-Goldwyn	5511 feet.	Oct. 31
Classified	Corinne Griffith	Universal	4609 feet.	Aug. 22
Clothes Make the Pirate	Errol-D. Gish	First National	6927 feet.	Oct. 17
Compromise	Irene Rich	First National	7000 feet.	Nov. 14
Desert Demon, The	Buffalo Bill, Jr.	Warner Bros.	6586 feet.	Nov. 7
Dollar Down	Ruth Roland	Artclass Pict.	5012 feet.	
Everlasting Whisper, The	Special Cast	Truett (S. R.)	5860 feet.	Aug. 29
Exchange of Wives, An	Tom Mix	Fox	5611 feet.	Oct. 24
Fighting Heart, The	Special Cast	Metro-Goldwyn	6300 feet.	Oct. 17
Golden Princess, The	Geo. O'Brien	Fox	7032 feet.	Oct. 3
Heads Up	Bronson-Hamilton	Paramount	6395 feet.	Sept. 19
Heartless Husbands	"Lefty" Flynn	F. B. O.	5482 feet.	Nov. 21
Hell's Highroad	Gloria Grey	Madoc Sales	5000 feet.	Dec. 26
Hurricane Horseman, The	Leatrice Joy	Prod. Dist. Corp.	6084 feet.	Sept. 5
In Search of a Hero	The Wally Wales	Artclass Pict.	4440 feet.	
Iron Horse, The	Richard Holt	Gerson Pictures		
Keeper of the Bees, The	O'Brien-Bellamy	Fox Film Corp.	10424 feet.	Sept. 13 '24
	Robert Frazer	F. B. O.	6712 feet.	Oct. 17

Feature	Star	Distributed by	Length	Reviewed
Lew Tyler's Wives	Mary Pickford	B. P. Schulberg (S.R.)		
Little Annie Rooney	United Artists		8850 feet.	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet.	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet.	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	4903 feet.	
Man on the Box, The	Sydney Chaplin	Warner Bros.	7282 feet.	Oct. 19
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet.	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet.	Oct. 24
No Man's Law	Bob Custer	F. B. O.	4042 feet.	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet.	Dec. 5
Other Woman's Story	Calhoun-Frazier	B. P. Schulberg	6080 feet.	Dec. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet.	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet.	Aug. 26
Pony Express, The	Betty Compton	Paramount	9801 feet.	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp.	4603 feet.	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet.	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros.	6447 feet.	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet.	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet.	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet.	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet.	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet.	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet.	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet.	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp.	5060 feet.	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet.	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet.	
Winding Stair, The	Special Cast	Fox	6107 feet.	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp.	6550 feet.	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict.	4659 feet.	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet.	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O.	5519 feet.	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet.	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet.	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet.	Nov. 7
Bright Lights	Ray-Stark	Metro-Goldwyn	6260 feet.	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet.	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet.	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib.	5600 feet.	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros.	6478 feet.	Nov. 28
Cobra	Valentino	Paramount	6895 feet.	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels.	
Durand of the Bad Lands	Buck Jones	Fox	5844 feet.	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet.	Nov. 21
East Lynne	Special Cast	Fox	8553 feet.	Oct. 10
Fifty-Fifty	L. Barrymore-H. Hampton	Assoc. Exhib.	5561 feet.	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet.	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet.	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet.	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet.	
Go West	Buster Keaton	Metro-Goldwyn	6256 feet.	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib.	5600 feet.	July 25
Homes Maker, The	Alice Joyce	Universal	7755 feet.	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib.	5400 feet.	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet.	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet.	Oct. 17
Lazbyones	Special Cast	Fox Film	7236 feet.	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6137 feet.	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib.	5500 feet.	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet.	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet.	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet.	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet.	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet.	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp.	6300 feet.	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist.	4614 feet.	Dec. 12
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet.	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp.	9980 feet.	Nov. 21
Romance Road	Raymond McKee	Truett	5000 feet.	Aug. 8
Rose of the World	Special Cast	Warner Bros.	7506 feet.	Nov. 21
Saddle Cyclone	Buffalo Bill Jr.	Artclass Pict.	4728 feet.	
Satan in Sables	Lowell Sherman	Warner Bros.	7090 feet.	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet.	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros.	6286 feet.	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet.	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp.	5070 feet.	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick	6500 feet.	Sept. 19
S.O. S. Perils of the Sea	Elaine Hammerstein	Columbia Pict. (S.R.)	5118 feet.	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet.	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet.	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet.	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet.	Oct. 24
Thank U	Special Cast	Fox	6839 feet.	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick	6800 feet.	Jan. 2
Under the Rouge	Tom Moore	Assoc. Exhib.	6500 feet.	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet.	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp.	7323 feet.	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet.	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet.	Aug. 29
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet.	Dec. 5
Wild Girl	Louise Lorraine	Truett (S. R.)	5800 feet.	
Wyoming Wild Cat, The	Tom Tyler	F. O. B.	5156 feet.	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5900 feet	
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compson	Assoc. Exhib.	6022 feet	Nov. 21
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5709 feet	Dec. 19
Don't	S. O'Neill-B. Roach	Metro-Goldwyn	6009 feet	
Fate of a Flirt	Dorothy Revier	Columbia Pict.	5823 feet	Jan. 23
Flood, The	Special Cast	Truart (S. R.)		
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana Agnew	M-G-M		
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S. R.)	4865 feet	
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	5794 feet	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The				
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov. 21
Lover's Island	Hampton-Kirkwood	Assoc. Exhib.		Jan. 23
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp.	5417 feet	Nov. 14
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib.	5 reels	Jan. 16
Northern Code, The	Eva Novak	Lumas	5920 feet	Jan. 9
Pal	Louise Lorraine	Truart (S. R.)	5800 feet	
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Pinch Hitter, The	Glenn Hunter	Asso. Exhibitors		Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	
Prince of Pep	Richard Talmadge	F. B. O.	4911 feet	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec. 19
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet	Jan. 6
Splendid Road, The	Anna O. Nilsson	First National	7646 feet	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet	
That Royle Girl	Dempster-Fields	Paramount	10253 feet	Dec. 19
Three Paces East	Goudal-Ames	Prod. Dist. Corp.	7369 feet	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	
Time the Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7254 feet	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet	Dec. 5
Wages for Wives	Special Cast	Fox	6352 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet	Nov. 28
Woman of the World, A	Polia Negri	Paramount	6353 feet	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Barrier, The	Kerry-Barrymore	Metro-Goldwyn		
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M		
Blue Streak, The	Rich. Talmadge	F. B. O.		
Braveheart	Rod LaRocque	Prod. Dist. Corp.	7256 feet	Jan. 16
Checked Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S. R.)		
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn		
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp.		
Demon, The	Jack Hoxie	Universal	4539 feet	
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp.	5781 feet	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet	Jan. 2
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue	De La Motte	Prod. Dist. Corp.		
Fighting Edge, The	Harlan-Miller	Warner Brothers		
First Year, The	Special Cast	Fox		
Flaming Waters	Special Cast	F. B. O.	5700 feet	Jan. 30
Gilded Butterfly, The	Special Cast	Fox	6200 feet	Jan. 16
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Girl from Montmartre	La Marr-Stone	First National		
Hands Up	Raymond Griffith	Paramount	5883 feet	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib.		Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters		Tiffany	6500 feet	
I Do	Harold Lloyd	Assoc. Exhib.		
Just Suppose	Richard Barthelmess	First National	7 reels	Jan. 30
Lady from Hell	Blanche Sweet	Assoc. Exhib.		
Little Giant, The	Glenn Hunter	Universal	6850 feet	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S. R.)	5684 feet	
Mannequin	Special Cast	Paramount	6981 feet	Jan. 2
Man Rustlin'	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Marrying Money		Truart (S. R.)	5800 feet	
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet	Jan. 30
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Phantom of the Forest	Thunder (dog)	Lumas Film	5700 feet	
Queen O'Diamonds	Evelyn Brent	F. B. O.		
Reckless Lady	Belle Bennett	First National		
Roaring Rides	Wally Wales	Artclass Pictures	4800 feet	
Rocking Moon	Bowers-Lashman	Prod. Dist. Corp.	6000 feet	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros.	6393 feet	Jan. 30
Shadow of the Law	Bow-Lewis	Assoc. Exhib.		
Sky High Corral	Art Acord	Universal		
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp.	6680 feet	Dec. 26
Stella Maris	Mary Philbin	Universal	5786 feet	Jan. 30
Stop, Look and Listen	Larry Semon	Pathe	5305 feet	Jan. 30
Sweet Adeline	Charles Ray	Chadwick	6000 feet	
Thrilling Youth	Billy West	Rayart (S. R.)	5000 feet	
Too Much Money	Nilsson-Stone	First National		Jan. 23
Traffic Cop, The	"Lefty" Flynn	F. B. O.		
Trip to Chinatown, A	Special Cast	Fox		
Under Western Skies	Norman Kerry	Universal		
Western Pluck	Art Acord	Universal	4207 feet	
What Happened to Jones	Reginald Denny	Universal	6700 feet	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O.		
Where the Worst Begins	Ruth Roland	Truart (S. R.)	5800 feet	Dec. 12
White Mice	Jacquelin Logan	Associated Exhib.		
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet	
Yankee Senor, The	Tom Mix	Fox	5 reels	Jan. 16
Auction Block, The	Boardman-Ray	M-G-M		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Beautiful Cheat, The	Laura La Plante	Universal		
Beyond the Rocks	"Bob" Custer	F. B. O.		
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.		
Cohens and the Kellys, The				
Count of Luxembourg	Special Cast	Universal		
Cave Man, The	George Walsh	Chadwick	6300 feet	Dec. 26
Danger Quest, The	Prevost-Moore	Warner Bros.		
Dangers of a Great City	Reed Howes	Rayart (S. R.)	5000 feet	
Desperate Game, The	Special Cast	Fox		
Devilkin	Pete Morrison	Universal	4400 feet	Dec. 12
Dixie Merchant, The	Norma Shearer	M-G-M		
Double Fisted	Special Cast	Fox		
Driftin' Thru	Jack Perrin	Rayart (S. R.)	5000 feet	
Fighting Cheat, The	Harry Carey	Pathe	5 reels	Jan. 30
Half-Breed Hostler, The	Wally Wales	Artclass Pictures	4800 feet	
Heavy Odds	F. B. O.			
Johnstown Flood, The	Bob Custer	F. B. O.		
Ibanez Torrent	Leo Maloney	Clarion Photoplays	4900 feet	
King of the Turf	Special Cast	Fox		
Ladies of Leisure	Garbo-Cortez	M-G-M		
Light Eternal	Special Cast	F. B. O.		
Little Irish Girl, The	Elaine Hammerstein	Columbia (S. R.)		
Made for Love	Norma Shearer	M-G-M		
Man Upstairs, The	Special Cast	Warner Bros.		
Million Dollar Handicap, The	Leatrice Joy	Prod. Dist. Corp.		
Miracle of Life, The	Monte Blue	Warner Bros.		
Money Talks	Vera Reynolds	Prod. Dist. Corp.	6117 feet	Jan. 30
Morganston's Finish	Busch-Marmont	Assoc. Exhib.		
My Own Pal	Special Cast	M-G-M		
Night Cry, The	Special Cast	Tiffany (S. R.)	6500 feet	
Night Watch, The	Tom Mix	Fox		
Palace of Pleasure	Rin-Tin-Tin	Warner Bros.		
Road to Glory, The	Special Cast	Truart (S. R.)		
Ship of Souls	Special Cast	Fox	5467 feet	Jan. 23
Silent Witness, The	B. Lytell-L. Rich	Assoc. Exhib.	6800 feet	
Sky High Corral	Louise Lorraine	Truart (S. R.)	5800 feet	
Speed Limit, The	Art Acord	Universal		
Thrill Hunter, The	Raymond McKee	Lumas Film	6000 feet	
Tough Guy, The	Special Cast	Columbia		
Transcontinental Limited	Fred Thomson	F. B. O.		
Trumpin' Trouble	Special Cast	Chadwick (S. R.)		
Two Can Play	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4800 feet	
Under Western Skies	Bow-MacDonald	Assoc. Exhib.		
	Norman Kerry	Universal	7 reels	

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S. R.)	5800 feet	
Blue Blazes	Pete Morrison	Universal	5000 feet	Jan. 23
Broken Hearts of Hollywood				
Champion Lover, The	Harlan-Miller	Warner Brothers		
Chip of the Flying U		Prod. Dist. Corp.		
Coming and Going	Hoot Gibson	Universal		
Forbidden Waters	Buffalo Bill, Jr.	Artclass Pictures	4800 feet	
Happiness	Priscilla Dean	Prod. Dist. Corp.		
Hearts and Spangles	Special Cast	Film Book. Offices		
How to Train a Wife	Wanda Hawley	Lumas Film	6200 feet	
Love Toy, The	Valli-O'Brien	Assoc. Exhib.		
Manhood	Lowell Sherman	Warner Bros.		
Marriage	Special Cast	Fox		
My Old Dutch	Special Cast	Fox		
Oh, What a Nurse	Special Cast	Universal		
Play Safe	Syd Chaplin	Warner Brothers		
Red Dice	Monty Banks	Assoc. Exhib.		
Six Shooting Romance	Rod La Rocque	Prod. Dist. Corp.		
Tangled Herds	Jack Hoxie	Universal	4837 feet	Jan. 30
Test of Donald Norton	Buddy Roosevelt	Artclass Pictures	4800 feet	
Vanishing Hoofs	George Walsh	Chadwick		
Why Girls Go Back Home	Wally Wales	Artclass Pictures	4800 feet	
Winning the Futurity	Marie Prevost	Warner Brothers		
	Special Cast	Chadwick (S. R.)		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts		Special Cast	Fox	
Bells, The	Lionel Barrymore	Chadwick Pictures		
Border Sheriff, The	Jack Hoxie	Universal		
Combat, The	House Peters	Universal		
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Isle of Retribution, The	Special Cast	Film Book. Offices		
Other Women's Husbands	Blue-Prevost	Warner Bros.		
Racing Blood		Lumas Film (S. R.)		
Rustlers Ranch	Art Acord	Universal		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Stretcher of Sin		Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Click of the Triangle T	Hoot Gibson	Universal		
Footloose Widow, The	Irene Rich	Warner Bros.		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros.		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros.		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Sally in our Alley	Mary Philbin	Universal		
Sign of the Claw	Thunder (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Escape, The	Pete Morrison	Universal		
Gilded Highway, The	Dorothy Devore	Warner Bros.		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros.		
Passionate Quest, The	Marie Prevost	Warner Bros.		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros.		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Account of Monte Cristo		Bischoff, Inc.	2 reels	
Air Cooled	"Aesop Fable"	Pathe	1 reel	
Alice Blues	Alice Ardell	F. B. O.	2 reels	
Alice Plays Cupid		Winkler (S. R.)	2 reels	
Alice the Jail Bird		Winkler (S. R.)	2 reels	
All Abroad	"Helen & Warren"	Fox	2 reels	Dec. 19
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	"Dinky Doodle"	F. B. O.	1 reel	
Bankrupt Honeymoon, A		Fox		
Barnyard Follies	"Aesop Fable"	Pathe	1 reel	Sept. 5
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearly		Educational	1 reel	Jan. 30
Better Movies	"Our Gang"	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reels	
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bonehead Age, The	"Aesop Fable"	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Brotherly Love		Educational	1 reel	Jan. 23
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	"The Gumps"	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	
Caretaker's Daughter, The	Charles Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen & Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murohy	Universal	2 reels	
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	"Aesop Fable"	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Criss-Cross Cruise, A	"Hodge-Podge"	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc.	2 reels	Oct. 31
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	"Aesop Fable"	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	
Don't Butt In		Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S.R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York		Fox	2 reels	
English Channel Swim, The	"Aesop Fable"	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	"Cartoon"	Educational	1 reel	
Felix the Cat in Blunderland	"Cartoon"	Educational	1 reel	
Felix the Cat in Eats Are Wets	"Cartoon"	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	"Cartoon"	Educational	1 reel	
Felix the Cat on the Farm	"Cartoon"	Educational	1 reel	
Felix the Cat Fans the Flames	"Cartoon"	Educational	1 reel	
Felix the Cat Flirts with Fate	"Cartoon"	Educational	1 reel	
Felix the Cat Kept on Walking	"Cartoon"	Educational	1 reel	Jan. 23
Felix the Cat on the Job	"Cartoon"	Educational	1 reel	
Felix the Cat Spots the Spooks	"Cartoon"	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	"Cartoon"	Educational	1 reel	
Felix the Cat Trips Thru Toyland	"Cartoon"	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Flamingo Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Paint	Neely Edwards	Universal	1 reel	
From the Cabby's Seat	"O. Henry"	Fox		
From Rags to Riches	Billy Bevan	Pathe	2 reels	Dec. 19
Going Good	Wanda Wiley	Universal	2 reels	
Gold Rush, The	"Aesop Fable"	Pathe	1 reel	
Good Cheer	"Our Gang"	Pathe	2 reels	Jan. 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gosh Darn Mortgage, The	"Aesop Fable"	Pathe	1 reel	
Great Open Spaces, The	Arthur Lake	Universal	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Neely Edwards	Universal	1 reel	Dec. 5
Happy Go Lucky	"Aesop Fable"	Pathe	1 reel	
Haunted House, The	Special Cast	Fox	2 reels	Oct. 24
Heart Breaker, The	"Fat Men"	F. B. O.		
Heavy Love				
Feature	Star	Distributed by	Length	Reviewed
Helpful Al	Al Alt	Universal	2 reels	
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	"Aesop Fable"	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc.	2 reels	Sept. 12
Hold Everybody	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardell	F. B. O.	2 reels	
Hold Your Hat	Al St. John	Educational	2 reels	
Honeymoon Hotel, The	Neely Edwards	Universal	1 reel	
Honeymoon Squabble, The				
Honor System, The	Edna Marian	Universal	2 reels	Jan. 23
Horse Laugh	"Aesop Fable"	Pathe	1 reel	Nov. 21
Hot Cakes for Two	Chas. Puffy	Universal	1 reel	
Hot Dog	Alice Day	Pathe	2 reels	Jan. 23
Hot Doggie	Arthur Lake	Universal	1 reel	Jan. 23
Hot Feet	Walter Hiers	Educational	2 reels	Nov. 14
Hotsy Totsy	Cliff Bowes	Educational	1 reel	Nov. 14
How the Bear Got His Short Tail	Alice Day	Pathe	2 reels	Dec. 26
How the Elephant Got His Trunk		Film Book. Offices	1 reel	
Humming Birds, The	F. B. O.		1 reel	
Hungry Hounds	Buddy Messenger	B'way Dist. Corp	2 reels	
Hurry, Doctor	"Aesop Fable"	Pathe	1 reel	
In Deep	Ralph Graves	Pathe	2 reels	
Isn't Love Cuckoo	Cliff Bowes	Educational	1 reel	Oct. 10
Jiminy Crickets	Raymond McKee	Pathe	2 reels	Dec. 5
June Bride, A	Neely Edwards	Universal	1 reel	
Just Spooks	"Aesop's Fable"	Pathe	1 reel	
Keep Trying	"Dinky Doodle"	F. B. O.	1 reel	
Kick Me Again	Cliff Bowes	Educational	1 reel	
Klynick, The	Charles Puffy	Universal	1 reel	
Ko-Ko Nuts	"Hey Fellas"	Davis Dist.	2 reels	Sept. 5
Ko-Ko Packs 'Em In	"Cartoon"	Red Seal	1 reel	Sept. 5
Ko-Ko Steps Out	"Cartoon"	Red Seal	1 reel	Nov. 14
Ko-Ko on the Run (Out-of-Inkwell)	"Cartoon"	Red Seal Pict.	1 reel	Jan. 23
Laughing Ladies	Special Cast	Red Seal Pict.	1 reel	Oct. 3
Lame Brains	Pathe		2 reels	Dec. 5
Lickety Split	Alice Ardell	F. B. O.	2 reels	
Lighter Than Air	Educational		2 reels	
Lion and the Monkey, The	"Aesop's Fables"	Pathe	1 reel	Jan. 30
Little Brown Jug, The	"Aesop's Fables"	Pathe	1 reel	Oct. 10
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Maizie Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	"The Gumps"	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	"Krazy Kat"	Winkler (S. R.)	1 reel	
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	"Aesop Fable"	Pathe	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars		Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day		Fox		
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	"Fat Men"	F. B. O.	2 reels	
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	"Our Gang"	Pathe	2 reels	Dec. 12
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	"East Side"	Fox		
Peacemakers, The	"Helen & Warren"	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Pie Eyed Pie	"Krazy Kat"	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Rainbow's End, The	"Felix the Cat"	Educational	1 reel	Dec. 19
Raisin' Trouble		Arrow	2 reels	
Rainy Knight, A		Pathe	2 reels	
Reporter, The	"Van Bibbers"	Fox		
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Sea Scamps	Big Boy	Educational	2 reels	
Shoes	Special Cast	Fox	2 reels	Aug. 29
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	"The Gumps"	Universal	2 reels	
Soapbuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	"O. Henry"	Fox		
Soft Pedal	Charles Parrott	Pathe	1 reel	
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film Book. Offices	2 reels	
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks	Bischoff (S. R.)		2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	

Feature	Star	Distributed by	Length	Reviewed
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A.	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	"Fat Men"	F. B. O.	2 reels	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A.	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp.	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	"Aesop's Fables"	Pathe	1 reel	Jan. 23
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	
Too Many Relations	"Helen and Warren"	Fox	2 reels	
Three Wise Goofs	"Fat Men"	F. B. O.	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Ugly Duckling, The	"Aesop's Fable"	Pathe	1 reel	Sept. 26
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 19
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 3
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wide Open Fairs	Ralph Graves	Pathe	2 reels	Jan. 23
Wildcats of Paris	"Aesop's Fable"	Pathe	1 reel	Nov. 21
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A.	Wanda Wiley	Universal	2 reels	Oct. 24
Woman of Letters, A.	"Helen and Warren"	Fox		
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3

Short Subjects

Feature	Star	Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Sportlight)		Pathe	1 reel	Jan. 30
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All Tied Up	"Fat Men"	Film Book. Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Angelus, The		Cranfield & Clarke (S. R.)	1 reel	
Animated Hair Cartoons (Series)		Red Seal Pict.	1 reel	Jan. 30
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel	
At Home	"Our Gang"	Pathe	2 reels	
Baby Be Good	"Juvenile"	Educational	3 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe		
Barrier Busters (Sportlight)		Pathe	1 reel	Sept. 12
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Call of Hazard, The (Fred Humes)		Universal	2 reels	
Clever Feet (Sportlight)		Pathe	1 reel	
Colorful Fashions From Paris (Novelty)		Educational	1 reel	
Crook Buster, The (Mustang)		Universal	2 reels	
Cuba Steps Out (Variety)		Fox	1 reel	
Egypt Today		Fox	1 reel	
Fight Within, The	George Larkin	Universal	2 reels	
Film Facts (Series No. 1)		Red Seal Pict.	1 reel	Jan. 30
Flame Fighter, The (Serial)	Herbert Rawlinson	Rayart	10 episodes	
Flaming West, The (Mustang Series)		Universal	2 reels	
Flashes of the Past		Pathe	2 reels	
Flirting With Death		Red Seal Pict.	2 reels	Sept. 26
Giraffe's Long Neck, The		F. B. O.	1 reel	
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 10
Green Archer, The (Serial)	Ray-Miller	Pathe	10 episodes	Dec. 5
Grimacing Fists (Fred Humes)		Universal	2 reels	
Hearts of the West	Edmund Cobb	Universal	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels	Jan. 30
His Pal		Chesterfield M. P. Co. (S. R.)	2 reels	
In a China Shop (Variety)		Fox	1 reel	
I Remember		Short Films Syn.	2 reels	Sept. 26
Iron Trail Around (Variety)		Fox	1 reel	Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels	Oct. 10
Knickknacks of Knowledge (Hodge Podge)		Educational	1 reel	Nov. 14
Life's Greatest Thrills		Universal	2 reels	Sept. 26
Magic Hour, The		Cranfield & Clark	1 reel	Dec. 19
Magical Movies (Hodge Podge)		Educational	1 reel	
Man With a Scar, The (Fred Humes)		Universal	2 reels	Jan. 30
Marionettes (Hope Hampton)		Educational	1 reel	Dec. 5
Marvels of Motion (Series)		Red Seal Pict.	1 reel	Sept. 5
Montana of the Range	Josie Sedgwick	Universal	2 reels	
Mother Goose's Movies (Hodge Podge)		Educational	1 reel	
My Bonnie (Ko-Ko Series)		Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)		Fox	1 reel	Aug. 29
Outings For All (Sportlight)		Pathe	1 reel	
Parisian Modes in Color		Educational	1 reel	Jan. 30
Perils of the Wild (Serial)		Universal	10 episodes	
Queen of the Hills	Josie Sedgwick	Universal	2 reels	
Raid, The (Mustang Series)		Universal	2 reels	Oct. 10
Range Law (Mustang Series)		Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)		Universal	2 reels	
River Nile, The (Variety)		Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)		Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopic)		Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)		Universal	2 reels	Nov. 21
Rustlin' Kid, The (Mustang Series)		Universal	2 reels	
Scarlet Streak, The (Serial)	Jack Daugherty	Universal	10 episodes	
Shakespeare (Gems of the Screen)		Red Seal	1 reel	
Shooting at Time (Sportlight)		Pathe	1 reel	
Shootin' Wild (Mustang Series)		Universal	2 reels	Oct. 24
Silvery Art		Red Seal	2 reels	Sept. 26
Sky Skidder, The		Bischoff	10 episodes	
Sky Tribe, The (Variety)		Fox	1 reel	
Songs of Ireland (Music Film)		Pathe	1 reel	
Starting an Argument (Sportlight)		Pathe	1 reel	

Feature	Distributed by	Length	Reviewed
Story Teller, The (Hodge Podge)	Educational	1 reel	Oct. 3
Taking Chances (Mustang Series)	Universal	2 reels	
Then and Now (Sportlight)	Pathe	1 reel	
Toiling for Rest (Variety)	Fox	1 reel	
Too Many Bucks (Mustang Series)	Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)	Universal	2 reels	Dec. 19
Tricked (Mustang Series)	Universal	2 reels	Sept. 12
Uncle Tom's Cabin	F. B. O.	1 reel	
Uprising Generation (Sportlight)	Pathe	1 reel	
Wallowing Wonders (Sportlight)	Pathe	1 reel	
What Price Touchdown (Sportlight)	Pathe	1 reel	
Whirlpool, The (Variety)	Fox	1 reel	
White Paper (Variety)	Fox	1 reel	
With Pencil, Brush and Chisel (Variety)	Fox	1 reel	
Wild Beasts of Borneo	Educational	2 reels	Sept. 12
Wild West (Serial)	Ferguson-Mulhall	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	2 reels	
Winking Idol, The (Serial)	Desmond-Sedgwick	10 episodes	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Atlantis		First National		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Barriers of Fire	Monte Blue	Warner Bros.		
Bat, The	Special Cast	United Artists		
Battling Butler	Buster Keaton	M-G-M		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Because I Love You	Pola Negri	Paramount		
Behind the Front	W. Berry-Hatton	Paramount		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Beverly of Graustark	Marion Davies	M-G-M		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 23
Black Pirate, The	Douglas Fairbanks	United Artists		
Blind Goddess, The	Special Cast	Paramount		
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Border Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Women	Special Cast	Phil Goldstone (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O.		
Borrowed Plumes	Daw-Welch	Arrow		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R.)		
Brown of Harvard	Jack Pickford	Metro-Goldwyn		
Call in the Night, A		Truett (S. R.)		
Charity Ball, The		Metro-Goldwyn		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Cleaner Flame, The		Arrow		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Cyclone Bob	Bob Reeves	Anchor Film Dist.		
Cyran de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 13
Dawaybreak		Fox		
Dancer of Paris, The	Special Cast	First National		
Danger Line, The	Special Cast	Astor Dist. (S. R.)		
Dangers of a Great City		Fox		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Desert Gold	Holt-Dove	Paramount		
Desert Healer	Stone-Bedford	First National		
Deserts' Price, The	Buck Jones	Fox	5709 feet	Dec. 19
Detour		Prod. Dist. Corp.		
Devil Horse, The	Rex (horse)	Pathe		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O.		
Don Juan	John Barrymore	Warner		
Dumb Head		Tiffany (S. R.)	6500 feet	
Earth Woman, The	Priscilla Bonner	Davis Dist.-Vital		
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Enemy of Man	Dorothy Revier	Columbia	5508 feet	Jan. 30
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.		
False Pride		Astor Dist.		
Far Cry, The	Sweet-Mulhall	First National		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Buckaroo, The	Buck Jones	Fox		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Heart, The	Frank Merrill	Bud Barsky Prod. (S. R.)	5000 feet	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp. (S.R.)	4630 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S. R.)	5000 feet	
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Fleet Foot	Marlyn Mills	Davis Dist.-Vital		
Flyin' Thru	Al Wilson	Davis Dist.-Vital		
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)		
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
For Heaven's Sake	Harold Lloyd	Paramount		
Fort Frayne	Ben Wilson	Davis Dist.	5000 feet	Aug. 29
Four Stragglers, The	Special Cast	M-G-M		
Fresh Paint	Raymond Griffith	Paramount		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M-G-M		

Feature	Star	Distributed by	Length	Reviewed
Frivolity		B. P. Schulberg (S.R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp. (S.R.)	4700 feet	
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	N. Talmadge-R. Col-	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Glorifying the American Girl		Paramount		
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Goose Man, The	Special Cast	M-G-M		
Greatest Show on Earth		Paramount		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital		
Grifters, The	Special Cast	Warner Bros.		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Haven, The	Special Cast	M-G-M		
Heir's Apparent	Special Cast	First National		
Hell's Four Hundred	Margaret Livingston	Fox		
Her Big Adventure	Special Cast	Kerman (S.R.)	4800 feet	Jan. 16
His Woman	Special Cast	Whitman Bennett	7 reels	
Horses and Women		B. P. Schulberg		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truett (S. R.)		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Inevitable Millionaires				
In His Arms	M. Moore-Devore	Warner Bros.		
In Praise of James	Special Cast	M-G-M		
Carabine	Special Cast	M-G-M		
Irene	Colleen Moore	First National		
Jason	Special Cast	M-G-M		
Justice of the Far North	Eddie Cantor	C. B. C. (S. R.)	5500 feet	
Kid Boots	Norma Talmadge	Paramount		
Kiki	Marilyn Mills	First National		
Killer, The	Gish-Gilbert	Davis Dist.-Vital		
La Boheme	Special Cast	Metro-Goldwyn		
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Law or Loyalty	Lawson Harris	Davis Dist. Div	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6521 feet	
Leave It to Me	Special Cast	Warner Bros.		
Les Miserables		Universal		
Let's Get Married	Richard Dix	Paramount		
Life of a Woman		Truett (S. R.)	6500 feet	
Lightnin'	Jack Perrin	Tiffany (S. R.)	6500 feet	
Lightning Jack	Al Ferguson	Ambassador Pict. (S.R.)	5000 feet	
Lightning Passes, The	Ken Maynard	Fleming Prod. (S. R.)		
Lights of Mojave, The	Ray-Strake	Davis Dist.-Vital		
Little Bit of Broadway	Edith Thornton	Metro-Goldwyn		
Little Firebrand, The		Arrow Pictures	5007 feet	Dec. 12
Lodge in the Wilderness		Tiffany (S. R.)	6500 feet	
Long Odds	Marilyn Mills	Davis Dist. Div		
Loyalties	Special Cast	Fox		
Lovey Mary	Bessie Love	M-G-M		
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17
Lunatic at Large, The	Leon Errol	First National		
Lying Wives	Special Cast	Ivan Abramson (S.R.)	7 reels	May 2
Man and the Mement		First National		
Man Four Square	Buck Jones	Metro-Goldwyn		
Man With a Thousand		Fox		
Faces	Special Cast	M-G-M		
Mare Nostrum	Special Cast	M-G-M		
Married Cheats		Fox		
Memories	Ramon Novarro	M-G-M		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S.R.)		
Midnight Specie		Truett (S. R.)		
Miss Brewster's Millions	Bebe Daniels	Paramount		
Million Dollar Doll		Assoc. Exhib		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Colleen Moore	First National		
Miss Modiste	Corinne Griffith	First National		
Moana		Paramount	7 reels	Jan. 30
Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Monte Carlo	Special Cast	M-G-M		
Mr. Battling Butler	Buster Keaton	M-G-M		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Nervous Wreck, The		Prod. Dist. Corp.		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Sten, Inc.	5600 feet	Nov. 12
Nocturne	Special Cast	M-G-M		
North of Nome	Special Cast	Arrow	5491 feet	
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
On With the Show	Lowell-Russell	Lowell Prod.	7 reels	
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Palace of Pleasure		Fox		
Paris	Charles Ray-E. Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp.		
Partners Again	Sidney Carr	United Artists		
Passionate Youth	Special Cast	Truett (S. R.)	6 reels	July 11
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		

Feature	Star	Distributed by	Length	Reviewed
Prince of Pilsen	Anita Stewart	Prod. Dist. Corp.		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		
Quo Vadis	Emil Jannings	First National		Nov. 28
Rainbow Riley	Johnny Hines	First National		
Reason Why, The	Pringle-Love	M-G-M		
Red Clay	William Desmond	Universal		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Return of a Soldier	Special Cast	Metro-Goldwyn		
Road That Led Home, The		Vitagraph		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Rolling Home	Reginald Denny	Universal		
Romance of an Actress		Chadwick		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rust	Special Cast	M-G-M		
Rustling for Cupid		Fox		
Sailors' Wives		First National		
Salvage		Truett (S. R.)	5800 feet	
Sandy		Fox		
Savage, The	Ben Lyon	First National		
Scarlet Letter, The	Special Cast	M-G-M		
Scraps	Mary Pickford	United Artists		
Sea Horses	Special Cast	Paramount		
Sea Wolf, The	Ralph Ince	Ralph Ince Prod.	7500 feet	Dec. 19
Second Chance, The	Nilsson-Frazier	First National		
Self Defense	Aileen Percy	Arrow Film Corp.		
Separate Rooms	Special Cast	Fox		
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke		
		(S. R.)	6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Share and Share Alike	Jane Novak	Arrow	5569 feet	
Shenandoah		B. P. Schulberg (S. R.)		
Shipwrecked		Prod. Dist. Corp.		
Shootin' Square	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Siberia	Special Cast	Fox		
Siegefried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Sky Rocket, The	Peggy Hopkins Joyce	Assoc. Exhib.		
Smith of Cornell	George Walsh	Chadwick		
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Song and Dance Man, The	Tom Moore	Paramount	7 reels	Jan. 30
Son of the Sheik	Rudolph Valentino	United Artists		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Strange Bedfellows		Metro-Goldwyn		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Temptress, The	Special Cast	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texas's Oath, The	Ken Maynard	Davis Dist.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
Thoroughbred	George O'Brien	Fox		
Thoroughbred, The	Special Cast	Truett	5481 feet	Sept. 19
Three Pals	Marilyn Mills	Davis Dist. Vital		
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tony Runs Wild	Tom Mix	Fox		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Tough Guy, The	Fred Thomson	F. B. O.		
Trailing Shadows	Edmond Lowe	Fox Film		
Travelin' Fast	Jack Perrin	Ambassador Pict.		
		(S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Tricks	Marilyn Mills	Davis Dist. Div	5 reels	Sept. 15
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Twentieth Century, Unlimited	Special Cast	First National		
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. 28
Unknown Soldier, The		P. D. C.		
Up and At 'Em	Jack Perrin	Ambassador Pict.		
		(S. R.)	5000 feet	
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Viennese Medley	Special Cast	First National		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Wedding March, The		Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory		Fox		
When We Were Twenty-				
One	Special Cast	M-G-M		
Whispering Canyon		Ginsberg Dist. Corp. (S. R.)		
Whispering South	Special Cast	P. D. C.		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Wife, The	Special Cast	M-G-M		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth		Principal Pict. (S. R.)		
With Kit Carson Over the				
Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S.R.)	6600 feet	Jan. 9
Wives for Rent	Valli-O'Malley	Universal		
Wolf Hunters, The	Special Cast	Davis Dist. Div		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World of Promise, The		Fox		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Wrong Coat, The		Tiffany (S. R.)	6500 feet	
Yellow Fingers		Fox		
Yoke, The	Special Cast	Warner Brothers		
You Too	Special Cast	M-G-M		

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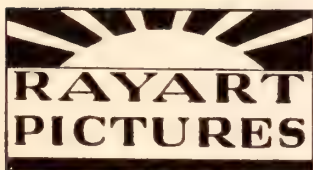
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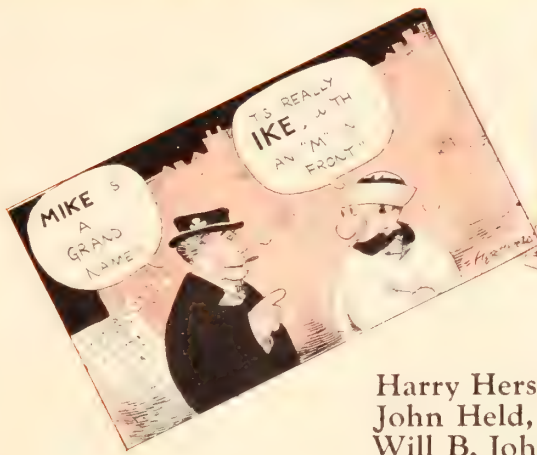


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Motion Picture News

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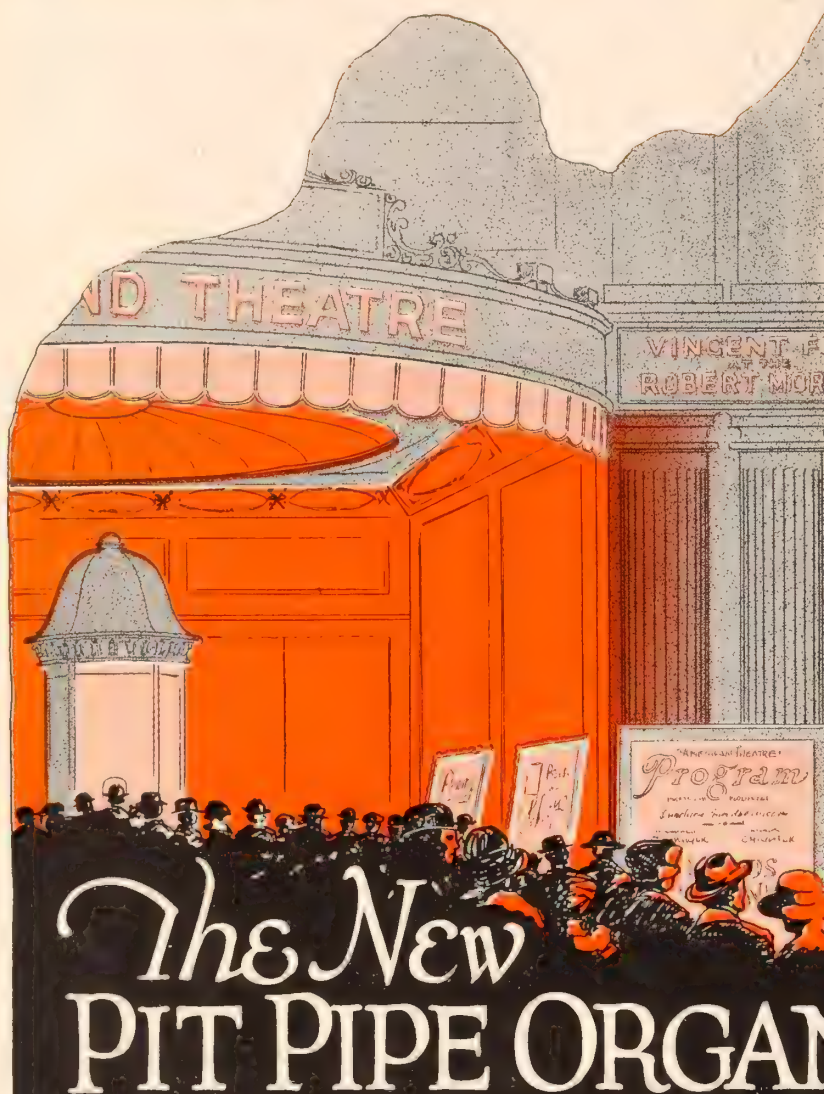
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Alice Joyce, Clara
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With Jack Holt,
Florence Vidor,
George Bancroft,
Wm. Powell. By
Francis B. Young.
Adapted by Becky
Gardiner. Screen
play by James
Hamilton.



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GODDESS"**

Victor Fleming
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Holt, Ernest Tor-
rence, Esther Ral-
ston, Louise Dresser.
By Arthur Train.
Adapted by Hope
Loring and Louis
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play by Gertrude
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Metropolitan drew the picture
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getting the top figure by \$3,000
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(Reginald Denny). This is the first
Denny (Universal) picture to ever
play this house, and the drawing
power of this star asserted itself
from the opening day. Denny also
demonstrated the fact that he can
pull trade into a house which some
of the so-called F-P-L stars are
unable to do.

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in Los Angeles
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Colony—"California Straight
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ished a two-week run at the house
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cleaned up yet on: "What Happened to Jones,"
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Rufus King's Novel Directed by Paul Powell

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STARRING

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what it seems in the movie

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No

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to
F.B.O.
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There Are Among
Women," Says
Winifred
Valentino

The Amazons

And Why She Now
Real Reasons for
She Knew the Famous
Screen Sheik in
Another Life

WIFE OF FILM
SHEIK GRANTED
PARIS DIVORCE

MRS. VALENTINO
GETS DIVORCE

FINAZ PARIS DECREE

Sheik's Wife Is Now Free
Again to Wed or Pursue
Her Own Career

WIFE OF FILM
SHEIK OBTAINS
PARIS DIVORCE

BY HIS
PARIS

MRS. VALENTINO
GETS DIVORCE

Court Decides She is American
Consequently Entitled To
Separation

Valentino Says She'll
Long While Be-
Wedding Again

VALENTINO
DIVORCED

VALENTINOS
ARE DIVORCED

WINS DIVORCE FROM
SHEIK OF THE FILMS

VALENTINO
DIVORCED

MRS. VALENTINO
TO GET DIVORCE
FROM MOVIE STAR

Wife of Valentino, Film Sheik,
Is Granted Divorce in Paris

First Thought Press Agent Stunt, Affair De-
velops Into Reality When Papers Are
Asked By Perfume Manufacturer's
Adopted Daughter In Paris, F

PARIS, Jan 10—(U.P.)—The
the film sheik, Rudolph Valentino,
from him.

VALENTINO'S
WIFE OBTAIN
A DIVORCE

decree Granted in Paris
day to Wife of Film
Sheik

PARIS, Jan 10—(U.P.)—The
the film sheik, Rudolph Valentino,
from him.

NER W
F VALENTINO
SEEKS CH

ays She Is Gl
Paris Court C

NTINO DIVORCE
OUT WELL FOUR

WIFE OF
GETS P

HAIRER
PARA

Mrs. Valentino
Two-A-Day

Wife Of

Magazine—Hundreds of
Newspaper Stories covering

Page Illustrations—Readers—Puffs—
Publicity that surpasses any Campaign ever
Motion Pictures backs up the most romantic
in every tongue throughout the Nation

RAMBOVA VALENTINO

Crashed before in Laura Jean Libbey's World Famous Story

"GROWS COLD"

Personal
GOODMAN

**SHEIK'S WIFE
WINS DIVORCE**

**WINIFRED HUDNUT, WIFE OF
VALENTINO, GIVEN DIVORCE
BY DECREE OF PARIS COURT**

**SHEIK'S DIVORCE
SUIT IS DELAYED**

**DIVORCE COURT
WHIRLS COUPLE
BACK TO DRAMA**

**Mrs. Valentino G
Divorce in**

no's Wife

ART SUPPLEMENT WITH THE WORLD TO-DAY—WITH CALENDAR NO. 1
The World

MAGAZINE
LEARN ABOUT CLOTHES
from Natacha Rambova

Love Theory of Mrs. Valentino

Distributed By
**FILM BOOKING OFFICES
OF AMERICA, INC.**
1560 Broadway, New York
Exchanges Everywhere

Explaining Her
Divorce, That

Below: The Latest Portrait Study of Beautiful Natacha Rambova
Mrs. Winifred Hudnut Valentino, Who Has Recently Filed Suit in
Paris for Divorce from Her Movie Sheik Husband Rudolph
Valentino, Shown at Left
as Pan, the Idyllic God
of the Woods.

he Left: Two Poses of Mrs.
Valentino Showing Her in
address of a Russian Opium
the Costume of a Person
of High Rank. It is Her
That She Has Acted—

MOTION PICT
with
Mid-Week
Gives Your
The Greatest
Ever Thought of
14000 Copies

ATURE NEWS

the

Edition

Advertising

Circulation

in the Industry

Every Week



LYNN REYNOLDS

DIRECTOR

Had three pictures named by the leading journals among the first fifty-two box office attractions of 1925.

They were

Riders of the Purple Sage

The Rainbow Trail

The Deadwood Coach

This tops a record of seventy-three feature productions made by him during the past eleven years. Not a single flop and many outstanding successes. Fifty-six of the continuities were written by him and eleven were his original stories. As a record of consistency this is seldom equaled.

A NEW PAGE OF PROGRESS FOR 1926

With the new year we started delivering to our clients—at the same old price of \$4.00 per week—a still further

ADVANCE in TRAILER SERVICE

a new and more impressive presentation of Coming Attraction Announcements that cannot fail to attract the eye and

SELL YOUR PICTURES TO "SHOW ME" AUDIENCES

In less than two years we have lined up over twenty-five hundred theatres for our economical service, and by the end of this year we confidently expect to have

5000 SATISFIED CUSTOMERS SUCH AS THESE:

"If your service is to be judged by that rendered to us then I may well recommend it to all exhibitors seeking a consistent money making advertising medium for their features."
Rialto Theatre, Pittsburgh, Pa.

"Words of praise are never too late, so add my indorsement to those you have already on file. I am thoroughly satisfied with your trailers and besides your printed material carries a strong and fine argument why patrons should see the picture."
W. F. Burke, Pres. & Mgr., Mecca Enterprises, N. Y. C.

"Thanks for your prompt attention to our orders. When you render service like this it is useless to wish you a Prosperous New Year; you can have nothing else but."
Rialto Theatre, Hartford, Conn.

"I have been using your trailer service for the past six months and have found it first-class. It has done considerable toward increasing my attendance and I can heartily endorse and recommend it to fellow exhibitors. Your opening and closing trailers are A-1. Your service on quick bookings has been the same. In fact, there is not one single thing that I could complain of. Keep it up and your success is assured."
Nicholas F. Powers, Mgr., Strand Thr., Doylestown, Pa.

"Your service is proving very satisfactory. Trailers on the pictures are very good. Service like this ought to improve any exhibitor's business, and it is well worth the price."
Capitol Theatre, Canton, Ill.

"Your service is novel, unique and superior to anything of its kind I have ever seen, and at the same time costs considerably less."
Warner Bros. South. Theatres, Charlotte, N. C.

"We have in the past used another company's trailers, but feel confident that we will receive a superior trailer service both from the advertising of attractions and service you will render."
Robb & Rowley Theatres, Dallas, Tex.

"Your service fills a long felt want, as previous prices on trailers made them prohibitive for theatres in smaller cities."
Capitol Theatre, Delphos, Ohio

"Since using your trailer service my receipts have increased 20%."
Cliff Queen Theatre, Dallas, Tex.

LET US
SELL THE
PICTURES
YOU BUY



Show
Me!

AD-VANCE TRAILER SERVICE CORP.,
111 Westchester Sq., N. Y. City

THEATRE.....
ADDRESS.....
CITY.....
NAME.....
POSITION.....

Pleases Critic And Exhibitor

"'Tumbleweeds' in our opinion is by far the best picture of this year. Am holding it over."

—The Pollard, Guthrie, Okla.

"Comedy, villainy and exciting adventure in 'Tumbleweeds,' a splendid Hart 'comeback.' The mad dash of homesteaders is an epic of its kind."

—MaeTinee, in Chicago Tribune.

"We think 'Tumbleweeds' the best Bill Hart picture for several years."

—Chicago News.

"Star will draw them in and the film should please Hart fans and prove strong at the box-office."

—M. P. World.



WILLIAM S. HART IN "TUMBLEWEEDS"

Story by HAL G. EVARTS

Adapted for the screen by C. GARDNER SULLIVAN

Directed by KING BAGGOT

NOW BOOKING

UNITED ARTISTS CORPORATION

Mary Pickford

Charles Chaplin

Douglas Fairbanks

D.W. Griffith

Joseph M. Schenck,
Chairman Board of Directors

Hiram Abrams,
President

Remember "THE VOICE OF THE NIGHTINGALE"

Winner of the Riesenfeld Gold Medal!

Here's another beautiful fantasy in colors that's making the same kind of record everywhere—cheers from the audience, praise from the critics and extra profits at every box-office—

"MARIONETTES"

with

HOPE HAMPTON

Directed by
Henri Diamant Berger

Photography by
Technicolor
Process

It seems to be the loveliest bit of color work these old eyes ever have rested on. Miss Hampton is exquisite.... Don't miss this.

N. Y. HERALD-TRIBUNE

Exquisitely tinted.... The story's a charming fantasy.... The colors are unusually lovely, the picture is very effective.

NEW YORK JOURNAL

Of the short films and novelties in the Broadway motion picture houses this week Hope Hampton in "Marionettes" at the Rivoli seems to have led by an easy margin.

NEW YORK EVENING WORLD

WESTERN UNION TELEGRAM

THIS WEEK DRAWING APPLAUSE AND HIGHEST

A lovely fantasy, made adorable by the presence of its star. Miss Hampton is a marvelous subject for the wonders of technicolor. The beauty of her coloring is accentuated by stunning settings and fine lighting effects, which, all combined, become marvelous.

ZIT'S WEEKLY

Produced by DIAMANT FILM COMPANY of America

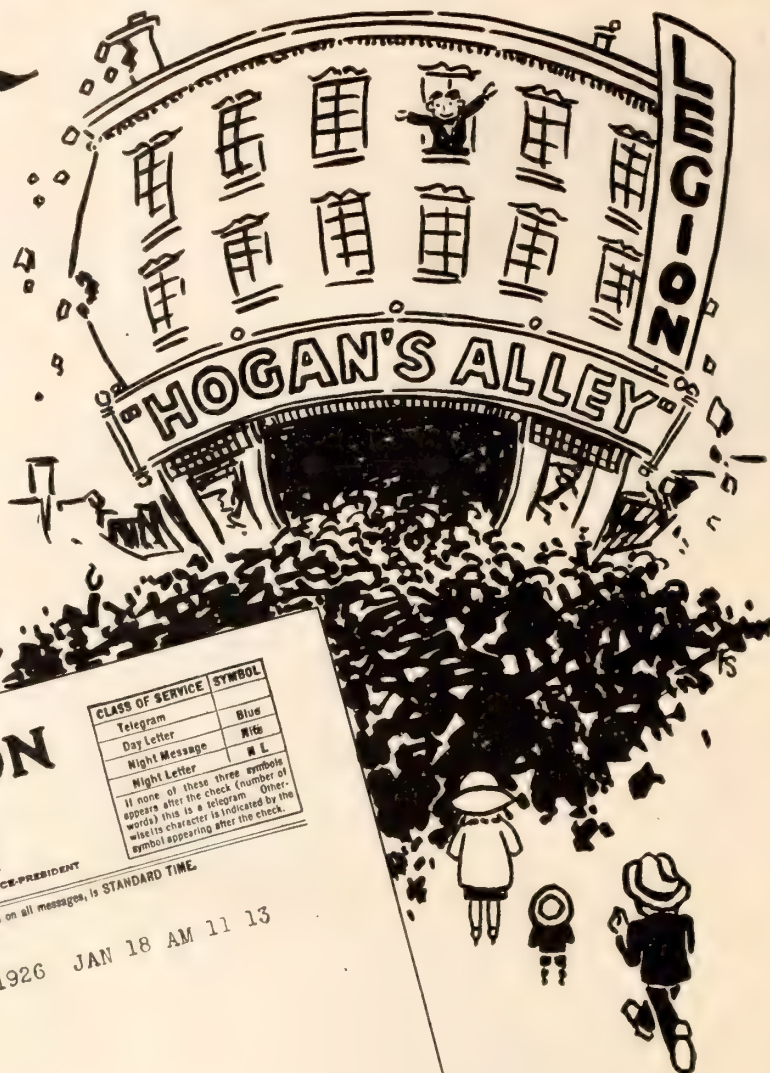


Member, Motion Picture Producers
and Distributors of America, Inc.
Will H. Hays, President



"Oh Boy! I swelled out the walls"~

says this Exhibitor about the fastest, peppiest, merriest melodramatic Comedy of the year!



CLASS OF SERVICE	SYMBOL
Telegram	Blue
Day Letter	White
Night Message	N L
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Other words character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

RECEIVED AT 1321 FARNAM STREET, OMAHA, NEBR. ALWAYS OPEN. 1926 JAN 18 AM 11 13

MRA 135 31 2 EXTRA MARSHALLTOWN IOWA 18 1054A

VITAGRAPH INC
OMAHA NEBR

I KNEW "HOGAN'S ALLEY" WOULD BE GOOD BUT EARL WHY IN H DIDNT
YOU SAY IT WAS A KNOCKOUT WITH A CAPITOL K BOY I SWELLED OUT THE WALLS

C C DUNSMOOR
LEGION THEATRE

"Hogan's Alley"

with
Monte Blue
Patsy Ruth Miller

Directed by Roy Del Ruth

a WARNER BROS. production



VARIETY - JAN. 27

'SEA BEAST' AT \$24,113 LED ALL SPECIALS—BROKE WARNERS' TOP

Nothing startling along the street last week with the exception of the breaking of the house record at Warner's with "The Sea Beast." On a two-a-day policy at \$1.10 and \$2.20 top it played to over \$24,113.

Warner's—"The Sea Beast" (Warner Bros.) (1,360; \$1.10-\$2.20) (2nd week). Corking business for second week of changed policy, and John Barrymore's name, together with a corking ballyhoo electric sign in front of the house, supplied by Norden, has been responsible in large measure for the pull. Picture is beginning to be talked about. Last week was \$24,113, record for the house under either policy that it has been operating.

The BIGGEST
special of a streetful
of specials means
the *GREATEST*
box office attraction
of all time ~

JOHN BARRYMORE in "The SEA BEAST"

has been a *sell-out* at the WARNER THEATRE,
New York, since its opening, at two dollar top.

With DOLORES COSTELLO

Directed by Millard Webb

Adapted from Herman Melville's "Moby Dick" by Bess Meredyth

A Warner Bros. Production

AHIT!



Dear Sirs:

We are pleased to inform you that the Arctic Nu-Air system is now available for your theatre. This system is a cooling and ventilating system that has become the talk of the whole theatre industry. It is outstandingly successful as hundreds of theatre owners will tell you.

The Arctic Nu-Air delivers 40,000 cubic feet of fresh air every minute. It delivers clean, cool air to every seat in your theatre without creating a draft anywhere. Also drives out stale, poisonous air during cold weather, when only a few minutes' operation is required each day.

At the remarkably low price you cannot afford to overlook this positive means of swelling your summer box office receipts.

Send the coupon for our illustrated literature and complete details.

FRANK AMUSEMENT COMPANY

By *[Signature]*

Fitzpatrick-McElroy Company

THEATRE DISTRICT
202 SOUTH STATE STREET
CHICAGO, ILLINOIS

January 6, 1916.

Arctic Nu-Air Co., Inc.
100 North State Street,
Chicago, Ill.

Gentlemen:

We are enclosing for you a check order for \$100.00 for the Arctic Nu-Air system. The check order will be mailed to you at a later date.

The Arctic Nu-Air system is a cooling and ventilating system that has become the talk of the whole theatre industry. It is outstandingly successful as hundreds of theatre owners will tell you.

Very truly yours,
Fitzpatrick-McElroy Company

By *[Signature]*

ARCTIC NU-AIR

Is a cooling and ventilating system that has become the talk of the whole theatre industry. It is outstandingly successful as hundreds of theatre owners will tell you.

Arctic Nu-Air delivers 40,000 cubic feet of fresh air every minute. It delivers clean, cool air to every seat in your theatre without creating a draft anywhere. Also drives out stale, poisonous air during cold weather, when only a few minutes' operation is required each day.

At the remarkably low price you cannot afford to overlook this positive means of swelling your summer box office receipts.

Send the coupon for our illustrated literature and complete details.

ARCTIC NU-AIR CORPORATION

818 State-Lake Bldg. Chicago, U. S. A.

Distributors:

New York	Minneapolis
Boston	Aberdeen, S. D.
Buffalo	Seattle
Pittsburgh	Spokane
Cleveland	Portland
Cincinnati	San Francisco
Detroit	Los Angeles
Kansas City	Atlanta
Omaha	Houston
St. Louis	Denver
Oklahoma City	Salt Lake City

Hundreds of Orders Pouring in for the New 1926

~~ARCTIC NU-AIR~~ System

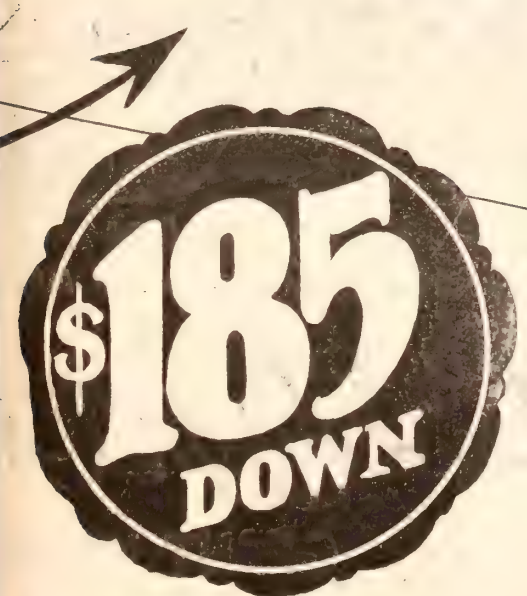
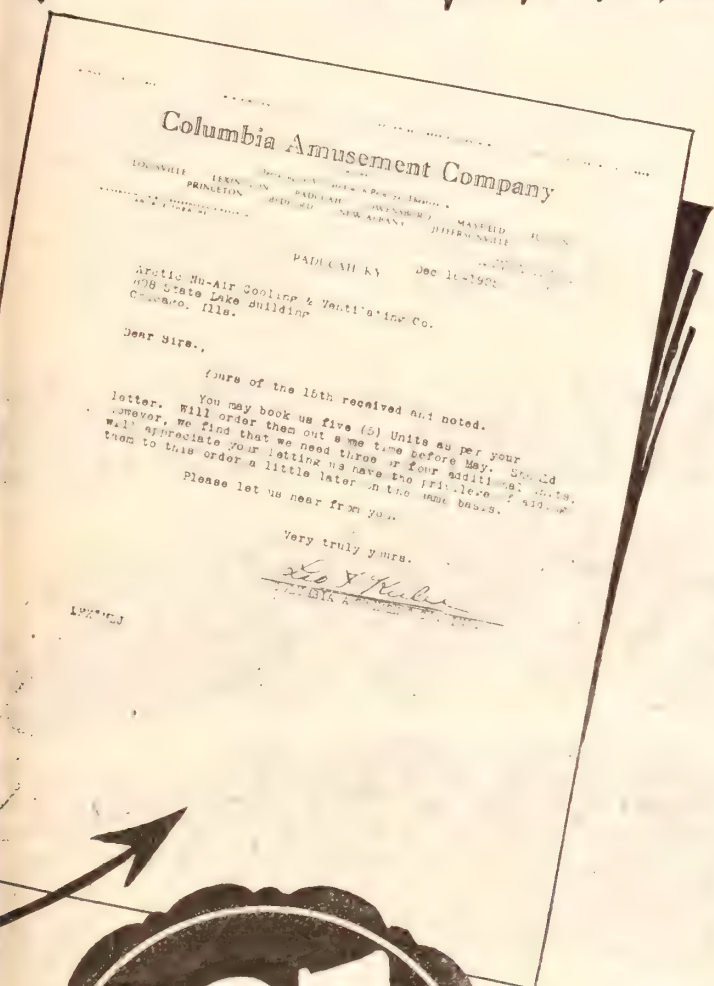
From Leading Circuits and
Exhibitors Everywhere

Arctic Nu-Air replaced many
cooling systems costing thous-
ands during the past year.

Don't wait too long before placing your
order for Arctic Nu-Air—most efficient,
lowest priced cooling, ventilating and
air conditioning system on the market.
Hundreds of satisfied Exhibitor users
proclaim Arctic Nu-Air a genuine busi-
ness booster.

Arctic Nu-Air Pays Its Own Way

Our representative will gladly call and show you how
easily Arctic Nu-Air can be installed in your theatre.



Balance in Twelve Small
Monthly Payments

Arctic Nu-Air Corporation,
663 State-Lake Building, Chicago, Illinois.

We are interested in an Arctic Nu-Air Cooling and Ventilating System. Send
us all available information without obligation on our part.

Length of Theatre (Inside) _____ Have you a stage _____
Width of Theatre (Inside) _____ Have you a balcony _____
Height of Theatre (Inside) _____ Have you an exit alongside of
screen _____

Name of Theatre _____

Proprietor _____

City and State _____

Oh Boy!!!! —Wait till
you see this new series
with the same cast that brought
capacity business to more
than 7000 theatres in the original
"FIGHTING BLOOD" store

F.B.O.

ANNOUNCES ITS

BIG NEW

12 TWO REEL

SPORTING SERIES

**FIGHTING
HEARTS**



STARRING

BY
SAM HELLMAN

FAMOUS SATURDAY EVENING POST AUTHOR

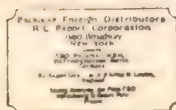
Alberta Vaughn

LARRY KENT KIT GUARD AL COOKE GRANT WITHEIS

DIRECTED BY RALPH CEDER

COMING SOON

"You're in for a whale of a surprise"



FILM BOOKING OFFICES OF AMERICA, Inc., 1560 Broadway, New York Exchanges Everywhere



Service that goes beyond the product

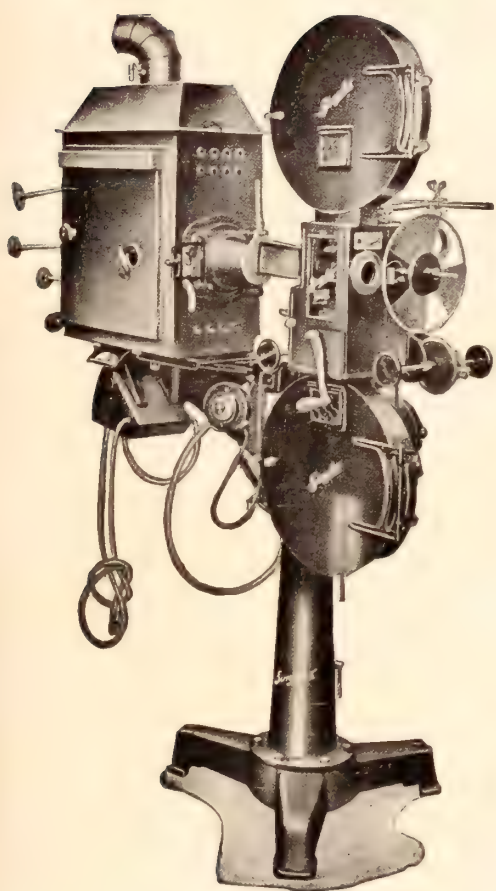
The Simplex Sales Organization is backed by years of close contact and intimate experience with the needs of motion picture exhibitors. Each member is qualified to render a service that looks beyond the product.

Simplex Projectors are so designed and constructed that they assure the best presentation of pictures that modern engineering science can produce. But the Projector is just a unit in the service this organization extends to exhibitors through its salesmen.

New ideas on maintenance: Advice on arrangement; how economies can be effected in operating expense; how to capitalize on better projection; these and many other matters are included in the salesman's service program.

Look upon Simplex Salesmen as your own service men. Draw upon their experience for the solution of your own problems. Their job is to serve — and they like to do it.

Know the Simplex Salesman.



Details of Simplex Service are told in an interesting booklet prepared for exhibitors. A copy of this booklet will be sent to you on request.

Simplex

SIMPLEX DIVISION
INTERNATIONAL PROJECTOR CORPORATION
90 Gold Street, New York City

FILL YOUR THEATRE ON THE "OFF NIGHTS"



*The set pictured here is the Newport —
Any standard set will be supplied
as desired*

PULL THEM IN *with this sensational business builder*

NO more "Blue Mondays"—no more dull afternoons or "off nights"—fill your theatre by using this new Plan. A wonderful success in all parts of the country—be the first in your locality to feature this big profit maker.

You get wide publicity—everybody talks about it—brings 'em in again and again!

TESTIMONIAL LETTERS
ON REQUEST.

We furnish everything complete—high grade radio with accessories, and all details for operation of Plan, including advertising materials. No trouble for you.

Every patron gets a Key. After all the keys are given out, the keys are tried on the night you select, and the fortunate possessor of the only master key opens the lock and gets the radio outfit—a sure-fire hit!

Let Our Key Plan Fatten Your Bank Account

Don't Wait — Mail This NOW

BRISTOL-BARBER CO.
Charles E. Parker, Mgr.
3 East 14th St.,
New York City.

Dept. C

Send me full particulars of your Key Plan for stimulating theatre attendance on slack days. I understand that this will be sent me without obligation on my part.

Name.....

Address.....

Theatre.....

**BRISTOL BARBER
COMPANY, Inc.
3 EAST 14th STREET
NEW YORK CITY**

For the Season

No.

13

1926 — 1927

WILLIAM FOX

presents

JOHN GOLDEN'S stage play

A Holy Terror

by Winchell Smith and George Abbott

He practiced shooting
SIX days a week and
rested on the Sabbath
— by concentrating on
the draw.

He had the town in
one continuous uproar
until—love tamed him.

Keeps the audience in
continual suspense and
laughter.

A perfect screen story.
A wonderful screen
character.

A whopping big FOX
clean-up!

Coming

No.

14



Fox Film Corporation



The DIXIE MERCHANT

from the novel, "The Chicken-Wagon Family"
by Barry Benefield

with

MADGE BELLAMY-JACK MULHALL

J. FARRELL McDONALD

Scenario by Kenneth B. Clarke

FRANK BORZAGE PRODUCTION

A Thrilling Handicap of Love and
Trotting Thoroughbreds



The JOHNS FLOOD

A Thrilling Epic Drama
with

GEORGE O'BRIEN

FLORENCE GILBERT-JANET GAYNOR

ANDERS RANDOLF-PAUL NICHOLSON

by Edfrid Bingham-Robert Lord

IRVING CUMMINGS
Production

Fox Film Corporation.

pictures *for profit*

Every day—every week—
every month—every year!

It's the one service exhibitors
can rely upon for making their
theatre investment a profit-
able one!

Watch FOX!



TOWN

The **ROAD to GLORY**

by Howard Hawks

with

MAY McAVOY

Leslie Fenton - Ford Sterling

Scenario by L. G. Rigby

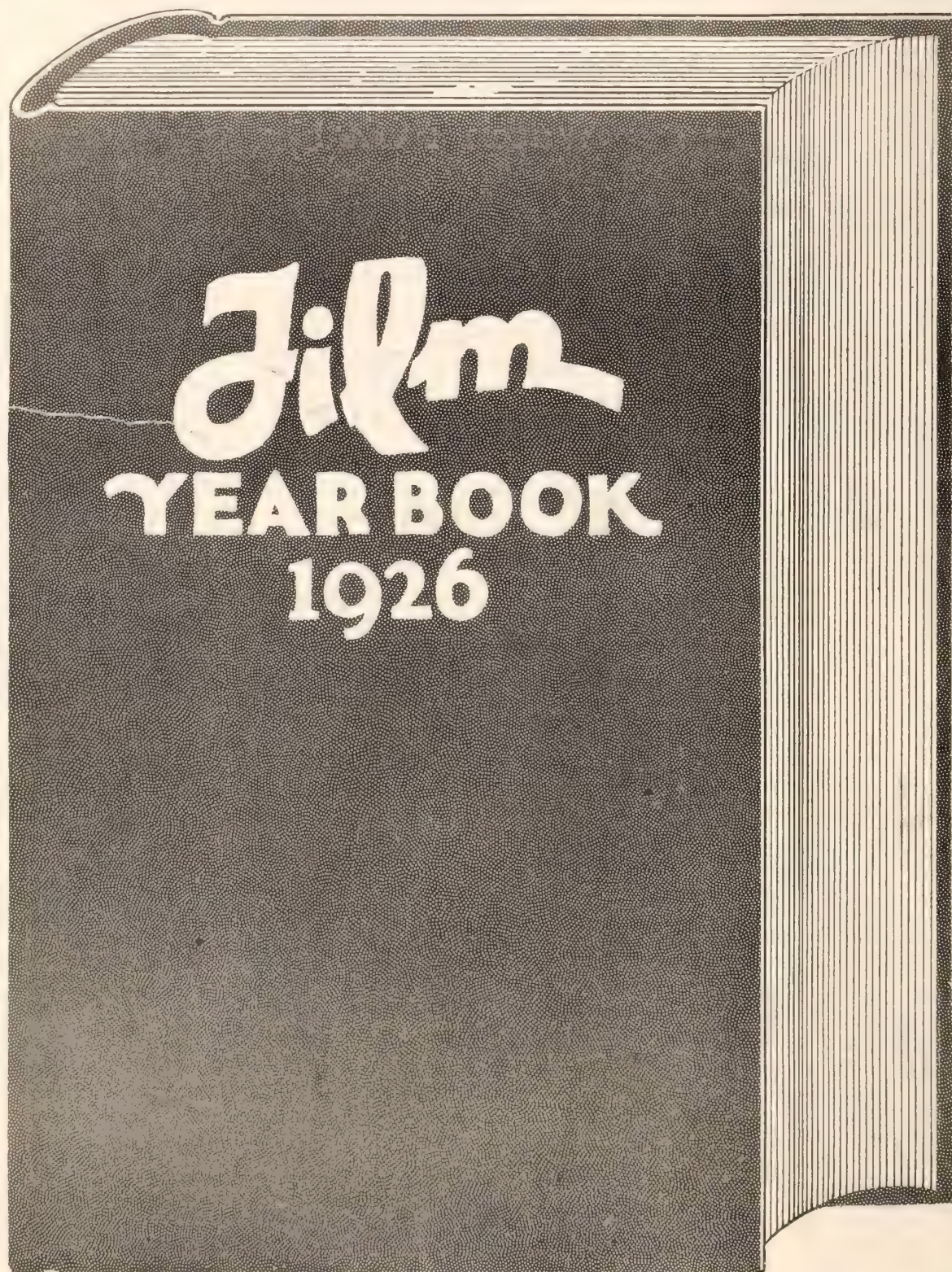
HOWARD HAWKS

Production

"The Devil's Own Highway"

FILMDOM'S
ENCYCLOPEDIA

1926 FILM Y



The
Refe
Of the

Used Const
Producers
T

Price,

FILM D

EAR BOOK

NOW BEING
DISTRIBUTED

Recognized Reference Book Film Industry

Used by Exhibitors, Editors,
and Film Folk, Generally,
the World Over

\$5.00 a Copy

or

FREE

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DAILY Subscribers

- Cloth bound for permanent use.
- Gold stamped—Nearly 900 pages.
- A mine of information.
- Authentic reference data on production, distribution, exhibition and foreign market.
- A year in the making.
- A ready reference guide to answer your questions.
- 1001 subjects of interest to everyone in the Motion Picture industry.
- Address of all Theatres, Studios, Companies, Publications, State Righters, Agents, Etc.
- A complete Production Chart of all Productions, with Producer, Director, Star, Review Date and Footage.
- Filmdom's Encyclopedia.
- You'll find one everywhere.

CUT IT OUT!



To-day NOW!

To
The Film Daily
1650 Broadway
New York City

Date

Enter my yearly subscription to The Film Daily immediately, including Short Subject Numbers, Directors' Number and a Copy of the 1926 Film Year Book Herewith my check for \$10.00.

NAME

THEATRE

ADDRESS



ROBERT KANE
presents

The Reck

by SIR PHILLIP GIBBS

YOU KNOW PICTURE VALUES—AND YOU
KNOW WHAT IT MEANS AT THE BOX-OFFICE
TO GIVE YOUR PATRONS 6 GREAT STARS.
A FAMOUS NOVEL AND SUPERB PRODUCTION
QUALITY ALL IN ONE POWERFUL PRESENTATION.

A First

Monte Carlo Madness!

LAUGHING masks to hide grim faces... Madness... It's Mardi Gras... Roulette wheels whirr through the Casino, crooning songs of Chance... High cliffs for those who lose high stakes... Red wine for those who win... To the Reckless Lady the lamp above the gambling table is her life flame... She loses like a man—but she's a woman when the stakes are love!... And that's Belle Benner's finest role!

Reckless Lady

with

BELLE BENNETT - BEN LYON - LOIS MORAN - JAMES KIRKWOOD - LOWELL SHERMAN & CHARLES MURRAY

Scenario by SADA COWAN

Directed by HOWARD HIGGIN

National Picture





Great weather
for
box-offices
when this sun
sHINES!

Motion Picture News

Volume XXXIII

ALBANY, N. Y., AND NEW YORK CITY, February 13, 1926

No. 7

Progress

TWO significant statements were made to me last week.

Because they came from a man of high executive position, long experience and sound judgment; and because they hit the very fundamentals of this business as it stands right now, I put them down here as emphatically as I can.

* * *

First, he said that producer owned theatres were not the true solution of the exhibition business.

He went further, and said this: that if a theatre or theatres were put up today, of a character, location and operation to be desired *by the public*—in other words, a number of *better seats* for the public—then such a theatre enterprise need not have a producer tie-up in order to be assured of acceptable product. It would be a preposterous thing to withhold such product and so flagrantly oppose public sentiment and public needs just because certain wires and selfish ambitions were thereby crossed within the industry. No industry can fly in the face of public welfare. That cannot and will not be permitted.

* * *

His next statement was the counter proposition to this.

Just because a theatre or theatres exist is no reason why the producer industry is bound to take care of them. If these theatres are not in the line of progress they are making their own bed and must lie in it. If better theatres are built and offer better seats to the same public, then these are the theatres that deserve and demand the industry's best support.

* * *

In other words, it is a plain matter of progress—progress with the public. If an industry, as a whole, is to keep its place in the sun,

it must keep faith with the public. The public is the determining factor of progress—not the varied and personal affairs and objectives of the people within the trade.

If the wires within the trade are so crossed as to impede progress—if, as we state, they jeopardize the building of the better seats the public wants, then these wires must be uncrossed. They will be.

If, on the other hand, better theatres can be built in any locality and are not built, then those out of date theatres have no right to demand that they be safeguarded against progress, and the industry has no right to agree to this demand.

* * *

The best theatres we have today—those that have led the march of progress and have done immeasurable good for this business—were built out of individual initiative, by men of vision, and daring. There was no assurance of product; no helpful support; but, on the contrary, loud prognostication of foolhardiness and failure.

It has been the same way with pictures. The pioneers in production—the ones laughed at and threatened—are responsible for the remarkable hold this entertainment has upon the public today.

And so it will be this year, next year and in the years to come. The men who foresee what the public wants will succeed whether the trade likes it or not, and the trade will, as always, reorganize itself to meet the lines of progress successfully established—with the public.

W. A. Johnston

MOTION PICTURE NEWS

FEBRUARY 13
1926

Vol. XXXIII
No. 7

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Room 616 Security Bldg., Hollywood,
Calif.

Speaking Editorially

GOOD news this week from Missouri: Governor Baker, under the pressure of adverse criticism, has abandoned his plan for a referendum on a ten per cent tax on amusements and tobacco. Missouri exhibitors are greatly elated.

THE foreign situation comes to the fore again in view of the testimony given by Jack Connolly, of the Hays organization, before the House Committee on Appropriations, in which Mr. Connolly pointed out that no less than sixteen countries are now centers of agitation, more or less veiled, against American pictures.

Meanwhile, our film exports are steadily mounting. In 1925, the total export footage amounted to 290,190,973 feet as compared with 237,930,085 feet in the preceding year.

THE FILM YEAR BOOK for 1926 has come from the presses, and represents the highwater mark of achievement in its field to date. The volume contains more than 800 pages. It is filled with statistical and other information which every wide-awake member of this industry needs on his desk.

The assembling of such a book is a colossal job. It has been done in splendid shape, and more impressively than ever before. Our hats off to Danny, Jack Alicote and their associates.



Frank Lloyd, producer-director for First National, with Mrs. Lloyd and their daughter Alma, met by John McCormick upon their return to Hollywood from an extended tour of the Orient. Lloyd will resume production work at First National shortly.

THE era of big pictures on Broadway continues unabated. At the Astor theatre, "The Big Parade" is in its eleventh week; "Stella Dallas," at the Apollo, in its twelfth; "The Merry Widow," at the Embassy, in its twenty-third; "Ben Hur," at the George M. Cohan, in its fifth; and "The Sea Beast," at Warners, in its third. All are unquestioned draws. "Mare Nostrum," the new Rex Ingram effort, will open shortly at the Criterion, and "La Boheme" will soon supplant "The Merry Widow." Never has Broadway seen such a large group of big pictures, of such wide appeal.

TWO important staff changes of the week: Nat Rothstein leaves F. B. O. to rejoin Universal, first to handle the campaign on "The Flaming Frontier," and then to go to Universal City as head of a production unit. In the nine years in which Mr. Rothstein has been associated with the industry he has earned a real place as a creator of distinctive, forceful advertising and exploitation.

"Buddy" Stuart has resigned from Publix Theatres to join the advertising staff of Associated Exhibitors. He is another young man who has worked hard and shown genuine results in his chosen field.

THE week's social calendar included the premiere showing of "Three Faces East" at the Plaza Hotel under the auspices of the Film Mutual Benefit Bureau, with Dr. Hugo Riesenfeld in charge of the presentation; and the annual Naked Truth Dinner of the A. M. P. A. Of these more later.

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January 13, 1926. MOTION PICTURE NEWS Vol. XXXIII, No. 7
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Louis B. Mayer looks pleased after signing Renee Adoree, hit of "The Big Parade" (Metro-Goldwyn-Mayer), to a contract calling for her services for several more years.

PICTURES AND PEOPLE

FOX DIRECTOR ON RADIO

RAOUL WALSH, Fox director, traded the megaphone for the microphone last Wednesday and spoke from radio station WJZ, New York City, on "What Price Glory?", his next production. He spoke enthusiastically of the inspiration which this story offers and of his efforts to cast the strong leadings roles, Captain Flagg, Sergeant Quirt and the girl, Charmaine. The picture, he said, will be produced with the utmost fidelity to the stage version.

"U" FAMILY GROWS

AN addition to the Universal family occurred this week when Mrs. Edward F. Todd presented the chief comedy and serial cutter with a bouncing baby girl, weighing seven and one-half pounds. Todd asserts that instead of the proverbial silver spoon in her mouth she entered the world with a pair of silver shears in one hand and a bottle of film cement in the other.

"MIDNIGHT SUN" SHINES

UNIVERSAL'S new special, "The Midnight Sun," impressed the National Board of Review so favorably this week as to exact from them one of their asterisks denoting an unusually meritorious subject. The other films to receive the honor this week were two Grantland Rice Sportlights, "Strenuous Life" and "The Great Arena," and Pathe Review No. 5.

WELCOME BACK!

AFTER an absence all too long, Theodore Roberts is back before the camera in "The Cat's Pajamas" at the Paramount Hollywood studio. He declares he is happy to be back—but no happier, we daresay, than the fans will be to welcome him back.



Thunder, the Marvel Dog, signs a contract with Alexander Panthages calling for his personal appearance with the Gotham productions, "His Master's Voice" and "The Phantom of the Forest."



Hope Hampton in a charming dress which she wears in "Colorful Fashions from Paris," the Educational-McCall Fashion reel in colors.



Doris Hill, the latest beauty to be signed by Warner Bros., who expect great things of her. She is a cousin of Eugene O'Neill, the dramatist.



Joe Fisher (left), who is First National representative in the Malay States, China, India and the Straits Settlements, snapped in Hollywood with John McCormick, in charge of West Coast production.



Six vessels in tow by the tug "Marguerite" leaving Baltimore for Norfolk, Va., where four additional schooners will be picked up for towing to Los Angeles, where they will figure in the action of "Old Ironsides" which James Cruze will direct for Paramount.



Benjamin Christiansen, the Scandinavian director, with Norma Shearer, whom he is directing in his own story, now called "The Devil's Circus" (Metro-Goldwyn-Mayer).



Inauguration dinner tendered by the Chicago Film Board of Trade to its president, J. J. Sampson, in the Bal Tabarin room of the Hotel Sherman, Chicago. This was one of the liveliest social events of Chicago's film row in some time and resulted in an enthusiastic turnout. Ralph Kettering was toastmaster and kept things moving rapidly. A splendid lineup of vaudeville acts was furnished by Dave Dubin. A handsome silver coffee set was presented to Sampson. George Dembow was chairman of the happy occasion.



Views of the new Filming Booking Office's quarters at 1560 Broadway: top row, left to right: Major H. C. S. Thomson, president and managing director; Colvin W. Brown, vice-president in charge of distribution; D. A. Poucher, treasurer; second row: Edward McNamee, sales promotion director; Al Tuchman, purchasing agent; publicity and advertising department; bottom row: art department; contract department; print and negative department.



Richard A. Rowland, general manager of First National, tendered a dinner on the eve of his return to New York from Hollywood by the stars and executives of First National on the West Coast. Many of the leading supervisors, directors and players may be easily identified in the photo.

VERA HERE AND THERE

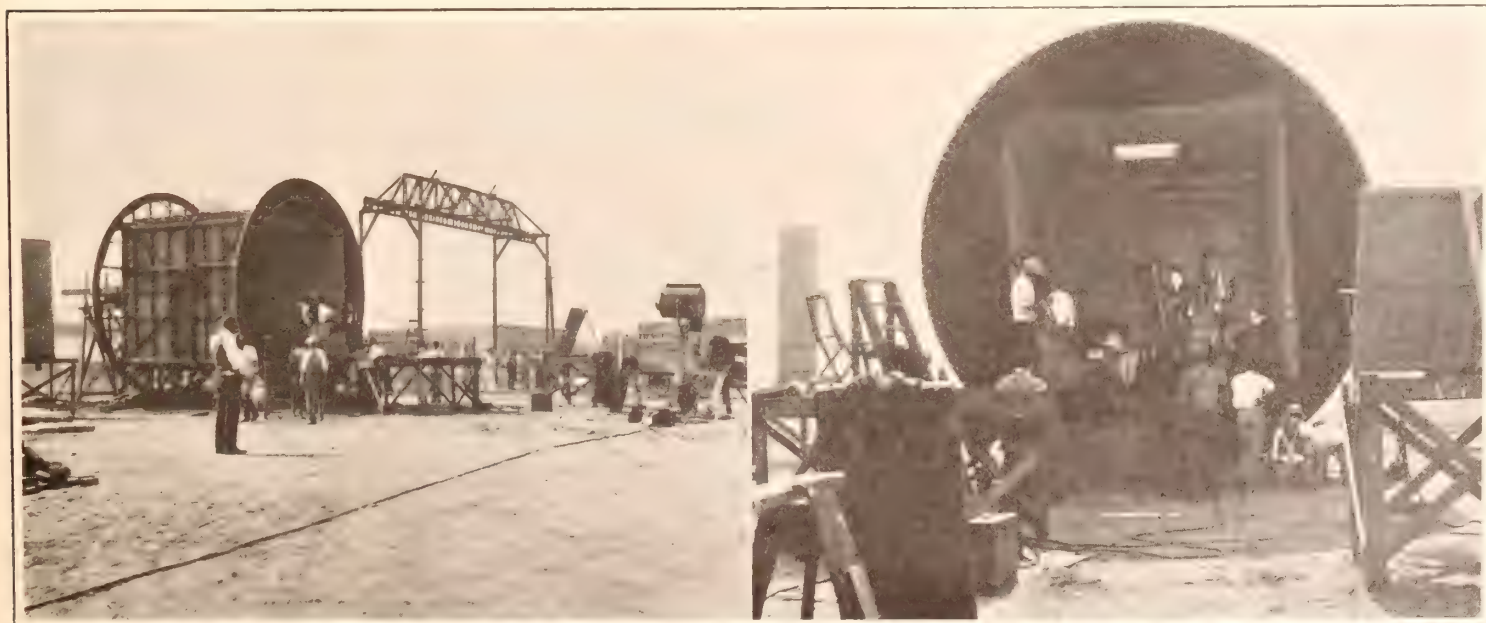
VERA STEADMAN, Christie leading lady, leaves for Palm Beach next week to be there for the national motorboat racing championships to be run off February 20th to 22nd. She will drive the Christie 151-hydroplane, "Baby Mine." . . . Mal St. Clair has returned to California, where he will direct the next Pola Negri vehicle . . . Monte Blue was at the Warner theatre, New York, the other evening for a radio talk. He picked up the phone to ask for a number, saying that he was Monte Blue. The switch-board girl at the theatre refused to believe him and he had to go upstairs and appear in person before she was convinced. That's what comes of being in the silent drama. . . . Quinn Martin, writing in Liberty, extends copious praise to "Cupid a la Carte," one of the Fox O. Henry series. He declares it one of the best subjects he has seen. . . . During the showing of "Little Annie Rooney" at the Regent theatre, Toronto, a little cripple, interested in the picture, unconsciously rose from his seat without his crutches and left them at the theatre. His name was not learned. So says Manager D. C. Brown. . . . Every sort of sport has been used to create screen climaxes except one—harness racing—and now that has been used by Fox in "The Dixie Merchant."

The scenes are said to be thrilling in the extreme. Eight Akeley cameras were used to film the action. . . . Thomas Meighan has finished work on "The New Klondike," and leaves for New Port Ritchie, Fla., with Mrs. Meighan for a brief vacation. . . . Pat Sullivan is bringing a new actor to the screen, direct from the Chinese studios—Ng Ka Py. (Don't pronounce it, just spell it.) Ng will appear in "Felix in Blunderland." He is the best known of present day Chinese dragons and Sullivan saw him frequently in China on his recent trip.

ABAS GREASEPAINT!

BAD news for the makers of greasepaint, nose putty, liners and mascara is contained in the announcement that "Sea Horses" has been filmed at the Paramount Hollywood studio without makeup, and has proved an unqualified success. None of the male members of the cast, Jack Holt, George Bancroft, William Powell or Mack Swain, used any makeup whatever. Florence Vidor used a little powder, nothing else. Superior lighting and improved photography make this possible.

Now our screen actresses will be removing makeup instead of applying it when they arrive for work at the studio.



Here's how they do those scenes in which an entire room seems to revolve. The apparatus shown in these two views was used in an unnamed Mermaid comedy for Educational, with Lige Conley and Estelle Bradley. The barrel-like contrivance, inside of which is the set, revolves on rollers in a cradle under it.



Peggy Hopkins Joyce, star of "The Skyrocket" (Associated Exhibitors) welcomes Bill Cody to the Associated studios where he will make a series of Westerns for that company.



Breaking ground for Warner Bros. Hollywood Theatre; left to right: Harry M. Warner, Mrs. and Mr. Ernst Lubitsch, J. Stuart Blackton, with the man with the shovel.



Dolores Costello, who has been promoted to stardom by Warner Bros. as a result of her splendid work in "The Sea Beast" and other recent productions.

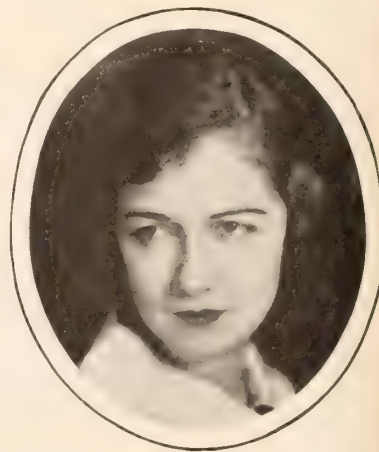


A rugged portrait of Reginald Denny, whose latest laugh feature for Universal is "What Happened to Jones," and whose succession of hits is unbroken.

A GORGEOUS TIME

GLORIA SWANSON entered the Paramount Long Island studio the other day to find awaiting her a 60-foot deep gorge backed by a mountain range and crossed by the remnants of a log bridge—and a high spirited horse waiting to take the leap across the chasm with her on his back.

This was the setting for a sequence in "The Untamed Lady," and she gamely made the leap, pursued by Lawrence Gray on another horse. All Gray had to do was fall off this horse half way across, land in a tree and fall to the bottom. The fact that a heavy mattress lay below didn't cheer him up much. Nevertheless, the daring stunt was performed as written into the script. It was at first planned to do this scene at Bear Mountain, but snow interfered. Later the company went to Pinehurst, N. C., but a mountain blizzard developed, so the gorge was reproduced on the huge upper stage of the studio, with a range of hills built to perspective in the background.



Dorothy Gish, the Inspiration star who has been signed by British National for three more pictures as a result of her splendid work in "Nell Gwyn."

"SEA BEAST" AT WANAMAKER'S

CONGRATULATIONS are being extended these days to Bert Adler for the tie-up which he arranged recently with the John Wanamaker store in New York on "The Sea Beast." A Moby Dick week was held at the noted department store, resulting in copious special advertising and displays.



Frances Lee, appearing in Bobby Vernon Christie comedies for Educational, in a pose reminiscent of Whittier's immortal poem, "The Barefoot Boy."



H. C. Weaver, president, E. C. Maxwell, scenario editor, and Peter L. Shamray, production manager, confer on plans for the Associated Exhibitors' release to follow "Hearts and Fists," which they intend to make even better, if possible.



Harry "Ginger" Spears, a member of the Educational Juvenile Harmonica orchestra, producing sweet strains of melody from a "Sax."

Seider Starts Movement for Exhibitor Harmony

Sends Envoy to Confer with Western Leaders

By OSCAR COOPER

A DETERMINED effort for internal harmony in the ranks of organized exhibitors is under way. It has been started by Joseph M. Seider, Business Manager of the Motion Picture Theatre Owners of America, with the avowed purpose of bringing the Allied group back into active work in the national organization.

The first step is the sending by Mr. Seider of a personal envoy to talk with the Western leaders.

This envoy is E. Thornton-Kelly, proprietor of the Grant-Lee theatre, Palisades, N. J., an associate director of the Jersey M. P. T. O. and active on the Arbitration Board of the Theatre Owners Chamber of Commerce of New York.

Mr. Kelly leaves for Chicago on February 9. From there he goes to Detroit; Madison and Milwaukee, Wis.; and Minneapolis. He will confer with such leaders as W. A. Steffes, head of the M. P. T. O. of the Northwest; Jack Miller, of the Illinois organization; and J. C. Ritter, H. M. Richey and other officials of Michigan.

He will also meet Fred C. Seegert, President of Wisconsin; and Solomon Levitan and Henry A. Staab, of the same organization. The indications are that they, as active and important figures in the M. P. T. O. A., will aid in furthering the harmony movement.

It was also learned this week that another prominent figure in the harmony movement is Jake Wells, of Richmond, Va. Mr. Wells stated at the meeting of the M. P. T. O. A. Administrative Committee in New York last week that he was so impressed with the work being done under the Seider regime that he would go at his personal expense to see Messrs. Steffes, Ritter and others and urge them to re-enlist their state organizations actively in the M. P. T. O. A.

This is a development of importance because of the high regard in which Mr. Wells is known to be held by the Western leaders.

The first public indication of the harmony movement was noted in the current Official Bulletin of the M. P. T. O. A. in an editorial, signed by Mr. Seider, and headed "Locarno—Why Not in the Motion Picture Industry?" This editorial said:

"A certain number of theatre owner leaders have charged politics, and simultaneously with the charge, have become inactive. Let us put it this way—instead of resigning they have become quiescent.

"The peril of theatre owners, because of the unprecedented theatre building and aggressiveness of large circuits and producer-theatre owner units, assuredly warrants the



E. Thornton-Kelly, who is going on important mission to Western Exhibitor Leaders.

dropping of all personal differences, politics, and personal ambitions, so that the theatre owners of the country may be represented by men united in thought and purpose.

"As serious as the situation is, the theatre owner still controls, because he is the buyer—or rather he could control if he would use sanely his power of purchase.

"'Show Me' has been the stumbling block of the theatre owner organizations. Everybody wanted to be shown. The leader wanted to be shown by those doing the actual work. The theatre owner wanted to be shown before he contributed toward the support of the institution functioning in his behalf. Were the theatre owner to have contributed first, he would not now find himself in the precarious position.

"In the rush for the acquisition of theatres there is no preferred list. The theatre owner who appears secure today is the victim of tomorrow.

"If the very men who are threatened will work in concert it can be executed.

"Now is the time for a Locarno in the Exhibition Branch of the Motion Picture Industry—a deferment of a Locarno will make future effort . . . too late."

In an interview with a representative of MOTION PICTURE NEWS, Mr. Seider this week declared that he was very hopeful of the success of the harmony movement.

"I think we, at national headquarters, have definitely shown results in the past few months," he added. "I announced when I took this office that I would not be a party to the playing of politics, and I meant exactly what I said. The national organization in the past has suffered from personal politics, so much so that its very existence was jeopardized. Happily, that situation is now past and done with.

"The statement by Jake Wells that he would go at his personal expense to talk with the Western leaders is highly gratifying, for one reason because he had been very skeptical that a constructive program would be pursued by the national organization. He is now convinced that we mean business, and I don't have to tell you that his judgment will have great weight with our contemporaries out West.

"Michigan, Minnesota, Illinois, Kansas and the other fine organizations in the Midwest need us, and we need them. That is the plain truth of the situation. They said that if we would show constructive results they would come back actively. In all modesty, I must say that we have done so.

"The time has come for us all to learn exactly where we stand. Those who are not actively in the M. P. T. O. A. are really out of it. We are now taking steps to bring about co-operation in fact. These leaders realize that the situations which made the formation of the M. P. T. O. A. so imperative are reaching a climax. Necessity will, I am certain, bring about the success of this harmony movement."

Conference on Contract Called by Rembusch

FRANK J. REMBUSCH, President of the Motion Picture Theatre Owners of Indiana, has sent telegrams to exhibitors throughout the country asking them to come to French Lick Springs, Indiana, Feb. 24-25 for a conference on the uniform contract exclusively.

The wire says in part: "For past fourteen months theatre owners everywhere have talked and complained about the uniform contract but done nothing. Because of past organization political differences national united action has been impossible up to this time. Buying season opens within ninety days. Unless theatre owners unite and make immediate demand for a fair contract we will be forced to continue using the same old one-sided contract."

According to Mr. Rembusch, acceptances to attend the conference have been received from H. M. Richey of the Michigan organization, W. A. Steffes of Minnesota, Fred Dolle of the Kentucky M. P. T. O., William James, president of the Ohio M. P. T. O., Charles Nathan of Peoria, Nathan Ascher of Chicago and Jack Miller of the Illinois organization.

Important Theatre Changes and Circuit Acquisitions of the Week

SUMMARIZED, the important changes in and additions to the theatre map are reported this week as follows:—

Finkelstein and Ruben—L. J. Johnson, Minneapolis architect, retained to investigate theatre sites and pass on plans for houses to be added to the circuit. Expansion plans expected to continue.

F. & R. have purchased an interest in the Sun and Grand theatres at Fairbault, Minn., from William Glaser, who continues as manager. Regent at Eveleth, Minn., bought by F. & R.

Universal—Franklin Park theatre in Dorchester district of Boston, taken over by Universal from C. H. Williams. N. Silver remains as manager.

Famous Players—Samuel Harding, president of Capitol Enterprises, Kansas City, verified report that Paramount is planning to build new theatre in St. Joseph, Mo. Capitol will be associated with Famous Players in the project.

Stanley—Tract purchased by Stanley Company in McAdoo, Pa., in coal regions, part of territory in which Comerford Circuit is entrenched.

Rothstein Rejoins Universal

Resigns Position at F. B. O.; Will Now Handle Campaign on Universal Special

NAT G. ROTHSTEIN, for the past several years in charge of advertising, publicity and exploitation for Film Booking Offices, this week announced his resignation from that company and his return to Universal Pictures Corporation, of which he was formerly advertising manager.

His immediate duties will consist of

handling all features of the promotion of "The Flaming Frontier," including advertising, exploitation and publicity.

It is understood that he will later go to Universal City to take up special work there in connection with production.

Some nine years ago Rothstein was induced by R. H. Cochrane of Universal to give up his advertising agency in Chicago and take charge of that company's advertising. His success was immediate and he rapidly established an important position for himself in the field of motion picture advertising.

He may be regarded as a pioneer in the field of intensive, sweeping exploitation campaigns, and his advertising has been forceful and individual at all times. He has also been active in the affairs of the A. M. P. A.

Universal officials feel that special productions now demand individual attention in the preparation of campaigns and it is with this thought in mind that the expert services of Nat Rothstein have been obtained. He will take up his new duties on February 8th.

Editor of "Filmwoche" in New York to Stay

S. H. Wagener, editor-in-chief of "Die Filmwoche," a Berlin film publication, has arrived to take up headquarters in New York City and will announce a permanent location shortly. He will review all Broadway showings of pictures.

He will consider press material and communications from all concerns interested in publicity in the German field. His temporary address is 341 West 51st street, New York City.



Nat. G. Rothstein, who is now with Universal Pictures Corporation.

Three Theatre Projects for Southeast

A theatre building to cost approximately \$100,000 is being promoted for Elizabeth City, N. C., by W. T. Culpepper. It will measure 84 by 116 feet and seat 1,264 persons. The site of the Hinton stables building will be used as the location. The Carolina Bank Building Company will finance the building it is said, and the playhouse will be leased to the Carolina Theatre Corporation, Inc., when it is completed. Plans were drawn by Benton and Benton, architects, Wilson, N. C.

The Statesville Inn, Statesville, N. C., will be used for the site of a theatre, to cost about \$150,000 and have a seating capacity of 1,200 persons, if the plans of the Carolina Theatre Corporation, Inc., Asheville, N. C., go through. E. D. Turner is president of the theatre company.

Another moving picture theatre is planned for Elizabeth City, N. C., also, it is reported, by the Elizabeth City Lodge of Elks, No. 856. Three trustees have been appointed on the committee to investigate the project. They are: Dr. I. Fearing, Brad Sanders and P. T. Nash.

Pennsylvania Grants New Charters

Charters of incorporation were granted to the following amusement concerns, at the Pennsylvania State Department in the Capitol at Harrisburg, in the latter part of January: Theater Lobby Display Company, \$25,000; John E. Davis, Bellevue, Ruben Soltz and Rose Soltz, Pittsburgh; Park Device Mfg. Co., Inc., Philadelphia, \$50,000; Joseph Lusse, Robert Lusse and Richard Lusse, Phila.; Lusse Bros., Phila., \$25,000; Joseph Lusse, Robert Lusse and Richard Lusse, Phila.; Edwardsville Amusement Company, Edwardsville, \$20,000; M. E. Comerford, Scranton, M. B. Comerford, Scranton and James Dikas, Edwardsville, Willows Beach Company, Oakmont, \$250,000; Emanuel Woodings, J. T. Anderson, and Paul E. Reinhold, Oakmont; The Stoneboro Park Company, Stoneboro, \$70,000; A. D. Daily, H. Q. Hines, W. B. Slater, C. B. Hines, all of Stoneboro.

Chicago Planning Six New Houses

CHICAGO is in the midst of a new theatre boom with plans developing for six new large houses in different parts of the city. A \$2,000,000 development is contemplated at Ashland and Milwaukee as soon as the Ashland Avenue widening is completed. At Ashland and Ogden and even larger development is being considered.

Another \$2,000,000 project will develop in the erection of two new houses, one on 75th street from Essex to Kingston Avenue and a second at the southeast corner of Main street and Dixie Highway, Homewood. The Homewood, costing \$65,000 and containing 1,500 seats will be designed by Loewenberg and Loewenberg. Warren B. Irons, president of the Irons-Clamage Amusement Company is to operate the new house.

Downers Grove is planning a second new theatre to be operated by Elmer Ulhorn and C. H. Dicke. It will seat 1,200, and the structure which will also contain stores and apartments, will cost \$250,000.

Sixteen Nations Propose Laws to Limit American Films

House Committee Told of Situation Abroad

AGITATION against American films, accompanied by existing or proposed legislation restricting their importation, is under way in 16 foreign nations, Jack S. Connolly, Washington representative of the Hays office, told the House committee on appropriations, speaking on behalf of the adoption of the supplemental appropriation of \$26,000 for the enlargement of the motion picture section of the Bureau of Foreign and Domestic Commerce, of which C. J. North is director.

The countries mentioned by Connolly as presenting unfavorable legislative situations were: England, France, Germany (contingent already on), Czechoslovakia, Austria (tax about to go on), Hungary

(contingent system made a law), Poland, Cuba, Australia (threatening to exclude American films), Italy, Denmark, Sweden, India, Japan, Holland and Spain.

The situation in England is quiet at the moment. Hugh D. McIntosh, leader of the anti-American agitation in Australia is due to arrive in England this week, which may stir up a new burst of feeling.

France, it is reported, will shortly increase all import duties about 30 per cent., which would include films. There has been other talk in this country of a high protective tariff on the importation of motion pictures.

Austria is about to impose a tax on imported films. The present plan calls for a tax of \$100 per subject, but it is hoped that this may be reduced to \$50. Every effort is being made in this direction at present. The reports indicate that this revenue to the state may be used to subsidize Austrian production. Reports from Vienna this week

stated that Sascha and Vita, leading Austrian companies, were resuming production in Vienna.

Hungary has passed a contingent law, providing for 20 importations for each domestic production, but latest dispatches indicated that this had not yet been put into force. At the same time, it was stated that Hungarian producers had issued a call for a meeting of European film interests in Budapest to consider ways and means of combatting American film supremacy.

New South Wales, Australia, threatens a law which would place a tax of 25 per cent. on all moneys sent overseas for the purchase of films. Since, however, the firm most heavily hit would be Australasian Films, Ltd., a purely Australian firm, this may not go into effect in the form proposed.

Agitation in other countries takes varying forms, some of it rather indefinite, but the possibility of a league of European producers, banded together for concerted action, looms up and it is obvious that the situation calls for prompt and well directed action to protect the American industry.

Numerous Plans for Filming Abroad

"Old Heidelberg," "Man Who Laughs," and Others Pending by American Firms; Lillian Gish May Appear in "Faust"

By L. C. Moen

INFORMATION obtained here and from abroad this week indicated that plans are on foot for a number of important productions to be made outside of the United States by American firms. One of the most important of these is "Old Heidelberg," which may be made in Berlin by Metro-Goldwyn-Mayer in association with Ufa under the joint deal recently entered into by those companies. "Old Heidelberg," it may be noted, has enjoyed a strong theatrical revival as "The Student Prince."

This picture will probably be directed by E. A. Dupont, German director now at Universal City. Ufa still holds an option on his services for this one picture, which will be started in July according to present plans. There is an alternative possibility that the picture may be filmed in Hollywood under Dupont's direction.

It was learned from Paris that Carl Laemmle, president of Universal, has been in conference there with the heads of the Societe Generale, which produced "The Miracles of the Wolves," regarding the production of "The Man Who Laughs" from the Victor Hugo story, "L'homme qui rit." Universal entered into negotiations last year for the joint filming of this story in Paris by the French and American companies, with Sven Gade, Lon Chaney, Mary Philbin and Ernest Torrence to be sent to France for that purpose.

According to reports from Berlin, Ufa is again negotiating to obtain the services of Lillian Gish for the role of Marguerite in "Faust." This picture has been in pro-

duction for a considerable period under the direction of F. W. Murnau, who made "The Last Laugh," with Emil Jannings in the role of Mephistopheles and Goesta Ekman as Faust.

It was definitely announced on one occasion that Miss Gish would play this role, but this failed to materialize. Now, through the recent affiliation between Ufa and M-G-M, the former company again hopes to obtain the American actress, which, it is pointed out, would materially enhance the box-office value of the film in America.

Various other plans are in the air. Columbia Pictures has announced plans for the filming of pictures in England and France, and the British representative of that company is now in New York for conferences.

Another interesting angle of this situation was pointed out in a story received this week by MOTION PICTURE NEWS from its Canadian correspondent, which indicated that production might develop in Canada as a result of the proposed British quota plan, as follows:

Details of film quota plans, the development of a moving picture industry in Canada and facts concerning far-reaching moves in the moving picture business were brought back by Raymond S. Peck, director of the Canadian Government Motion Picture Studio at Ottawa, Ontario, on his return from a series of conversations in New York City during the past week when he met important officials of both the American and British industries. Among other things, Peck announced that a definite step had been taken by a well-known British commercial

enterprise, having extensive investments in Canada, toward the erection of a large motion picture studio in the vicinity of Victoria, B. C., on Vancouver Island, for the purpose of making pictures to qualify under the proposed British film quota legislation which, he said, would undoubtedly come into force on January 1, 1927, according to direct information that he had received.

"Important developments are occurring in both the American and British film industries which may result eventually in Canada playing an important role in the great commercial drama which is now being enacted to bring British Empire-produced films to the screens of the world," Peck declared. He pointed out that, unless a cooperative plan between Great Britain and the United States is worked out, American producers would undoubtedly lose 10 per cent of their present business in the United Kingdom.

While in New York, Peck had a conference with the representative there of the British company which has set about to establish producing facilities in Canada and learned that it was the desire of this company to make a certain number of British films in Canada each year for distribution in the British Isles and other portions of the Empire, as well as making them technically good enough so that they would be acceptable in the United States and other markets. It was pointed out that there are hundreds of excellent British and Canadian-born screen players in California who would readily go to Vancouver Island for picture making under British auspices. Details of the financing of the Canadian proposition were also told Peck.

Missouri Governor Withdraws Proposed Plan for Additional Tax Bill

FACING a solid wall of opposition from exhibitors and other amusement interests, Governor Baker of Missouri has withdrawn his plan to submit a proposed constitutional amendment providing for a 10 per cent tax on all theatre and amusement admissions.

The Governor's move came as a big surprise as he had announced that he would carry the plan through and submit it to the people regardless of the committee he had called together to discuss its features. The revenue was to have been used for school purposes.

"Some people think me stubborn," the governor said, after abandoning plans for the proposed amendment, "but the reaction to this plan for establishing a permanent fund for the public schools has been so adverse that I decided to abandon the idea."

The governor's move came just as exhibitor forces of the state were discussing a merger with all allied amusements in fighting the proposed amendment and using the screens of the state to fight the measure. Baker's withdrawal of the idea is accepted as a signal victory for exhibitors.

Spoken Drama Tax Bill Loses

Senate Finance Committee Would Avoid All Discriminatory Legislation

A DETERMINATION to avoid discriminatory legislation and the difficulty of defining the various classes of spoken entertainment were responsible for the action of the Senate finance committee in eliminating from the revenue bill the House proposal to exempt from admission tax the legitimate spoken drama, it is shown by the report on the bill submitted to the Senate by the committee.

"The House bill afforded exemption from tax for the 'legitimate spoken drama,' the committee declares in its report. "The committee recommends that the tax apply to all admissions without differentiation by reason of the character of the amusement, but that the present exemption for a charge of 50 cents or less be increased to 75 cents. The increase in the amount of exemption will leave \$20,000,000 in revenue still to be derived from this source of taxation.

"In the opinion of the committee it seems unfair to afford full exemption to the 'legitimate spoken drama' and not to afford a like complete exemption to musical concerts, musical plays and similar performances of an at least equally educational and enlight-

ening character. To deny exemption to vaudeville theatres which might contain on their programs several 'legitimate spoken dramas' of less than one hour and 45 minutes duration, can not be justified. Nor can there be any defense for imposing a tax upon a drama which happens to last less than one hour and 45 minutes and to make such tax free that exceeded that time limit.

"The administrative difficulties would be numerous. Just what would fall within the designation of 'revue, burlesque or extravaganza,' and so be taxable under the House bill, the committee was unable to determine.

"In view of the Government needs for the \$20,000,000 to be derived as revenue, the committee deems it more proper to afford a reduction in the tax based upon the price paid for admission and to have the tax apply, within that limitation, to all forms of theatrical and other amusements without differentiation or discrimination."

Credit for the action of the committee, which will rebound materially to the advantage of the motion picture houses through the increase of exemption to 75 cents, goes largely to Jack S. Connolly, Washington representative of the Hays' organization.

Site Selected for F.N. Studio

New First National West Coast Studios to be Located at Burbank, Calif.; Cost \$1,500,000

A RRANGEMENTS have just been completed by Richard A. Rowland, general manager of First National for the building of a new studio at Burbank, California, the site selected costing a million and a half dollars.

The location selected is known as the Providencia Rancho and the Scott tract subdivision and covers sixty-four acres. It is just three miles from the business centre of Hollywood and adjoins the Lakeside Golf Course.

Bids are now being received for the erection of a group of buildings in a decorative manner along Moorish, Colonial or Spanish lines of architecture. There will be no delay

as it is planned to have at least some of the First National units installed in the new studios by June 1st. John McCormick, manager of West Coast production for First National states that the studio construction will be in the hands of C. P. Butler, an official of First National Production Corporation, who will have full charge from the beginning to the completion of the work. The plant will be designed to accommodate all of the First National executives, stars and others engaged on the Coast in the making of productions for the most elaborate and extensive program ever prepared by First National.

Washington, D. C. Board Names Officers

Officers of the Washington, D. C. Film Board of Trade were elected for the ensuing year on Monday, January 11. They are: Harry E. Hunter, Paramount manager, president; John Bachman, Educational manager, vice-president; Louis Bache, Producers Distributing Corporation manager, secretary and Tracy Cunningham, United Artists manager, treasurer.

The exhibitors will be represented on the arbitration committee by Harry Crandell, Harry Bernstein and J. Louis Rome, the latter from Baltimore while the exchange men will be represented by R. C. Robin, Pathe manager; Rudolph Burger, Metro-Goldwyn-Mayer manager and Robert E. Smeltzer, First National manager. Alternates for the exchangers are: Frank L. McNamee and Harry E. Hunter.

The executive secretary will be Samuel L. Boyd and his assistant is Miss Dorothy Anderson, both of whom were re-elected from the previous year.

Youth Implicates Six in St. Louis Holdup

As the result of an alleged confession of James Walsh, 18 years old, six men are held in St. Louis in connection with the attempted holdup of the Grand Central Theatre in that city. Walsh was disarmed by Manager Spyros Cardas when the former handed the manager a note in the crowded lobby at 5.10 on Sunday, January 24th. The note read: "Get into your office and don't make any noise. If you do, I'll blow your head off."

Instead of complying Cardas seized the young man's wrist and snatched a revolver from his belt. In a subsequent alleged confession, Walsh is said to have implicated six men, one of them a former policeman, in the holdup.

Albert J. Marks, manager of the Kingsland Theatre was also a holdup victim. He was seized by two men at his own home, compelled to return to the theatre and \$680 in cash was taken.

J. J. Sampson Honored at Chicago Dinner

THE inauguration dinner tendered by the Chicago Film Board of Trade to its president, J. J. Sampson, in the Bal Tabarin of the Hotel Sherman, brought out a crowd of 325 exchange men and exhibitors and was the jolliest and largest social gathering of motion picture men held in Chicago for several years.

Stunts and vaudeville acts furnished by Dave Dubin kept things lively, and Toastmaster Ralph Kettering pulled some fast ones on the crowd, and also kept the list of speakers and the length of their talks to a minimum.

During the evening a handsome silver coffee set, the gift of the Board of Trade, was presented to Mr. Sampson, who had already listened to many of the speakers pay him sincere tribute, and who had made a brief speech of thanks in return.

Credit for the great success of the dinner is largely due to George Dembow, Chicago manager of Fox, and vice-president of the Board, who was general chairman.

Marines Under Contract to M. G. M.

Fox, Wishing Troops for "What Price Glory?", Finds Devil Dogs
Tied Up on Exclusive Arrangement; Suit Threatens

METRO-GOLDWYN-MAYER, it was learned this week, has signed a contract with the Marine Corps to produce a story of Marine life, under the terms of which M-G-M is protected for a period of one year against the appearance of the Marines in any other film drama.

When Fox Film Corporation began to lay final plans for the filming of "What Price Glory," the Laurence Stallings play of Marine Corps life, it was assumed that bodies of troops would be available from the Corps for manoeuvres, as in the past. When Major-General John A. Lejeune, commandant of the Marine Corps, was approached for permission he refused, stating that he had signed a contract with Metro-Goldwyn-Mayer granting that company exclusive "motion picture rights" to the Marines for a period of one year after the completion of a film being made by that firm.

Saul E. Rogers, counsel for Fox Film, announced that the matter would be taken to court in an effort to have the contract nullified, according to *The Film Daily*, and if that move fails a further effort will be made through Secretary of the Navy Wilbur and perhaps President Coolidge.

Mr. Rogers left for Detroit on Tuesday, and could not be reached for a further statement.

Raoul Walsh, who is to direct the picture for Fox, and who came east to make final arrangements, stated merely that it would not interfere with his plans in any way and that he would proceed without delay on "What Price Glory?" next month.

Lya de Putti, German Star, Signs With F. P. L.

IT was learned in New York this week and confirmed by an announcement in Berlin that Lya de Putti, a leading German film actress, would arrive in New York about March to take up work under the Paramount banner. This, like the signing of Emil Jannings, comes as an aftermath of the Ufa-Famous-Players-Metro-Goldwyn-Mayer affiliation, Miss de Putti having appeared recently in Ufa productions, including "Variety" and "Manon Lescaut."

Announcement of the signing of the German star was made in Berlin by Ike Blumenthal, general representative of Famous Players in Europe. It was previously announced that Morris Gest had placed her under contract and would bring her to America, but this was apparently in error.

Miss de Putti is of Hungarian birth and is one of the most remarkable personalities in the ranks of European players.

Major-General Lejeune, according to Washington dispatches, maintains that he was entirely within his rights and will stand by the contract. News weeklies and others may photograph the Marines, as before, whenever they please, but the troops will be ordered out for special manoeuvres only for Metro-Goldwyn-Mayer, according to the contract.

Various reports stated that Fox had entered a complaint with Will Hays, but it was stated at the Hays office that this had

not yet been received, and that while the matter would undoubtedly come up in the regular routine of affairs, no special action was known of at the present moment.

It was learned at Metro-Goldwyn-Mayer that the picture involved in the contract is now in production at San Diego, Calif., under the working title, "Tell It to the Marines." George Hill is directing and Mary Brian, borrowed by Famous Players, is a member of the cast. The story is based on a scenario by Col. Greecy of the Marine Corps.

Major Edward M. Bowes, vice-president of M-G-M, expressed surprise at the agitation which had arisen, and stated that there was nothing unusual about the arrangement.

"We had an identical arrangement in the case of 'The Midshipman,' made at Annapolis," he said. "Major-General Lejeune saw that picture, as well as 'The Big Parade,' and felt that we could do excellent justice to a picture featuring the Marines, which he wished made to give publicity to that branch of the service."

"Since we were willing to make this picture without cost to the government and at our own expense, he felt that it was only fair that we should be granted protection against the making of any similar picture for a reasonable period and the one-year contract was signed. I am sure that anyone who knows Major-General Lejeune knows that he did not sign without being certain that he was acting within his authority, and that he is a man of his word."

While it could not be learned definitely at First National, it is generally understood that that company was protected by a one-year clause in the making of "Classmates," much of which was taken at West Point.

Will Stage Publix Shows on Coast

J. A. Partington Producing Unit Acts for Los Angeles and Frisco
Houses Pending Completion of Coast-to-Coast Circuit

PENDING the completion of a coast to coast circuit for presentation acts of the Publix Theatres Corporation, shows similar to those being produced in the east by John Murray Anderson and others, will be staged in Los Angeles for Publix theatres there and in San Francisco by J. A. Partington, San Francisco theatre man according to a report from the coast. Mr. Partington will remove his activities from San Francisco and establish himself in Los Angeles soon.

This move coupled with a report from Kansas City quoting Frank Newman as declaring that "anything might happen" when asked if he had returned there to resume management of the Newman and Royal theatres which he leased to Paramount last year, gave rise to reports that Partington was going to Los Angeles to replace Newman as head of the Publix houses there. This, however, was denied by the Publix organization heads in New York, who stated that Partington's activities in Los Angeles will be confined exclusively to the production of presentations and will not partake of theatre management in that city. Several rumors regarding Newman's

Universal Leases Colony Theatre, New York

R. H. COCHRANE of Universal this week announced that that company had taken a six months' lease on the B. S. Moss Colony theatre on Broadway, New York City. The lease includes control of management, booking and advertising, and takes effect the coming Sunday, February 7th.

The opening bill will be "What Happened to Jones," it is stated.

future activities, current in Kansas City since his return there a short time ago, remain unsupported by any definite statements by Mr. Newman or the Publix offices in New York.

According to present plans the Publix organization expects eventually to have a circuit which will permit the routing of acts from the east to the west coast without over-long jumps from one city to another. The completion of such arrangements, however, will consume a year or more and

during the interim presentations for the Publix houses on the west coast will be starred in Los Angeles and play over a limited circuit in that section.

The productions will offer on a somewhat more elaborate scale the type of entertainment which Partington has been staging for some time at theatres of the Rothchild chain in San Francisco, the Imperial, California, Granada and Coliseum, now affiliated with the Publix organization.

While he will devote much of his time to producing, Mr. Partington will continue to take an active part in the direction of these San Francisco houses, in which he is interested. It is probable that Mr. Partington will become associated with production of presentations Publix headquarters in the east when the coast to coast circuit is organized.

It was reported at the time that the Publix company would establish permanent producing headquarters on the Pacific Coast and in other sections and that the acts after playing local houses would be interchanged with those staged in the east. This, however, was denied by the Publix officials in New York.

Queen Marie of Roumania to Write Screen Stories for M-G-M

QUEEN MARIE of Roumania has turned motion picture author. Louis B. Mayer, vice-president of Metro-Goldwyn-Mayer, announced this week that the celebrated royal author is to write an original story for screen production by M-G-M and has also signed contracts by which all her previously written novels, stories and plays are to be available for production by that organization.

Queen Marie is to write an original play for immediate production by Metro-Goldwyn-Mayer and the contract gives them an exclusive option on any additional story material by her. Queen Marie is a granddaughter of Queen Victoria of England and daughter of the Duke of Brunswick. She is the mother of Prince Carol who recently attracted international notice through renunciation of his rights to the throne.

Title and details of Queen Marie's first photoplay will be announced soon, Mr. Mayer said.

Hays Praises Casting Bureau

Extras Will be Benefited Without Necessity of Paying Commission

"A GREAT thing for good actors and of no earthly use to bad actors," is the way Will H. Hays, president of the Motion Picture Producers and Distributors of America, described the Free Casting Bureau which has just been opened in Hollywood by the Motion Picture Producers of California, Inc.

Hays is back from a trip to Los Angeles on business which included the formal opening of the casting bureau.

"This bureau is operated by the producing organizations and eliminates commissions as high as 10% that all extra people were forced to pay in the past to agencies," said Mr. Hays. "This means that if a producing company uses a thousand extras on one particular day and pays them ten dollars each, the extras each get ten dollars, instead of nine, and the thousand dollar commission goes to the workers, not to the agents."

"The Free Casting Bureau recognizes only competent extra people and makes every effort to see that they get enough work so that they may live comfortably. This plan eliminates the extra who was not a

real part of the motion picture industry. The California state officials and the Actors Equity Association have cooperated fully.

"This Free Casting Bureau is only one of the many fine things that the California producers are doing to improve conditions on the coast."

"All of us in the industry are entitled to real satisfaction at the progress the studios are making. We are surely seeing a new day in production with a tremendous increase in the number of really great pictures and an enormous rise in the standard of all pictures. I am convinced too that we have seen only the start of the movement. Production is on a new basis."

"In my trip across the United States and back I met many persons who reflect accurately the attitude of the public toward our industry. All thinking people are our friends. They know of course that we are sincere and that we are delivering week in and week out the kind of entertainment that is satisfying and which proves completely our ability to move to still finer things."

Independents Organize Further

President Chadwick Will Inaugurate I. M. P. A. Auxiliary on West Coast

AT the regular monthly meeting of Independent Motion Picture Association of America held in New York last week it was decided to organize immediately the independent producers on the west coast. I. E. Chadwick, president of the association, will inaugurate the movement on the coast. The New York meeting was presided over by Frederick H. Elliott in the absence of the president and vice-presidents of the organization.

President Chadwick has made tentative plans for the meeting on the coast which will be called within the next ten days. He will have the assistance of several of the Independent Association's executives who are already on the coast, including Sam Sax of Lumas Film Corporation, M. H. Hoffman of Tiffany Productions and Harry Cohn of Columbia Pictures Corporation.

The association has recommended to the

executive committee a classification of the producer-distributor members and as a result of this action it is anticipated that at least fifteen companies will take advantage of the opportunity to affiliate with the I. M. P. A., which is composed of independent producers, distributors and exchanges.

The association approved of a short animated trailer to be attached to all independent productions and several of the company executives present stated that they had given instructions to have this trailer attached to their releases in the future.

Oscar Neufeld, of Philadelphia, chairman of the contract committee announced that he would call a meeting of his committee to be held in New York on Saturday, February 6th at which time conferences are to be arranged with representatives of other organizations interested in the adoption of a standard equitable exhibition contract.

Beach & Krahn Plan New House at Oakland, Cal.

Beach & Krahn, Inc., of Oakland, have plans and specifications for a new quarter of a million dollar theatre investment in Oakland at College and Claremont Avenue. It will be known as the "Senator" theatre and will seat 1800 people. The new theatre will be of modernized Italian architecture with an entirely new interior design of decoration. There will be six stores and ten offices in the building in addition to the theatre. One of the largest stages of any theatre in the Bay district will be a feature. It will be 40 feet in depth and 100 feet in width, fully equipped to accommodate grand opera and spectacular productions. In connection with the theatre there will be a large auto parking service. J. Albert Marshall of College Avenue, Oakland, is the architect and Maury I. Diggs will be in charge of construction work. The new theatre is part of an extensive expansion program of the Beach & Krahn Theatres, Inc., which is being financed by their own corporation with but a limited amount of stock offered for sale.

Child Admission Bill Up in Albany

Assemblyman Charles A. Freiberg of Buffalo introduced his bill on Tuesday of this week, in the New York State Legislature, which pertains to the admission of unaccompanied children between the ages of 10 and 16 years to motion picture theatres in New York state outside of the metropolis.

In connection with its introduction Mr. Freiberg said that the bill had the approval of the police department of Buffalo, as well as the president of the Board of Education of that city and the judges of the children's and city courts of Buffalo.

Wanger, Buchowetzki and Schulberg in N. Y.

Walter Wanger, general manager of the production department of Famous Players; B. P. Schulberg, associate producer on the West Coast, and Dimitri Buchowetzki, director, arrived in New York Monday from Hollywood.

Schulberg remained in New York but two days, returning to the Coast on Wednesday. Wanger returned East after two busy weeks at the West Coast studios. Buchowetzki is in New York to seek material for his next Paramount picture.

Screen Advertisers to Convene in South

THE annual convention of the Screen Advertisers Association will be held this year in New Orleans on February 11th, 12th and 13th. A special train carrying the delegates headed by President Douglas D. Rothacker in scheduled to leave Chicago February 9th as a part of the Panama Limited on the Illinois Central.

The screen Advertisers Association is a department of the Associated Advertising Clubs, made up of manufacturers, buyers and users of motion pictures for industrial and educational purposes. Douglas D. Rothacker is serving his fifth term as president of the association since its reorganization at Milwaukee.

Public Now On Trial, Declares Lasky

Producers Are Willing to Make Artistic Films, He Says. But Audiences Must Support Them; Cites Failures

THE public can have just as good motion picture as it wants, but it must support them, declared Jesse L. Lasky, vice-president of Famous Players-Lasky, speaking before the eleventh annual luncheon of the National Board of Review last Saturday at the Waldorf-Astoria, New York City. He later amplified these remarks to a representative of the News.

"The public is on trial," he said. "There is no question of the producer's willingness to make just as fine and artistic pictures as the public wants, but the public must do its part and support such films—which it has failed to do in the past in any great measure.

"Scarcely a day passes but what some director, writer or player in our organization comes to my office with an idea for a picture with originality and artistry. We make them as often as we can afford to—but we have a board of directors and stockholders, and our first duty to them is to make pictures that will make money."

Due to the fact, he said, that "Peter Pan" and "A Kiss For Cinderella" had been made successful only with the greatest of difficulty, it has been practically decided upon to abandon plans for the Christmas special planned for next year from an original story by J. M. Barrie.

"We would like to make a picture especially for the children each Christmas," he explained, "but the support has been disappointing and we can hardly continue the practice.

"It is not alone these pictures which have failed to find the public support which they deserved. Such artistic masterpieces of artistry and subtlety as "The Cabinet of Dr. Caligari," "The Last Laugh," "Beggar on Horseback," "The Bluebird" and many others have failed to meet with widespread approval. They were what we call critics' pictures but the public failed to agree with the critics.

Films Important Factor in Southern Countries

ACCORDING to officials of the Pan American Union, motion pictures are one of the most important factors in promoting friendly relations between the United States and the South and Central American nations, and in developing American commerce in those countries. The showing of American products, it is stated, has done much to create a demand for furniture, automobiles and the like.

The Union urged care, however, in the portrayal on the screen of characters from these countries, stating that great improvement had been made in this direction. The wish was expressed that South Americans might see more films acquainting them with the beauties of their own countries, it being felt that an interchange of such films among these countries might promote internal harmony to the south of us.

News reels, it was stated, were one of the most valuable factors, since they showed American life exactly as it is, uncolored by the demands of screen drama.

"47 Workshop" Turns to Photoplays

PHOTOPLAY production has at last seriously engaged the attention of the "47 Workshop" at Harvard, which has developed a number of successful writers. The American Historical Film Club is ready to shoot its first scenario with the camera.

At present arrangements are being completed by which certain of the plays written by "47 Workshop" members and now Broadway successes, will become available for screen production. Daniel J. Horgan is president of the American Historical Film Company, Rolin J. Dixon, vice-president and James P. Munroe, treasurer.

In January, 1925, negotiations were opened with many of the "47 Workshop" alumni to induce them to attempt in a professional manner the production of photoplays. These negotiations will bear fruit in the near future.

"A picture of sophistication and subtlety finds an audience, to be sure, but it is not a large enough audience to repay the tremendous investment which a modern film involves. Remember that we must back up our desire to make an artistic picture with two or three hundred thousand dollars of our own money, which calls for far more courage than to merely say that pictures should be better.

"It is only the artistic pictures which also have had spectacular elements that made it possible to sell them to the public that have succeeded at the box-office, such as "Ten Commandments" and "The Covered Wagon." The smaller, intimate screen drama of sophistication cannot yet attract a profitable number of patrons.

"William Allen White is absolutely right in his contentions regarding pictures, as long as he speaks for himself—but he makes the mistake of assuming that there are enough persons like himself to make pictures profitable. When he assumes that his tastes are those of the public, he is mistaken."

Another difficulty pointed out by Lasky at the luncheon was the fact that picture producers are largely dependent upon the stage and printed fiction for their stories, and that more than half of the plays and novels were unfit to see or read, much less picturize.

He insisted, however, that he was by no means pessimistic regarding the future. Public taste, he feels, is certain to improve gradually through the occasional production of unusual merit.

Lasky's contention regarding current fiction was strikingly borne out by a letter which he received this week from R. B. Alexander of the Woman's Home Companion. Referring to Lasky's statements on contemporary novels, he said in part:

"In our case, we need but look at the average newstand to realize that many publishers are accepting the easiest route to quick returns and are feeding our young American minds with great gobs of salacious fiction and brazen yarns calculated to

do nothing but fire the mind and stir the emotions."

Another speaker at the National Board of Review luncheon was Milton Sills, who made a plea for more culture in the motion picture, and urged training schools for scenarists. Other speakers were Mae Murray, John C. Flinn, Dr. A. A. Brill of Columbia university and Dr. George W. Kirehwey. More than 1,200 persons were in attendance.

United Studios - Paramount Deal Completed

The final details of the deal by which United Studios became the property of Paramount were concluded last week with the signing over of the plant by M. C. Levee and R. W. Allison representing United Studios to the buyers, represented by Frank James, attorney.

Plans for the transfer of filming operations from the present Lasky Studio on Vine Street to the new home of Paramount pictures on Melrose Avenue are continuing under the supervision of Hector Turnbull and B. P. Schulberg, Associate Producers, aided by Milton E. Hoffman, executive manager.

Sanders to Book Publix Theatres Acts

Publix Theatres Corporation has engaged the services of Earl P. Sanders to represent them as booker of acts playing some of the Publix theatres. Mr. Sanders has had fifteen years experience in this line of work, having been associated with the Orpheum Circuit and with the William Morris Agency for many years. His office will be at 1520 Broadway.

North Carolina Urges Production Center

THE annual Midwinter banquet of the North Carolina Theatre Owners was held last Wednesday evening at the Selwyn Hotel in Charlotte with 150 exhibitors, theatre owners and film exchange men in attendance. The inauguration of motion picture production in North Carolina was strongly urged, with Charlotte and Asheville suggested as the most likely production centers.

Among the speakers of the evening were F. Alton Abbott of Charlotte, secretary of the association; R. D. Craver of Charlotte, recently resigned president; C. O. Kuester, business manager of the Chamber of Commerce; E. F. Dardine, manager of Universal exchange; Mrs. J. A. Parham, president of the Better Films Committee; Percy Wells of Wilmington, past president of the association; J. E. Estridge, of Gastonia; C. W. Tillet, Jr., attorney of the organization; C. I. Gresham, of Mooresville; W. J. Allen of North Wilkesboro; Nat Royster of the Broadway Theatre and Miss Dorothy Kenney of New York, representative of the Hays organization.

Barbara La Marr Dies at 29

End Comes at Altadena After Actress
Was Apparently on Road to Recovery

BARBARA LA MARR, screen star, died on Saturday afternoon, January 30, in Altadena, Calif., as the result of complications following a nervous breakdown. Her condition had been much improved recently and it was believed that she was well along the road to restored health. She suffered a sudden relapse on Saturday and died about an hour later.

The first serious breakdown came during the filming of "The Girl from the Montmartre," but she recovered sufficiently to return to the studio to complete that picture, after which a complete rest was ordered.

The body was to lie in state for three days in Los Angeles this week, to be followed by simple funeral services on Friday, conducted by a Christian Science reader. Burial was to be made in Hollywood cemetery, where a mausoleum will be erected as a monument to the actress.

Shortly before her death she made arrangements for the rearing of her three-year-old adopted son, Donald. He was adopted in Dallas, Texas, more than two years ago, and has been cared for during recent weeks by Mrs. Tom Gallery (Zasu Pitts).

Miss La Marr, who was 29 years of age, rose to screen fame in an incredibly short time. She was on the stage from childhood, in vaudeville and stock and as a dancer. She

became a scenario writer for Fox, but her unusual type of beauty soon led to her appearance before the camera.

Douglas Fairbanks selected her for the role of Milady in "The Three Musketeers," where her appealing beauty won instant notice. Rex Ingram cast her for important roles in "The Prisoner of Zenda" and "Trifling Women," which further added to her popularity. She was given featured roles in "Quincy Adams Sawyer," "The Hero," "The Eternal City," "Strangers of the Night," "St. Elmo," "Thy Name is Woman," "The Shooting of Dan McGrew," and many others.

She had by this time established herself so definitely with the public as the leading portrayer of "siren" roles that her stardom was a logical sequel. She was accordingly placed under a stellar contract and made "The White Moth," "Sandra," "The Heart of a Siren," and "The White Monkey."

Her last role was in "The Girl from Montmartre," first known as "Spanish Love" and changed to the present title. She was in poor health at the commencement of this picture and the strain proved too great, resulting in the breakdown which led to her death.

Her passing robs the screen of one of its most individual players and one who contributed to it several roles not likely to be soon forgotten.

Ginsberg, Kann in Partnership

Will Distribute Pictures on Independent
Market in America and Abroad

A NEW partnership for the distribution of pictures on the independent market in this country and abroad has been formed by Henry Ginsberg and

George E. Kann, both long and favorably known in the picture industry.

Kann for the past twelve years has been identified with the foreign market. He was for many years identified with Universal and with Goldwyn in charge of foreign sales. For the past two years he has been a member of the Simmonds-Kann Enterprises, Inc., foreign distributors.

Ginsberg is widely known as an independent distributor. The Henry Ginsberg Corporation has grown rapidly in the year of its existence in the marketing of product in the state right field.

According to the announcement, the new company will be one of the most thoroughly organized selling combinations in the field. The contracts of the Henry Ginsberg Distributing Corporation for the handling of Banner and Royal productions will be taken over by the new concern. The association of the two men will bring about a change in the name of the company. The organization will hereafter be known as the Henry Ginsberg-George E. Kann Distributing Corporation.

Additional plans for the expansion of the firm's business are under way.

Stralem Elected to Finance Committee of Paramount

Casimir I. Stralem, a member of the firm of Hallgarten & Company, has been elected a director and member of the finance committee of Famous Players-Lasky Corporation to succeed Maurice Wertheim, resigned.

King Meighan Signed By Columbia

COLUMBIA PICTURES has signed King Meighan, brother of Tom, to a starring contract and he will leave immediately for the west



King Meighan

coast to start work immediately in the first picture in which he ever appeared. It is likely this will be "Sweet Rosie O'Grady," one of the early releases for next season.

Young Meighan is a product of

Pittsburgh and his sole experience in the picture industry has been in the selling end of the game. He is younger than Tom, has an abundance of personality and good looks and has always wanted to appear on the screen.

Further than the announcement that he will probably be one of the stars of "Sweet Rosie O'Grady," nothing has been announced for the future for Meighan. Stories are now being selected for him as well as a number of candidates to act as his leading lady.

Mullin Made Maintenance Chief for Publix

M. J. Mullin has been appointed Supervisor of Maintenance of the Publix Theatres Corporation, with headquarters in New York. His department will handle all of the supplies, equipment, advertising accessories, etc., used in the maintenance of the theatres of he corporation throughout the country. Plans for the department involve the establishing of warehouses at convenient points throughout the country, such as are now maintained in Atlanta and Dallas.

Mullin has been in Atlanta for the past seven years, the last three of which he has been in charge of the warehouse of the theatre division of Famous Players-Lasky Corporation. Previously he acted in the same capacity for S. A. Lynch Enterprises, Inc.

Safe Crackers Loot San Francisco House

Safe-crackers, using an acetylene torch with much skill burned their way into a large steel safe in the Alexandria Theatre, one of San Frisco's largest residential houses, early January 25th and got away with \$1500. Appropriating a velvet portiere from the theatre lobby, the burglars hung it across a hall to screen the brightness of their flame from the street.

Minneapolis Board Takes Up Fire Case

The Minneapolis arbitration board has taken under advisement the case of Film Booking Offices against the Gem theater at Inkster, N. D., in which a film destroyed by fire figures. The fire started in an adjoining building and razed the theater. The film was lost. The exhibitor pointed out that he could not obtain any insurance on prints except for fire which starts in the theater booth.



George E. Kann, now in partnership with Henry Ginsberg in Henry Ginsberg-George Kann Distributing Company.

"U" Fixes Full Production Schedule

Announces Greater White List With Jewels and Specials for Release During the 1926-27 Season

SIMULTANEOUSLY with the return of Carl Laemmle from Europe this week, Universal announces its full production schedule for the season of 1926-27. The Greater White List is a schedule of Jewels and special productions.

In addition to the several super-pictures such as "The Flaming Frontier," "The Midnight Sun," "Uncle Tom's Cabin," "Gulliver's Travels" and "Les Miserables" Universal plans the release of five or six special Reginald Denny pictures to be marketed separately, twenty-eight Universal Jewels, twenty-four Blue Streak westerns and a lengthy schedule of serials and short subjects.

The first Denny production will be "Be-ware of Widows."

Universal will start the year with "Poker Faces" starring Edward Everett Horton and Laura La Plante. The second release will be "The Old Soak" adapted from the play by Don Marquis. The release date is set for September 12th.

The Hoot Gibson production, "The Texas Streak" is scheduled for release September 26th. Seven Gibson pictures will be released during the season in the following order: "The Prairie King," November 14th; "The Buckaroo Kid," January 2nd; "Riding Like Fury," February 13th; "A Hero on Horseback," April 3rd; "The Silent Rider," May 15th, and "Ace High," July 11th.

In October of this year Universal will release two Jewel pictures, "The Star Maker" starring Mary Philbin and "Perch of the Devil," a King Baggot production with Mae Busch and Pat O'Malley.

Two more Jewels will be released in November. They are "The Ice Flood" and the Hoot Gibson picture, "The Prairie King." The former will be directed by James O. Spearing.

New Bill Asks Repeal of Admission Tax

REPPEAL of the taxes on admissions and dues in their entirety is sought in an amendment to the pending revenue bill which has been introduced by Senator Pat Harrison of Mississippi, and for the adoption of which he will press while the bill is before the Senate.

The Senate on January 29 began its consideration of the amendments to the House bill made by the finance committee, but because of the controversy which has raged over the admission tax let those provisions go over until a later date.

December will see three Universal Jewels released. They will be "The Whole Town's Talking," "Prisoners of the Storm" and "The Big Night." The first, to be released December 5th will be an Edward Laemmle Production.

"Prisoners of the Storm" to be released December 19th, is a Lynn Reynolds Production starring House Peters.

"The Big Night," for release the day after Christmas, will be a Laura La Plante starring vehicle.

In addition to the Gibson picture "The Buckaroo Kid," Universal's January (1927) releases will include the Universal Jewel "The Runaway Express," With Jack Daugherty.

In February, 1927, Universal will release three Jewels, the Hoot Gibson picture "Riding Like Fury," and "The Mystery Club" and "Butterflies in the Rain." "The Mystery Club" will be a Herbert Blache production.

"Butterflies in the Rain" in which Laura La Plante is starred, will be a screen drama adapted from the story of that name from the pen of Andrew Soutar.

In March, there will be three more Universal Jewels, "Too Many Women," "Brides Will be Brides," and "Taxi Taxi." "Too Many Women" will be used as a starring vehicle for Norman Kerry, with May McAvoy, probably, in the co-featured role. "Brides Will Be Brides" is another Laura La Plante picture. "Taxi Taxi" will be adapted from the Saturday Evening Post story from the pen of George Weston.

The April list of Jewels will include, besides "A Hero on Horseback," the Gibson picture, two other pictures, "Another Woman's Life" and "Down the Stretch." The first an anonymous story will be used as a starring vehicle for Mary Philbin. "Down the Stretch," will be a Jewel adaptation of John Taintor Foote's racing story "Blister Jones."

The May Jewel list will include "Spangles," "Take It From Me" and the Gibson picture "The Silent Rider." "Spangles" will be an Edward Sloman Production with a special cast. "Take It From Me" will be based on the musical comedy success of that name by William Johnston, Sunday Editor of the New York World.

In June, Universal will release the following Jewels, "A Savage in Silks," "The Love Thrill" and "The Big Gun." "A Savage in Silks" will be made as a Laura La Plante picture.

"The Love Thrill" probably will be another Laura La Plante picture.

"The Big Gun" will be a Norman Kerry picture, directed by Edward Sedgwick.

The Hoot Gibson picture "Ace High," set for July 11th release, marks the final Jewel in Universal's 1926-1927 Greater Movie List.

Abrams Appoints District Managers

Six Assignments Made in Reorganization and Reshaping of United Artists Sales Staff

ANOTHER step in reorganizing and reshaping the sales force of United Artists Corporation is announced this week by Hiram Abrams, president of the corporation.

Not content with zoning the United States into three territories, each under the immediate direction of a divisional general sales manager, Mr. Abrams now announces the appointment of six district managers whose work lies in effecting an intensive field supervision in their respective districts. Each of these men has had a thorough training in United Artists Corporation selling methods. The new district managers and their territories are as follows:

Kenneth Hodgkinson, supervising the San Francisco, Seattle, Los Angeles, Denver and Salt Lake City branch offices.

W. F. Seymour, Pittsburgh, Washington, Atlanta and Dallas branches.

Morris Safier, Chicago, Cleveland, Cincinnati, Indianapolis and Detroit branches.

T. Y. Henry, Kansas City, St. Louis, Omaha and Minneapolis branches.

Penn. Censor Chairman Back From Coast

HARRY L. KNAPP, chairman of the Pennsylvania State Board of Motion Picture Censors, has returned from Los Angeles and Hollywood. He made the trip to escort home Mrs. Knapp, who has been visiting in the West for several months. Knapp made a general tour of studios and conferred with several producers on the censorship situation in the East. In speaking recently of the general trend of pictures during 1925, Mr. Knapp said that there had been a noticeable and substantial rise in the quality and caliber of the pictures being produced during the last year.

Henry T. Scully, Boston, New Haven and Portland branches.

Jack Von Tilzer, New York, Philadelphia

and Buffalo branches.

Hodkinson and Seymour will work under the direction of Paul N. Lazarus, general sales manager for the southern and western division; Safier and Henry under Cresson E. Smith, general sales manager for the mid-west division and Scully and Von Tilzer will report direct to Moxley A. Hill, general sales manager for the eastern division.

"This sales force formation gives United Artists Corporation an intensive selling organization both in the Home Office and in the field," said Mr. Abrams.

Minnesota City Declares for Sunday Shows

Montevideo, Minn., has again declared for Sunday shows. The majority was 223 of the 1,535 votes cast. Two years ago the vote stood 200 in favor of Sunday theatres.

Many Attend M.P.T.O. Session

Administrative Committee Devotes Much Time to Consideration of Contracts

So important was the schedule of business for the Administrative Committee of the Motion Picture Theatre Owners of America that many directors from all parts of the country were in attendance at these sessions at National Headquarters, 745 Seventh Avenue, New York, when they started on the morning of January 26th and closed on the evening of January 27th. Those present included: A. Julian Brylawski, Washington, D. C., Fulton Brylawski, Washington, D. C., Sydney S. Cohen, Joseph M. Seider, New York, Jake Wells, Virginia, Harry Davis and M. J. O'Toole, Pennsylvania, Jack Harwood, Ohio; and Tommy Goldberg of Maryland.

To the contract situation alone, the Committee devoted fully five hours. This executive body instructed the Committee on Contract and Arbitration to obtain a reduction in the number of days for which the distributor has to accept a contract because of the rapid facilities afforded by the air mail. The Administrative unit also condemned the tax clause as offered by Mr. Hays, because of its form and language.

The Contract Committee was further instructed to insist upon a change in the percentage clause which would provide for a definite amount being paid by the exhibitor in the event the exhibitor does not like a percentage picture.

The Contract Committee's stand for a provision for a specific amount to reimburse the theatre owner in the event a distributor does not deliver a percentage picture, was also approved by the executive heads of the national organization.

The selection of a designation of playdates' clause as presented by Joseph M. Seider, in his capacity as Chairman of the Contract Committee, was unanimously endorsed.

The Administrative Committee authorized President R. F. Woodhull to appoint committees for the National Convention in Los Angeles in June. The social end of the convention had been left in the hands of National Director Glenn Harper.

A suggestion that the M.P.T.O.A. organize sub-headquarters throughout the country was referred to the Business Manager. At the same time Mr. Seider was authorized to notify State Presidents that Harry Sigmond of the Tax Free Music Bureau has arranged a schedule when he will visit their organizations and acquaint them with the value of tax free music in connection with their campaign against the amendments to the copyright law. The music tax subject was also gone into at length at this meeting by Fulton Brylawski, national attorney.

Dupont Here to Direct for 'U'

German Producer to Start Work Soon at Universal City; Has Novel Plans

E. A. DUPONT, one of Europe's leading motion picture directors, arrived in New York on Wednesday of last week and proceeded to Universal City on

Monday to take up a megaphone as Universal's newest director under a three-year contract. His first picture has not yet been decided upon, but may be based on a story which Dupont is now writing.

Dupont's most recent production in Germany was "Variety," which it is understood Paramount will handle here.

The director's career has been a colorful one, closely bound up with the motion picture industry. Some 17 years ago, when he was but 17 years of age, he began the first film department on a European publication (and perhaps the first anywhere in the world). This was on the well known German daily, the Berliner Zeitung.

For nine years Dupont was a film critic and editor, frequently rather outspoken in his comments on current productions. Finally a producer, irritated at these frank criticisms, said: "Well, if you know so much more about making pictures than I do, let's see you make one for us." "All right," Dupont responded, "I will." He did, and his first picture was a success, eclipsing other productions of this company. From that time on he devoted himself to writing and directing, doing the scripts for his own pictures.

Two years ago, dissatisfied with conditions in the German film industry, he gave up directing and bought a combination picture house and music hall in Mannheim. His experiences at this theatre, and his contacts with performers, were the basis of many of the incidents in "Variety," which Dupont



E. A. Dupont, German director who has arrived in America to direct for Universal. (Ufa Photo).

Governor and Mayor To Attend Dinner

THE Sixth Annual Dinner Dance of the Theatre Owners Chamber of Commerce, which will be held at the Hotel Astor on Friday evening, February 12th, will be attended by both Governor Alfred E. Smith and Mayor James J. Walker. This announcement has been made officially by Charles L. O'Reilly, head of the exhibitors' organization.

In addition to the Governor and the Mayor, practically all heads of the City departments, as well as the judiciary divisions, will be present at the function.

The Sixth Annual Dinner Dance will be the largest ever arranged by the members of the Theatre Owners Chamber of Commerce, as a concerted effort is being made to establish a fund for the acquisition of a new club house.

Vincent Lopez will personally appear at the head of his Casa Lopez Orchestra which he plans to augment for the occasion.

adapted from Felix Hollaender's story, "Der Eid des Stefan Huller."

Dupont is an exponent of the realistic photodrama, as opposed to the fantastic elements frequently seen in European productions. His desire is to make, not European productions in Hollywood, but American productions which will combine the best in American technique and taste with ideas acquired in his European experience. He hopes, first of all, to meet the requirements of the American box-office in full measure, and believes that a picture should above all appeal to a sufficiently wide taste to be commercially successful. He would like, in his first picture here, to present something of the impressions of America received by a foreigner upon his arrival.

He will probably direct two pictures between now and July, at which time he will probably make one more picture for Ufa. His contract with Universal was not to go into effect until 1927, but through arrangements made in Berlin recently by Carl Laemmle this was advanced to this year.

David Cooper to Build at Carlisle, Pa.

Construction work on a new theatre for Carlisle, Pa., will be started on April 1 by David Cooper, on a plot on West High Street, near Pitt, opposite the Orpheum theatre which he operates. The new structure will cost \$100,000, in addition to the cost of the plot for which Mr. Cooper paid \$60,000. The new picture house, which will be equipped with a stage so that it can be used for vaudeville also, will be two stories high and built of brick or concrete, and will have a seating capacity of 1,200, including 400 balcony seats and 800 on the main floor. The plot has a frontage of 55 feet and extends back 240 feet to Church Alley. The plan is to preserve the present building on the front of the property, including office and store rooms and apartments, and to erect the theatre at the rear, with a long lobby extending to the front.

Mr. Cooper has been engaged successfully in the theatre business in Carlisle for about seven years. It is not decided whether he will continue in operation of the Orpheum theatre after the new theatre is erected. It is expected to be completed in the Fall.

Notables Attend Funeral of Senator Harris

GOV. PINCHOT of Pennsylvania, Mayor James J. Walker of New York City, and officials, legislators and prominent citizens of his home state attended the funeral of State Senator John P. Harris held in Pittsburgh on January 30.



Senator John P. Harris

Senator Harris, as noted last week, died suddenly in the Capitol at Harrisburg while attending a committee hearing. He was the owner of the Harris Amusement Companies, and a director of the Harry Davis Enterprises, with theatres in five states. He was a brother-in-law of Harry Davis.

Gov. Pinchot issued a public statement in which he paid high tribute to Senator Harris.

New Charters Granted to Many Companies

Motion picture companies incorporating in New York state during the past week included the following, the name of the company, amount of capitalization and the names of the directors being given as follows:

Production-Display Studio, Inc., capitalization not stated, Colby Harriman, Meyer Machlis, Horace Sragow, New York city; Spur Amusement Corporation, capitalization not stated, Richard Hildreth, Rose Batkin, William Kessler, New York city; Brandon Brothers, Inc., \$20,000, Walter Lee Brandon, Fred G. Miller, Stella Berthoff, New York city; Whitfields Productions, Inc., \$10,000, Meyer, Charles and Aaron Kurz, New York city.

Rosereb Amusement Corporation, \$10,000, Morris and Rose Goodman, Brooklyn; Samuel Dtrausberg, Brooklyn; 235 West 46th Street Co., Inc., \$2,000, J. H. Mayer, Frances Ascher, Samuel Gilbert, New York city; Stanhope-Bimberg Productions, Inc., \$15,000, Frederick Stanhope, Paul Minskoff, A. J. Bimberg, New York city; The Masque of Venice, Inc., capitalization not stated; J. F. Wharton, O. Gustafson, D. L. Whitney, New York; Fitzer-Kenmore, Syracuse, \$50,000, Mitchell, Rae and Max Fitzer, Syracuse.

Crystal Palace Theatre, Inc., \$100,000, Charles Oishei, B. C. Colegrove, James Quider, Buffalo; High Tide Producing Corporation, \$20,000, M. J. Reilly, S. T. Nicholson, K. E. Heimbürger, New York; Shelter Producing Company, Inc., \$600, Barry Macollum, Therese Hynes New York; H. C. Ford, Rutherford, N. J.; Henry M. Hobart Productions, capitalization not stated, M. L. Lesser, H. M. Hobart, Sally Budd, New York.

Barry Curran Resigns From Columbia

Barry Curran, formerly Director of Publicity and Advertising for Columbia Pictures, has resigned from this organization, and will announce his new connection with one of the largest producers in the industry in the near future.

Greta Garbo in Title Role of "The Temptress"

Greta Garbo, Swedish actress, will have the title role in Cosmopolitan's production of "The Temptress," which will be a Metro-Goldwyn-Mayer release directed by Mauritz Stiller. This will be Miss Garbo's second American role. She is now working in "Ibenez' Torrent." Antonio Moreno will be Miss Garbo's leading man in "The Temptress." Both stories were adapted by Dorothy Farnum.

Chadwick Schedules Two Pictures for Release

"The Count of Luxembourg," the film adaptation of the Franz Lehar operetta which features George Walsh in an all-star cast was scheduled for release on February first, and "The Transcontinental Limited," a railroad special, will be released on February 15. The adaptation for "The Count of Luxembourg" was made by John F. Natteford and Arthur Gregor and the last named directed the production.

Rothacker Directors Name Officers

AT recent meetings of the Boards of Directors of the Rothacker Film Manufacturing Company held in Chicago and the Rothacker-Aller Laboratories held in Hollywood, officers were re-elected for 1926.

The following were named by the Rothacker Film Manufacturing Company; Watterson R. Rothacker, President; Douglas D. Rothacker, Vice-President; C. E. Pain, Jr., Treasurer; John G. Hahn, Secretary; John Mammoser, Assistant Treasurer; E. H. Seifert, Secretary.

The Rothacker-Aller Laboratories re-elected the following: Watterson R. Rothacker, President; Joseph Aller, Vice-President; Wesley Smith, Secretary-Treasurer.

Jersey "Blue Laws" Due to Pass Out

SOME of the drastic New Jersey "Blue Laws," adopted 127 years ago, seem destined to pass out of existence with the present session of the State Legislature. The Senate of the Legislature has adopted a resolution appointing a commission to investigate them in preparation for their repeal. This resolution is being backed by theatrical, motion picture and other liberal interests of the state.

PN-9 and Two of Crew to Be in "Non-Stop Flight"

Skiles Ralph Rose, navigation pilot, and Otto G. Stantz, chief radio operator, two of the five men who made the famous hop to Hawaii last summer in the attempt of the U. S. Navy to cross the Pacific by air, will appear in "The Non-Stop Flight," the Emory Johnson production for F. B. O. and the seaplane, the PN19, in which the flight was made has also been loaned to Johnson for the production by the Naval Department.

Julian Solomon has Joined Columbia Pictures

Julian M. Solomon, who handled the publicity and advertising campaign on National Laugh Month, has been engaged as director of publicity, advertising and exploitation by Columbia Pictures Corporation.

Solomon has been in the picture business for eleven years and at one time or another has been an exhibitor, publicity man for distributors and has handled exploitation campaigns for exhibitors.

Sanford Sells Foreign Rights on Picture

F. M. Sanford, head of Sanford productions, Los Angeles, announced before his departure for the Coast this week that he had sold all the foreign rights on "El Pasado" (The Past) to Richmond Pictures.

"The Past" is the first of a series of eight melodramas or society dramas which Sanford will make for the coming season for state rights release.

Oklahoma City Leads Sales Drive

WITH but a week remaining of the First National Month Sales Drive, Oklahoma City was leading the branches of the organization for first place, with four others in close competition for second. With the contest under way ten weeks, the present leader had held that position since the start of the second week. The four branches competing for second and third places are but a few points apart in the following order: New Jersey, Washington, Dallas and San Francisco.

The cash prizes to be awarded the personnel of the three leading branches totals more than \$5,000. The prizes will be awarded all employees in the successful branches from the manager down to the office boy.

Motion Picture News Booking Guide

"We use the reviews in the News a great deal, and the Guide is, of course, a great help as an index. It is useful in other ways also. Please continue it."

C. H. Gardner,
Pine Hills Theatre,
Albany, New York.

Jersey Considers Overseating

Seider Recommendation Approved for Preparation of Legislative Measure

A NUMBER of matters of considerable importance were decided upon or discussed at the meeting last week of the Board of Directors of the Motion Picture Theatre Owners of New Jersey. Upon the recommendation of President Joseph M. Seider, the directors authorized the organization's legislative committee to take definite action in regard to theatre encroachments and overseating in small towns.

Instructions were given to prepare a measure for presentation before the legislature which would amend the state building code. According to the outline of President Seider the amendment would require towns under 10,000 to issue all licenses for prospective theatres in their jurisdiction. In addition it would require the approval of these licenses by common councils, and also the granting of a public hearing upon the request of any citizen.

Among other activities of the meeting, National President Woodhull's request for the state to turn down the tax clause proposed by the Hays organization, was unanimously acceded to by the twenty-nine theatre owners present.

A committee, composed of Messrs. Samuel-

son, Unger and Gold, was appointed to appear before the State Insurance Rating Board with Mr. Stallings, an insurance expert, who addressed the meeting on the subject of reducing the basic rate of insurance. This same committee met the following day in Trenton, on the power rate situation, with the Public Service Commission. Aaron Dawes, special counsel for the organization was also in attendance at that meeting.

Instead of being feted this time, National President Woodhull was host of the New Jersey Theatre Owners in a joint capacity with I. A. Roth. Among the 29 New Jersey exhibitors present were: Joseph M. Seider, Chas. Hildinger, Peter Adams, Joseph Bernstein, Leon Rosenblatt, William Keegan, S. S. Samuelson, R. F. Woodhull, Benjamin Schindler, I. M. Hirshblond, Leo Juskowitz, William C. Hunt, I. A. Roth, Jacob Fox, J. L. Unger, Lee Newbury, E. Thornton Kelly, and Louis Gold.

The honor guests of the Morristown meeting were: State Senator Frank Abel, E. Bertram Mott, County Clerk, and F. M. Lottum, Secretary of the Local Chamber of Commerce.

Naked Truth Dinner All Set

Capacity Attendance Assured Annual Affair at Hotel Astor Saturday

ALL plans have been completed and a capacity attendance is assured the annual Naked Truth Dinner, entertainment and dance to be held at the Hotel Astor in New York City on Saturday night of this week. Stars film executives and privates in the ranks will be there in large numbers and indications are it will be the most successful event of the kind ever held by the Association of Motion Picture Advertisers.

Nat G. Rothstein will serve as Master of Ceremonies, and assisting him as guest conductor of wise cracks will be Texas Guinan, Broadway favorite and wise cracker supreme. The latter volunteered her services for the occasion when urged by the dinner and entertainment committee.

Rothstein and Miss Guinan will have an extremely busy evening as no one of importance in the industry will escape their jibes and jests. It is safe to say that not a picture star in New York City will be

absent from the ceremonies. Also in attendance will be the twelve immortals, the leaders of the motion picture game.

It was at first announced that two orchestras would render the music for the dancing. These, however, have been supplemented by an additional one. With three of the leading musical dispensing organizations of Broadway, dancing will continue throughout most of the night.

Among the regular features of these annual affairs is the showing of the burlesque news reel, which this year promises to surpass all others. This reel was prepared by Vic Shapiro and is said to be even better than those of the past.

Indications are that the dinner will be a complete sell-out. Charlie Einfeld, who has had charge of the ticket sale reports that but few of the pastboards are now available and that they will be going at a premium before the curtain rings up Saturday night.

Film Export Increase Large

Preliminary Figures Show Additional Footage for All Countries in 1925

ACCORDING to preliminary figures just issued by the Department of Commerce, American exports of positive films for 1925 reached a total of 225,656,151 linear feet at an invoice value of \$6,787,687, while exports of negatives were 9,929,643 linear feet valued at \$1,893,058.

As compared with 1924, exports of the former, which were 170,347,342 linear feet valued at \$6,081,917 and 8,100,264 linear

feet of the latter at a value of \$1,419,859, the year 1925 has shown a striking gain in our foreign trade in motion picture films.

In 1924 Europe took from the United States about 60,000,000 feet of negatives and positives combined. In 1925 this figure exceeded 86,000,000 feet. Latin America to which in 1924 we sent about 47,500,000 feet received about 63,500,000 feet in 1925. The Far East with about 45,000,000 feet of films

Jersey Owners Protest Arbitration Plan

AT the meeting of the Board of Directors of the Motion Picture Theatre Owners of New Jersey held last week a resolution was adopted accepting the report of the National Contract and Arbitration Committee and protesting against the proposed tax clause in the exhibition contract.

The resolution in part, also reads: "THAT the Motion Picture Theatre Owners of New Jersey will resist with every means within their command any efforts to compel theatre owners in the State of New Jersey to arbitrate film contracts unless the Motion Picture Theatre Owners of New Jersey are granted their just right to appoint the exhibitor arbitrators on the Joint Board of Arbitration to arbitrate disputes in which New Jersey theatre owners are parties."

in 1924 increased this total to 53,500,000 in 1925. While figures for 1925 covering Africa and the Near East are not complete as yet, there is every reason to believe that a satisfying gain has been recorded here as well.

With regard to individual markets, the United Kingdom continues to head as it always has in the past. The figures here show about 36,500,000 feet—a gain of above 10,000,000 feet over 1924. Australia with just under 24,500,000 feet has displaced Canada for second place. This betters Australia's 1924 total by about 6,000,000 feet. Canada as indicated went to third place, even though her total of 23,000,000 feet topped 1924 by nearly 4,000,000 feet. One of the most startling gains recorded was the 20,000,000 foot total from the Argentine—a gain of more than 7,000,000 feet over 1924—which put her in fourth place. France is fifth with a 5,000,000 foot gain over 1924, her total for 1925 being 14,500,000 feet.

Our next five markets in that order are Brazil, Japan, Mexico, Germany the Straits Settlements. Of these Brazil's 2,000,000 foot gain brought her up over Japan, which stood sixth in 1924. Brazil's total was 10,500,000 feet and Japan's a little over 9,000,000 feet, the Japanese figure being a decline of about half a million feet from 1924. Mexico's eighth place total of 7,500,000 feet and Germany in ninth place despite of her "contingent" system, took just over 2,000,000 feet more in 1925 than in 1924, the figures here being 6,500,000 feet against a trifle under 4,500,000 feet.

Exports from the United States of motion picture films sensitized but not exposed amounted in 1925 to 74,605,179 linear feet valued at \$1,585,529 as compared with 59,482,479 linear feet valued at \$1,261,087 for 1924.

Up State N. Y. Houses Feel Coal Shortage

On account of the present scarcity of coal in central and northern New York, many of the motion picture houses are rather hard put these days in an effort to keep their theatres as comfortable as possible, with the least outlay of coal or its substitute. One Troy house is using wood in its furnace while others have been forced to submit to the use of soft coal.

The motion picture exchanges in Albany are also in need of coal and several are already using soft coal or coke.

Dorothy Phillips Signs With M-G-M

DOROTHY PHILLIPS, film favorite long in retirement is to return to the screen in the near future. She has been signed to a long term contract by Metro-Goldwyn-Mayer. Miss Phillips, star of both stage and screen is the wife of the late producing-director, Allen Holubar. She retired from the screen on the death of her husband.

It was while appearing in New York in the stage production of "Everywoman" that Miss Phillips met Allen Holubar, who played King Love in the same play. Later she was featured on the stage in such successes as "Mary James' Pa." When Holubar later left Universal for First National Miss Phillips went with him and was starred in his productions.

Tuttle to Direct Florenz Ziegfeld Production

Frank Tuttle has been selected by Jesse L. Lasky to direct "Glorifying the American Girl" for Paramount. Plans for the immediate production of this big picture have been going ahead steadily and Florenz Ziegfeld will return shortly from Palm Beach to take personal charge of the whole affair. The story was written by Rex Beach and the production will be supervised by Townsend Martin. Arrangements have been completed to have many of the Ziegfeld stars and beauties appear in the picture.

Vincent Lopez at Brooklyn Strand February 20

Vincent Lopez and his Augmented Orchestra has been booked for the Brooklyn Mark Strand by Managing Director Edward L. Hyman for the week beginning Saturday, February 20. Hyman has also increased his ballet corps to fourteen dancers in accordance with the theatre's policy of bigger shows during 1926.

Lopez and his orchestra are featured as the stage attraction this week at the Strand in New York.

F. B. O. Directors Named for Specials

J. I. Schnitzer, vice-president in charge of production for F. B. O. announces the retention of two directors to finish the eleventh and twelfth, last two of the Gold Bond specials which topped the F. B. O. schedule for the current season. Harmon Weight will direct Laura Jean Libbey's "A Poor Girl's Romance," and James Hogan will handle "The Isle of Retribution," based on a novel by Edeson Marshall.

Douglas Gilmore Renews M-G-M Contract

Metro-Goldwyn-Mayer have renewed the contract of Douglas Gilmore, who has been under contract with the company for the past few months, appearing in such successes as "Sally, Irene and Mary" and "Dance Madness." The renewal comes as a reward for his excellent work in the past.

Warners List Three for Month

"The Night Cry," "The Cave Man" and "The Man Upstairs" are Announced for Release

WARNER BROTHERS will release three productions during February featuring stars and prominent players of the Warner stock company. The titles are "The Night Cry," "The Cave Man," and "The Man Upstairs."

"The Night Cry," starring the canine actor Rin-Tin-Tin was directed by Herman Raymaker and the locale of the story is laid in the sheeping raising section of Nevada. June Marlowe plays the human lead supported by John Harron, Gayne Whitman, Heinie Conklin, Don Alvarado and Mary Louise Miller. The story was written Phillip Klein and Edward Meagher.

"The Cave Man," in which Matt Moore and Marie Prevost are co-starred, shows Moore in the role of a brawny coal heaver, who is exploited by a society woman. This story by Gilette Burgess was directed by Lewis Milestone and the supporting cast comprises John Patrick, Myrna Loy, Phyllis Haver and Hedda Hopper.

"The Man Upstairs," a mystery story adapted from Earl Derr Biggers' "The Agony Column" has Monte Blue and Dorothy Devore in the featured roles with John Roche and Heinie Conklin in support. Roy Del Ruth directed from a scenario by E. T. Lowe, Jr.

All Anchor Product for Rayart

Contract Between Johnston and Schlank Gives Rayart Distribution of Anchor Product

AFTER several weeks of negotiation between Morris R. Schlank, for Anchor Film Distributors and W. Ray Johnston, president of Rayart Pictures, a deal has been arranged whereby Rayart secures the distribution of thirty-six Anchor productions now in work or recently completed.

The productions involved are: Eight melodramatic westerns starring Al Hoxie, of which four are completed, one is in work and three are to be made; a series of railroad melodramas, starring Helen Holmes, four of which are ready for release, a fifth

is going into production and others are to follow. A series of eight out-of-doors classics, starring Bob Reeves, four of which are finished and four remain to be started.

Rayart under the new contract also acquires a series of Bobby Ray Comedies, known as Radiant Comedies, of which five are completed and seven remain to be made at intervals of thirty days each.

J. P. MacGowan is director-general and supervises production of all of the Holmes-Hoxie-Reeves units which are being produced at the California Studios.

M. G. M. to Release 2 in March

"Beverly of Graustark" and "Monte Carlo" are Scheduled for Exhibitors

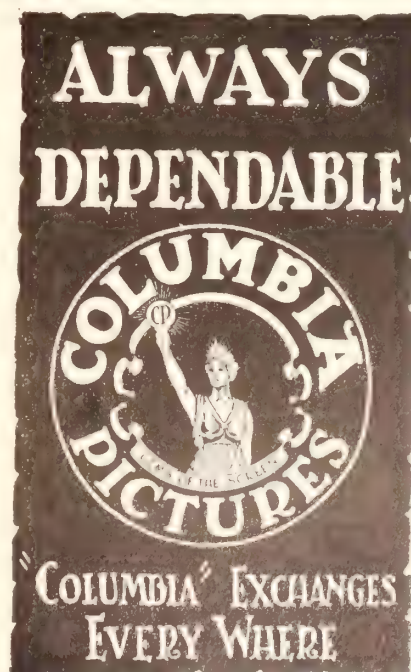
THE two productions to be released by Metro-Goldwyn-Mayer during the month of March will be "Beverly of Graustark," starring Marion Davies, and "Monte Carlo." The former is a Cosmopolitan production directed by Sidney Franklin, and the latter, written by Carey Wilson, was directed by Christy Cabanne.

"Beverly of Graustark" was adapted from the George Barr McCutcheon novel by Agnes Christine Johnson. Antonio Moreno plays the male lead opposite Miss Davies, while others in the cast are Creighton Hale, Roy D'Arcy, Albert Grau, Max Barwyn, Paulette Duval and Charles Clary.

Lew Cody has the featured role of Tony in "Monte Carlo," with Gertrude Olmstead playing opposite him. She has the part of an American girl, Sally, in this satirical comedy depicting the drolleries of Americans at the great European gambling capitol. Roy D'Arcy, Harry Meyers, Karl Dane, Caesare Gravina, Trixie Friganza, Zasu Pitts, Andrey Lancy, Arthur Hoyt, and Gene Borden make up the balance of the cast.

These two pictures are announced as worthy successors to those Metro-Goldwyn-Mayer have released since the beginning of the year; "Soul Mates," "Mike," "Dance Madness," "The Auction Block," "Ibanez' Torrent," "The Devil's Circus," "The Barrier," and the two pictures released in legiti-

mate theatres, "La Boheme," starring Lillian Gish and John Gilbert, and Rex Ingram's "Mare Nostrum," filmed in Europe with Alice Terry and Antonio Moreno in the leading roles.





Highlights of the Universal production of "My Old Dutch."

Casting Big Problem with Fox

Suggestions Urged Naming Actors to Portray Difficult David Warfield Roles

HAVING acquired an abundance of valuable play and story material for production for next season, Fox Film Corporation is now in considerable of a quandary as to who will fill many of the difficult roles. Just at present a nation-wide questionnaire is out asking suggestions regarding a David Warfield of the screen for such characterizations as "The Music Master," "The Auctioneer" and "The Return of Peter Grimm," all of which were made famous by Warfield on the speaking stage.

Many suggestions have been received by Fox mentioning Joseph Schildkraut for the

character role in these plays, but the ideas of people everywhere in America will be welcomed.

Another problem which Fox is facing is the selection of players for the roles of Captain Flagg and Quirt in the production of "What Price Glory." Raoul Walsh, who has been chosen to direct this dramatic success, is in New York from the coast to cast the players.

Casting of the three modern matrons who have scored so heavily in the current Broadway success, "The Cradle Snatchers," is also being considered. Hap Hogan, the fight manager, and Chick Cowan, the scrapper in "Is Zat So?" also offer problems for the Fox casting directors.

To find players who will give highly satisfactory screen interpretations to the difficult roles of the Clyde Fitch play "The City," is a task of sizable proportions. There are also a number of important selections to be made for the screen presentation of A. S. M. Hutchinson's latest novel, "One Increasing Purpose," to be produced by Fox next season.

Swedish Star to Play in Universal Pictures

Enar Hanson, Swedish stage and screen actor, has been placed under a five year contract by Universal. His first assignment will be as leading man in "The Big Night" starring Laura La Plante which Mel Brown will direct. Hanson is twenty-three, a native of Stockholm and a graduate of Polytechnic University there. He appeared on the stage in Sweden and Denmark for six years either as leading man or star.

According to present plans he will be starred after a brief training into the technical end of American productions.

De Luxe Acquires American Feature Film Exchange

Sam Stiefel and Oscar Neufeld, of the De Luxe Exchange, Philadelphia, recently made an outright purchase of the American Feature Film Exchange from Bob Lynch, general manager in this territory for Metro-Goldwyn, who operated the American Feature Film as a separate and independent organization. The acquisition of the American Feature releases makes De Luxe one of the two largest independent distributing organizations in the East.

By the absorption of American, De Luxe gets practically forty new feature pictures, three serials and two series of short reels, besides the comedies. The old American quarters have been vacated and the product will be distributed from the De Luxe office.

Georgia Hale Given Lead in "Rainmaker"

Georgia Hale who was recently placed under a long term contract by Paramount has been selected to play the leading feminine role in "The Rainmaker." The picture is an adaptation of Gerald Beaumont's Red Book story, "Heaven Bent." William Collier, Jr. has previously been assigned the leading male role. Clarence Badger will direct.

Fiction Writer is Signed for M-G-M

Metro-Goldwyn-Mayer have signed George Ridgeway to a contract as scenarist and continuity writer. He will work on the adaptation of famous novels, write continuities and act in an editorial advisory capacity. He may also adapt his own original stories, including some that have been published in the leading periodicals.

Vital Incorporated in New England

Vital Exchanges of New England, Inc., has been incorporated with capital of \$50,000. The incorporators are Henry G. Segal, Brookline, Mass., May C. Berman and Lillian Yacker, Boston.

Exploitation Contest Returns Arriving

EXHIBITOR returns from all parts of the country are coming in fast in the First National Month exploitation contest for the \$2,000 in cash prizes to be awarded. The complete campaigns will be judged on the basis of the best newspaper advertising, publicity stories, stunts, program matter, lobby displays, ballyhoos, presentations and their contribution to the success of First National Month.

Effectiveness of display, originality, attractiveness and ingenuity of design, and the showmanship revealed in each effort will be the chief considerations in determining the best. The judges should receive photos of stunts and other data properly captioned, together with a complete story of the exhibitor's exploitation efforts throughout First National Month.

All exhibits must be received by the Contest Editor, First National Pictures, Inc., 383 Madison Avenue, New York City, not later than midnight, February 21st, 1926.

Thalberg in New York for Conferences

FOLLOWING a series of conferences with Louis B. Mayer, head of the Metro-Goldwyn-Mayer studios, Irving G. Thalberg, associate executive, is due in New York this week. He is accompanied by King Vidor and John Gilbert. Thalberg brought East with him the most ambitious producing plans for the coming season in the history of the studio and he will confer with Marcus Loew and Nicholas M. Schenck in this connection.

He will remain in New York for three weeks or more and will view with John Gilbert and King Vidor the premiere of "La Boheme," Lillian Gish's new picture, in the production of which the three were associated. They will also see "The Big Parade" and "Ben Hur" which are enjoying sensational runs on Broadway.

En route to New York Thalberg and Vidor worked on the script of the forthcoming production in which Gilbert will be starred.

Warner Bros. Busy With New Productions

IN an effort to clean up the 1925-26 schedule of productions Warner Brothers completed three productions this week and started four more on their way to completion. Those pictures which were finished this week are "The Sap," featuring Kenneth Harlan, "The Little Irish Girl," Dolores Costello's first starring vehicle, and "The Honeymoon Express," starring Dorothy Devore. "Why Girls Go Back Home," with Patsy Ruth Miller featured, Rintin-Tin's new picture "Hero of the Big Snows," "Silken Shackles," in which Irene Rich is starred and "Hell Bent for Heaven," which J. Stuart Blackton is producing are the four productions which have been put in work.

Walter Anthony to Title "Don Juan"

Walter Anthony has been engaged by Warner Brothers to write the titles for "Don Juan," John Barrymore's next starring vehicle. Director Alan Crosland and Film Editor Harold McCord are now cutting and editing the film.

Among other activities on the Warner lot last week was the loaning of four players to other companies. Matt Moore goes to Fox to appear in a picture to be directed by Frank Borzage; Kenneth Harlan will appear in a Universal picture directed by James Spearing; Helene Costello is to play the lead to Raymond Griffith for Famous, and Louise Fazenda will be seen in the featured role in "The Old Soak" for Universal.

George Marion, Jr., has finished titling "Other Women's Husbands," in which Monte Blue and Marie Prevost will be seen together again.

Gotham Starts "Hearts and Spangles"

With the arrival of Sam Sax on the coast Gotham Productions started work on "Hearts and Spangles" with Wanda Hawley in the leading role of a circus rider. This is the tenth of the Gotham pictures for the present season. It is being supervised by Renaud Hoffman and directed by Frank O'Connor. Robert Gordon plays opposite Miss Hawley.

Associated Names New St. Louis Manager

Associated Exhibitors has appointed Nat E. Steinberg manager of the St. Louis branch. For the past two years he was vice-president of Columbia Pictures Corporation and previous to that he was assistant manager to Barney Rosenthal when the latter was in charge of the Universal branch in St. Louis.

Mong Added to "Brooding Eyes" Cast

William V. Mong will have the role of a crook in support of Lionel Barrymore in "Brooding Eyes," a Banner picture now in production on the west coast for release through Henry Ginsberg. Edward Le Saint is directing. Others in the supporting cast are Montague Love, John Miljan and Lucien Littlefield.

Six by Paramount in February

Releases Will Inaugurate Program for Spring and Summer Months

PARAMOUNT will launch its Spring and Summer program with the release of six pictures during the month of February. They are "The Wanderer," "The Grand Duchess and the Waiter," "The Song and Dance Man," "The Vanishing American," "Behind the Front" and "Moana." Four of these attractions are listed among the company's ten long run specials for the new season. They are, "The Wanderer," "The Grand Duchess and the Waiter," "The Song and Dance Man" and "The Vanishing American."

"The Wanderer" is a Biblical story which held the screen for several months at the Criterion Theatre in New York. In the cast are Greta Nissen, William Collier, Jr., Ernest Torrence, Wallace Beery, Kathlyn Williams and Tyrone Powers. The picture was released generally on February 1st. It was directed by Raoul Walsh.

Adolphe Menjou and Florence Vidor have the leading roles in "The Grand Duchess and the Waiter," which is scheduled for release February 8th. This production was made under the direction of Malcolm St. Clair.

"The Song and Dance Man" will also be released February 8th. The story by George M. Cohan is of back-stage Broadway life and was made under the direction of Herbert Brenon. Featured in the cast are Besie Love, Tom Moore and Harrison Ford.

Zane Grey's "The Vanishing American" will reach the screen on February 15th. It has already enjoyed successful showings in New York and San Francisco. Lucien Hubbard adapted the screen play from the Grey story and George B. Seitz directed. The featured players are Richard Dix, Lois Wilson and Noah Beery.

"Behind the Front," a comedy narrative of the war is scheduled for release February 22nd. Wallace Beery and Raymond Hatton are the featured players and Eduard Sutherland directed.

Another release of February 22nd will be Robert Flaherty's production of "Moana," a romance of life and love in the South Seas. Flaherty was responsible for "Nanook of the North," the most successful of the many northern pictures.

Warners Move Division Heads

Sam Morris Makes Three New Assignments in Reorganization of Company's Sales Staff

SAM E. MORRIS, general manager of distribution for Warner Brothers returned from Chicago to New York during the week and announced three important changes in division managers to strengthen the sales force.

Lloyd Willis, who has been serving as manager of the Eastern Central division has been brought to New York and will hereafter be General Home Office representative, acting for the home office in contact with the field representatives and exhibitors all over the country.

Herbert Elder, who has been in charge of the Eastern Southern division has been moved into Willis' place in the Eastern Central division and will have charge of the territory embracing Cleveland, Pittsburgh, Detroit, Indianapolis and Cincinnati.

The vacancy caused by the transfer of Elder has been filled by the promotion of C. C. Ezell, who has been Western Southern division manager. With the Southern divisions combined, Ezell has been placed in charge of the entire south, embracing the territories of Oklahoma City, Dallas, New Orleans, Atlanta and Charlotte.

All three of the men affected by the promotions are recognized in the industry as solid executives of long experience and with contacts particularly valuable in the territories to which they have been assigned. The changes were made by Mr. Morris after a conference at the home office with the men who had been brought in for the opening of "The Sea Beast" in New York.

Mr. Morris, who has been responsible for building up the Warner Bros. sales force during the past year into a high-powered working organization, also called a meeting of the Chicago division while in that city and for the first time outlined just what

Warner Bros. had in store on their coming season's program.

Columbia Acquires "Sweet Rosie O'Grady"

Columbia Pictures Corporation has purchased screen rights to Maude Nugent's popular old song hit "Sweet Rosie O'Grady" and it will be produced for release with next year's group. This is the second picture to be announced by the company for next year, the first being, "Poor Girls," from the pen of Guy de Maupassant and the stage play of the same name by Charles Frohman.

The continuity for "Sweet Rosie O'Grady" is now being prepared. Both productions will be made at the west coast studios of Columbia under the supervision of Harry Cohn. The cast and directors are now being chosen.

Production of "Sandy" Begun by Beaumont

PRODUCTION of "Sandy," the story which has run in serial form in more than one hundred newspapers throughout the country, has been started by director Harry Beaumont with Madge Bellamy playing the role of "Sandy." The star has been forced to "bob" her hair to live up to her part in the picture. Leslie Fenton, Gloria Hope, Harrison Ford, Bardson Bard, David Torrence, Lillian Leighton, Charles Farrel, Joan Standing and others will appear in the supporting cast of this Fox production, the continuity of which was prepared by Eve Unsell.



Scenes from the Bernarr McFadden True Story picture "Wives at Auction" in which Edna Murphy is featured.

F. B. O. Plans March Releases

Four Features and a Variety of Short Subjects are Included in Program

FOUR feature pictures and a varied assortment of short subjects are on the release schedule of F. B. O. for the month of March. The features are "The Non-Stop Flight," "The Arizona Streak," "Secret Orders" and "The Night Patrol."

"The Night Patrol" is an Emory Johnson production dramatizing the now historic flight of last Summer from San Francisco to Hawaii. Two of the heroic birdmen who made the flight will enact their same roles in the picture. They are Ralph Rose, aviation pilot and Otis G. Stantz, chief radio

operator. The production is now being filmed at San Diego with the cooperation of the Navy department.

"The Arizona Streak" is a western drama starring Tom Tyler. Tyler's gang, including Frankie Darro, a pony and the dog, Beans, will again be seen with him.

Evelyn Brent will be the star of the melodrama, "Secret Orders." The supporting cast and director have not yet been announced. Richard Talmadge is the star of "The Night Patrol," in which he will be supported by Mary Carr, Rose Blossom, Josef Swickard and Grace Darmond.

"It's a Buoy!" and "Read 'Em and Leap," No. 2 and 3 of the "Fighting Hearts" series, starring Alberta Vaughn, which Ralph Ceder is directing from the original stories of Sam Hellman, well known humorist, are among the short subject releases. Larry Kent, Al Cooke, Kit Guard and Grant Withers support Alberta. This will be Miss Vaughn's last series. She will, at its conclusion, be launched as a star in full length feature productions.

Two Bray cartoons, as yet untitled, will be shown during March, as well as "A Beauty Parlor," a Standard Fat Man comedy and "A Fraternity Mix-Up," a Blue Ribbon two-reeler.

Dix to Make Next Picture on West Coast

Richard Dix will leave New York within the next two weeks bound for the Lasky studio in Hollywood where he will make his next production titled "Romance a la Carte," a humorous travesty on the Desert island romance. This will be Dix's first production to be made in Hollywood in six months as he worked his last two productions in the East. Gregory La Cava, who will direct the production and Julian Johnson, supervising editor are also leaving for the Coast.

Creighton Hale Signed by Associated

ASSOCIATED EXHIBITORS have signed Creighton Hale to a long term contract to star in productions of Thomas L. Griffin. The deal was consummated last week at the Associated Studios in Los Angeles, recently acquired by P. A. Powers to house West Coast producers for Associated Exhibitors.



Creighton Hale

The series in which Hale is to be starred is to be produced from stories written expressly with the star's talents in view. The first is "Tardy Tolliver," an original story from the pen of J. Stewart Woodhouse. Judy King, who is also under contract to Associated is to play the leading feminine role in Hale's support. No director has yet been selected.

Unique Foto Film Will Handle "She"

Unique Foto Film, H. Frank, president, whose headquarters are at 729 Seventh Avenue, New York City, has acquired distribution rights for Greater New York and Northern New Jersey on Sir H. Rider Haggard's "She" and "Down Upon The Suane River." Betty Blythe is starred in the former, and Mary Fuller and Charles Emmet Mack have the leading roles in the latter. Grosset and Dunlop are preparing a special photoplay edition of "She" as a part of the exploitation and advertising campaign being conducted nationally.

Tyrone Power Cast for "The Test of Donald Norton"

Tyrone Power has been signed for the role of the father in "The Test of Donald Norton" a Chadwick production starring George Walsh which was adapted from the novel of the same name by Robert E. Pinkerton. The cast also includes Eugenia Gilbert, who appears opposite Walsh, Mickey Moore, who will play "Donald Norton" in the prologue, and Evelyn Selbis, Virginia True Boardman, Joan Meredith and Robert J. Graves. Reeves Eason is directing the production under the supervision of Jesse J. Goldberg.

"Into Her Kingdom" Next for Corinne Griffith

Corinne Griffith will have as her next vehicle "Into Her Kingdom," a novel by Ruth Comfort Mitchell, which deals with life among the royalty. Miss Griffith will start work upon the new production upon completion of "Mlle. Modiste," on which she is now working. It is expected that work will be begun on the new story about the middle of March immediately after which the star will do "Ashes" previously selected for early production.

Antonio D'Algy Added to "Toto" Cast

Metro-Goldwyn-Mayer have added Antonio D'Algy to the cast of "Toto," the picturization of the famous stage play by Ahmed Abdullah. Lew Cody has the title role formerly played by Leo Ditrichstein on the speaking stage. Production is to start within a few days under the direction of John M. Stahl.

Fred Humes Signs Long Term Contract with Universal

Universal has signed Fred Humes to a five year contract and elevated him to the rank of western star. He is now at Lone Pine where exteriors are being 'shot' for his first starring vehicle "Prowlers of the Night" in which Barbara Kent will play the leading feminine role. Ernst Laemmle is directing.

"The Prince of Pilsen" is Completed

The A. H. Sebastian production of the "Prince of Pilsen" for Producers Distributing Corporation release, with George Sidney in the featured role, has been completed. The picture is now in process of cutting and will be ready for its initial preview in Los Angeles within the next two weeks.

Edward Klein Returns From European Trip

Edward L. Klein of the Edward L. Klein Company, Exporters of Motion Pictures, who just returned from a trip of eight months in London and the principal film centers of Europe, announces the following foreign sales; for England, the Series of Twelve Gotham Productions entitled "The Overland Limited;" "The Police Patrol;" "His Master's Voice;" "One of the Bravest;" "A Little Girl in a Big City;" "Fantom of the Forest;" "The Speed Limit;" "The Shadow on the Wall;" "Part Time Wife;" "Hearts and Spangles;" "Racing Blood;" and "The Sign of the Claw," which series were sold to Stolls, and a series of nine special features to W & F.

In addition to these, Klein also sold the English rights to a number of individual features, including "Do It Now;" "His Last Race;" "Yankee Doodle, Jr.;" "Wasted Lives;" "Nine and Three-Fifths Seconds;" and a series of Helen Holmes and William Desmond Productions.

He also disposed of the English rights to a number of short features including Twenty-Six "Krazy Kat" Comics; Twelve "Shieks and Shebas" Comedies and "Memories;" while "Felix The Cat" (M. J. Winkler Productions) was sold by him for the Entire Continent, as were also a number of Features and short subjects.

Colleen Moore Preparing for "Ella Cinders"

Having completed "Irene" for First National, Colleen Moore is preparing to start work in "Ella Cinders," a story based on a comic strip now running in newspapers throughout the country. Miss Moore will return to rags and tatters in the role of little freckled-faced Ella. Work is now progressing on the preparation of the script and shooting will be started in about ten days.

La Cava Making Third Successive Dix Production

Gregory La Cava will start next month to direct his third successive production with Richard Dix as star. The production, temporarily titled "Romance a La Carte," will be filmed at the Lasky studio, Hollywood.

La Cava's other two productions are "Womanhandled" and "Let's Get Married" which he just finished filming at the Long Island Studios.

Kane Forms Comedy Unit Headed by Del Ruth

ROBERT T. KANE has signed Hampton del Ruth to a long term contract and has placed him in charge of a separate comedy unit with headquarters at the Cosmopolitan studios, New York.

The first Kane production to be made under the supervision of Del Ruth will be "The Wilderness Woman," a Saturday Evening Post story by Arthur Stringer. Aileen Pringle and Chester Conklin have been signed for this comedy melodrama, which will be released through First National. Del Ruth, a comedy specialist, is one of the pioneers of the picture business, having been active in it for fifteen years.

Cortez Joins "Sorrows of Satan" Cast

D. W. GRIFFITH has selected Ricardo Cortez to play the hero role of the novelist in the next Paramount picture, "Sorrows of Satan." Cortez will play opposite to Adolphe Menjou, who has the role of Satan. Carol Dempster has been chosen for the leading feminine part. One other principal role has still to be filled.

Cortez is now on his way to New York to confer with Griffith and William Le Baron, associate producer at the Paramount Long Island studio, where the picture will be made.

Lillian Gish Starts in "Scarlet Letter"

Director Victor Seastrom has started production with Lillian Gish in the Nathaniel Hawthorne masterpiece, "The Scarlet Letter." It will be a Producers Distributing Corporation release. The only two of the cast being used in the first sequence are Miss Gish and Lars Hansen, famous Swedish actor, whose first American role in the characterization of Reverend Dimmesdale.

The picture will be lavishly filmed and close attention will be paid to historical details of costumes and customs. In the supporting cast will be Karl Dane, Mary Hawes, Fred Herzog, Jules Cowles, Marcelle Corday and William H. Tooker.

Bow Added to Cast of "The Flight to the Hills"

Clara Bow will play the leading feminine role in "The Flight to the Hills," a William De Mille production for Paramount, which was written by Charles Nevo Buck. The picture will be made at the Lasky studios in Hollywood and production will begin within a week. This is the first picture Miss Bow will make on the coast for Paramount as "Dancing Mothers," the first picture she appeared in for Paramount, was made at the Long Island studios.

M-G-M to Produce Service's "Trail of '98"

Metro-Goldwyn-Mayer are to produce on a lavish scale the Robert W. Service Northern story, "Trail of '98." It is to be made under the title of "Robert W. Service's Trail of '98." The picture is to be produced by Irving Thalberg, but as yet no director nor cast has been announced.

Bryant Washburn Signed for "Wet Paint"

Bryant Washburn has cancelled a vaudeville tour to assume an important role for Paramount in the Raymond Griffith starring production, "Wet Paint," previously announced as "Fresh Paint." The picture is being directed by Arthur Rosson on the West Coast.

Ben Tolmas Joins Sierra Film Corporation

Ben R. Tolmas has resigned as manager of Independent Film Corporation of Philadelphia and has joined Sierra Pictures as a sales representative. He is leaving this week for a sales trip to the exchanges throughout the country.

Mitchell Directs Ginsberg and Kann Publicity

Henry Ginsberg and George E. Kann, in keeping with their plans to extend the distribution activities of their newly-formed partnership in the Henry Ginsberg-George E. Kann Distribution Corporation, have engaged L. H. Mitchell as director of publicity and advertising, effective this week.

Mr. Mitchell has been engaged in motion picture publicity for the past six years, having had charge of trade journal publicity for Goldwyn Pictures and for First National. He has been general press representative for Winthrop Ames and for Guthrie McClintie, theatrical producers, and has been on the city staff of the Evening Journal and the New York Globe, and dramatic editor of the New York World. He is the author of several books—"Bobby in Search of a Birthday," "The Circus Comes to Town," "Here, Tricks, Here,"—and has a new one, called "One Boy Too Many" coming from the presses of the Century Company in the fall.

De Mille Adds Two to "Eve's Leaves" Cast

Cecil B. De Mille has made two additions to the cast of "Eve's Leaves" which he is producing for Producers Distributing Corporation release. William Boyd has been assigned the leading male role opposite Leatrice Joy, who is starred in the production. So Jin, the Chinese "heavy" has also been secured for a featured role.

Kirkwood to Play Lead in "The Wise Guy"

James Kirkwood has been signed by producer-director Frank Lloyd to play the title role in "The Wise Guy," a novel by Jules Furtham, which Lloyd will produce for First National release. Lloyd expects to start production on the west coast about the middle of February.

Frances Marion to Adapt "The Red Mill"

The adaptation and continuity for "The Red Mill" will be done by Frances Marion, according to an announcement by Louis B. Mayer. This is a Cosmopolitan production starring Marion Davies and for release through Metro-Goldwyn-Mayer. The picture will be directed by Marshall Neilan.

June Mathis to Produce for First National

FIRST NATIONAL has completed arrangements with June Mathis whereby she will produce four features for that company each year to be directed by Balboni, who was recently placed under a long term contract. Miss Mathis is in New York for a brief vacation following a year of concentrated work on "The Viennese Medley" and other First National pictures.

In the future Miss Mathis will confine herself to production. Her new contract will become effective immediately upon her return to the west coast in March. A number of plays and novels are now being considered for this year's pictures to be made by Miss Mathis.



Exhibitors Service Bureau



Atmosphere for Metro-Goldwyn-Mayer's "The Tower of Lies" was imparted to the lobby of the Loew's Regent Theatr, Harrisburg, Pa., by wall and booth decorations of painted compo board suggesting castle walls and towers, as shown in the photo above.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Irish Luck	—	2	8	—	64	7,008 ft.
FILM BOOKING OFFICES.						
Last Edition, The	—	2	7	1	67	6,400 ft.
FOX.						
Fool, The	—	1	8	1	70	9,488 ft.
METRO-GOLDWYN.						
Old Clothes	—	2	7	1	67	5,915 ft.
Only Thing, The	—	3	7	—	61	5,824 ft.
PROD. DIST. CORP.						
Road to Yesterday, The	—	5	5	—	55	9,980 ft.
UNIVERSAL.						
Calgary Stampede, The	—	—	8	3	78	5,924 ft.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Eddie Zorn, Managing Director, Boardway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Claire Meachime, Grand theatre, Westfield, N. Y.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

Tire Billboard Idea Used for "California" Display

The huge open books featured on the deluxe billboard posters of the U. S. Tire Company, were appropriated to a display for the lobby exploitation on "California Straight Ahead" at the Loew's Regent Theatre, Harrisburg, Pa.

An imitation of one of the boards was placed in the lobby with the following copy featured "You Are Now Entering CALIFORNIA Straight Ahead. CALIFORNIA Straight Ahead is a riot of lafs. It will be remembered by all who have seen it as one of the funniest films of all time. The management invites you to join Reginald Denny's caravan through a melange of comedy and love. Don't Miss It!"

Cooperative Merchant Ads Exploit "Lost World"

The efficacy of commercial tie-ups was effectively demonstrated again by Allan S. Glenn, Director of Exploitation for First National Pictures, during the engagement of "The Lost World" at the Jefferson theatre, Roanoke, Va.

A double truck (two full pages) of ads were obtained from the city's most prominent advertisers by the Roanoke World-Times through the aid of James F. Lundy, First National exploiteer. Each of the ads took as its basis the title "The Lost World," and used scenes from the picture for illustration.

Audubon Theatre Using Reviews for Heralds

The Fox Audubon Theatre, New York City, in addition to using the regular folder heralds on its coming attractions, has inaugurated the use of commendatory reviews of a coming picture, printed on a sheet of herald size paper, with the play date of the attraction printed across the bottom. This "flyer" carries a photographic reproduction of the critique.



Decorative illuminated signs worked out in parchment paper for lettering, gave an attractive and dignified display for the presentation of First National's "The Dark Angel" at the Liberty, Portland, Ore.

Special Campaign for "Sandy"

Fox Exploitation Staff Launches Advance Drive—Many Newspaper Tie Ups Arranged

ONE of the most extensive exploitation campaigns ever attempted by the Fox company in the interests of a production has been launched in connection with "Sandy," the forthcoming screen adaptation of the Elenore Meherin newspaper serial now running in papers throughout the Country.

The press book, which the company reports will be one of the most complete exhibitor aids compiled, is in course of preparation. The greatest single item of exploitation which is to be developed for "Sandy" is the newspaper tie-ups available through the publication of the original story

in the papers.

General Sales Manager James R. Grainger has sent special representatives through the country to complete arrangements for these tie-ups. Among them are Ned Holmes, Director of Exploitation, W. H. Rudolph, Max Roth, and George Robert, special representatives, as well as every exploitation agent working under the Fox banner. Early reports indicate that these representatives are meeting with even greater success than they anticipated.

Another feature of the campaign is the supplying of slides and trailers announcing that "Sandy" is in the movies now. These are being distributed gratis to exhibitors so that advance publicity may be obtained.



Shadow-box novelty to feature the showing of "The Phantom of the Opera" at the Capitol, Edmonton, Alta., Canada. The scene duplicated the Bal Masque sequence in the Universal spectacle. The "Phantom" appeared and disappeared at intervals of one minute at the head of the staircase. The mystery effect was obtained by a concealed cut-out figure of the "Phantom," which, with the aid of a mirror and a flash or wink-a-little plug, appeared and disappeared from the scene.

Trackless Train Ballyhoo Now for "Big Parade"

The famous Trackless Train, which Metro-Goldwyn-Mayer's exploitation department sent across the continent on a tour of sensational advertising for the company's attractions, is now specializing on "The Big Parade." The Train, which made a triumphal entry to Pacific Coast Towns some months ago, is carrying special billing for the King Vidor production at the Grayman's Egyptian Theatre in Hollywood.

This advertising special has attracted considerable attention on the west coast, and is at present working the innumerable small towns.

An idea of its activities may be drawn from a single entry in the log of the Trackless Train. The entry for Friday, December 11th.

"Leaving Grauman's Egyptian Theatre at nine thirty we proceeded on our way to Sierra Madre. The route was through Eagle Rock, Glendale, Pasadena and other smaller communities. Thousands of people were attracted as we drove along with bell ringing and whistle blowing.



Signal board used in the Metropolitan in Boston to notify doormen as to location of vacant seats—an important feature of the equipment of the modern picture theatre.

Many Harmonica Tie-Up Drives

Educational Reports Contests for Juvenile Comedies are Being Launched Through Country

EDUCATIONAL officials report that the exploitation tie up made with M. Hohner, Inc., manufacturers of harmonicas, an arrangement under which complete plans, advertising accessories and prizes of harmonicas are offered free to exhibitors using the harmonica contest exploitation stunt, is being received with unusual enthusiasm by exhibitors. The tie up is with the Educational Juvenile comedies and was recently announced for national application.

Working in conjunction with the Canadian distributors of Hohner harmonicas, Educational's Toronto Exchange has arranged for the staging of a contest at the Pantages Theatre in that city. The theatre manager Mr. Miller plans to conduct this feature from February 1 to 5 inclusive, and has arranged to give a large number of prizes, including three medals, gold, silver and bronze, in addition to a number of the prize Harmonicas and cash prizes.

Educational's Cincinnati Exchange has requested complete information and all materials so that there could be staged at the Palace Theatre, Hamilton, Ohio one of the first of the contests in their territory.

The St. Louis and Indianapolis officers with large numbers of Juvenile accounts, wired for additional material. The salesmen working out of these exchanges will carry complete materials, publicity, etc., so that they will be in a position to render immediate assistance to an exhibitor desiring to stage a contest in their territory.

The Howard Theatre of Atlanta will put on a contest within the next few weeks in conjunction with the showing of an Educational Juvenile Comedy.

Among those who have been first to write direct to the Hohner organization for particulars of the tie-up is the New Broadway Theatre, Cleveland, Ohio. Mr. David Schaefer, director of publicity for the Haring and Blumenthal theatres in Jersey City and Union City, made a personal visit to the manufacturer, and David J. Lustig, manager of the Regun Theatre, Harlem,

New York City, did likewise, for the purpose of arranging contests.

From all indications the tie-up promises to exceed every former exploitation tie-up arranged by Educational's

Pirate Hats Herald Errol Vehicle at Long Beach

One of the most successful stunts in the campaign staged for "Clothes Make The Pirate" at the Loew's State Theatre, Long Beach Cal., was the tie-up with a store to distribute cut-out pirate hats. It is the custom of these stores to put out an advertising bulletin weekly and the theatre representatives persuaded them to print their ad on the back of the cut-out hats issued as accessories for the picture.

Pre-production Tie Up for "Too Much Money"

A pre-production tie up for exploitation purposes was made by First National on "Too Much Money," the arrangement permitting the taking of special stills to be used for window display and other advertising material in connection with presentations of the picture in cities and towns.

The jewelry tie-up was made with Gorham Silver Company through the agency of John Drake, executive secretary for the National Jewelers Publicity Association. This association is promulgating a campaign for good taste in the wearing of jewelry and use of silverware.

With ample time to work, the Gorham Company manufactured a special silver set that was used in the tea and dinner sets of the picture. Harold H. Lance for the Gorham Company went to the First National studio and helped Director John Francis Dillon and Harry Carr to prepare the set.

Special photographs for exploitation were taken of this set featuring not only Lewis Stone and Anna Q. Nilsson but also Dorothy Mackaill who was working with another unit at the studio. These photographs will be distributed to dealers.

"Bobbed Hair" Beauties Compete in Terre Haute

A "Bobbed Hair" beauty contest used as exploitation for the picture of that title in Terre Haute, attracted an entry list of 74 flappers of all ages, types and sizes to the Liberty Theatre, where the competition was held recently.

All the competitors represented beauty shops and their bobs were described by the local newspapers as "ultra-modern" and "super-sophisticated." Through a tie-up with a fur company they were permitted to wear chic coats while being judged, and the whole event was given an extremely smart atmosphere.

The contestants passed in review before the audience and the amount of applause given determined the awards. The first prize was \$15; the second \$10; the third ten pairs of theatre tickets, and the fourth five pairs of theatre tickets.



A stunt that stopped the traffic! Photo above shows the turnout which responded to the offer of Manager G. P. Bannaza of the Strand, Nashville, Tenn., to give a prize to the best-dressed cowboy or Indian—a contest open to boys under fifteen and used to exploit "The Scarlet West" (First National).

"Brown Eyes" Personal Appearance for "Go West"

Butte, Mont., was the scene of some novel exploitation for "Go West," when the American Theatre there announced the forthcoming personal appearance of a new screen star—a "Miss Texas," winner of a beauty contest and therefore named for her native State.

Fifty automobiles and a brass band were there to take her to the theatre when the Eastern express came to a standstill at the station platform, there was a tremendous burst of laughter as a beautiful brown cow came down a gangway from the baggage car, and the people observed the placard on her side, "'Miss Texas' cow starring with Buster Keaton in "Go West," at the American theatre."

Pirate Ball Launches Drive for Errol Feature

The presentation of a "Pirate's Ball," staged by a local dance hall, was one of the main features of an extensive campaign for "Clothes Makes the Pirate" at John Kessler's Alhambra theatre, Canton, Ohio.

In addition to the dance event there was a pirate's plunder contest, in which a newspaper co-operated by publication of feature stories for a week in advance.

The window projection machine which showed a continuous trailer was placed in the window of the town's leading merchant. The crowds grew so thick about the window that traffic was blocked.

The pirate ball was staged in conjunction



Near zero weather added to the effect of this stunt for "Lady Windermere's Fan" at Warner Bros. Theatre, New York. The young women braved the chill air in low cut evening gowns. The stunt was executed by Bert Adler, handling special exploitation for Warner Bros.

with the Land-O-Dance Ball Room. The ballroom management got special bill paper printed advertising the dance and the picture and fairly plastered the town with it. And in addition they used 50 one-sheets and 25 threes which they purchased from the First National exchange. The picture ad-cuts were also used by the ballroom management in advertising their dance in the daily three column by seven inch ads which they used

Haselton's 'Royle Girl' Ad Has Unusual Twist

Guy D. Haselton of the Rialto Theatre, Missoula, Mont., is the author of an unusual ad for "That Royle Girl." In his copy, addressed to a competitor, Haselton shows that you can compliment a rival show and do it in a manner that reflects even greater glory on your own. The copy follows:

I read your advertisement in the Thursday Missoulin with a great deal of surprise and wonderment. We all know that Colleen Moore's "The Desert Flower" is a fine picture; even though it were only an average one, still it would be well worth one's while to see it only for the enjoyment of watching the inimitable Colleen.

But—is your Sunday picture going to be the best picture in town? A statement like that should not be made unless there are facts to justify it. You have not seen D. W. Griffith's "That Royle Girl," for ours is to be one of the first showings in the United States. I doubt also if you have even seen a criticism of it. Therefore how in fairness can you say that "The Desert Flower" is to be the best picture in town? Have you seen Reginald Denny's newest picture which, I believe will be shown at the Bluebird?

Contrary to your assertion There Is An Argument! We previewed "That Royle Girl" last night and we are wonderfully enthusiastic about it. What a drama it is. Carol Dempster is superb in her part. James Kirkwood and Harrison Ford are fine. And you should see the new Paramount actor, W. C. Fields, who made his reputation in "Sally of the Sawdust."

We believe that "That Royle Girl" is one of the best pictures to be shown next Sunday. But we realize that the others are well worth the price of admission.

THE NEW YORK CAMPAIGN ON "STELLA DALLAS"

The reproduction of newspaper ads in the layout above are from the press sheet giving the complete campaign for this First National production in New York. The campaign, executed by Victor M. Shapiro, director of advertising and publicity for Samuel Goldwyn, is notable for the cumulative value resulting from follow-up methods in displaying endorsements of famous actors, actresses and writers. The order in which the ads were used is indicated by the arrangement above. The advance announcements were followed by quotations from letters of praise for the picture from Douglas Fairbanks, Charles Chaplin, Ethel Barrymore, John Barrymore. These were summarized in a single display. Then followed single excerpts from newspaper reviews, which also were followed by a display featuring excerpts from all reviews. The large display at the extreme right was a tie-up ad used by the Saks—Fifth Avenue store, featuring a gown similar to that worn by Belle Bennett.

: : : : "THE CHECK-UP" : : : :

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third, the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage Value	Length
ASSOC. EXHIB.						
Introduce Me	—	1	12	5	77	5,980 ft.
FAMOUS PLAYERS						
Adventure	—	9	24	7	69	6,602 ft.
Air Mail, The	2	5	30	6	68	6,976 ft.
Ancient Highway, The	—	6	13	—	61	6,034 ft.
Any Woman	3	7	1	—	37	5,963 ft.
Are Parents People?	1	2	19	3	69	6,586 ft.
Beggars on Horseback	11	8	7	1	40	7,168 ft.
Best People	—	9	7	—	53	5,700 ft.
Charmer, The	2	3	13	3	65	6,076 ft.
Coast of Folly, The	3	9	21	4	62	6,840 ft.
Cobra	6	5	7	—	45	6,895 ft.
Code of the West, The	—	10	26	4	66	6,777 ft.
Contraband	1	13	13	2	57	6,773 ft.
Crowded Hour, The	1	3	19	2	67	6,558 ft.
Devil's Cargo, The	4	8	21	6	63	7,980 ft.
Dressmaker From Paris, The	2	7	22	12	71	6,186 ft.
Eve's Secret	2	8	17	—	57	6,338 ft.
Flower of Night	—	9	7	—	53	6,374 ft.
Forty Winks	—	6	22	6	70	6,293 ft.
Golden Princess, The	—	10	12	1	58	6,395 ft.
Goose Hangs High, The	—	7	27	7	70	6,186 ft.
Grounds for Divorce	6	5	5	—	42	6,420 ft.
In the Name of Love	2	15	13	—	52	5,904 ft.
Irish Luck	—	2	8	—	64	7,008 ft.
King on Main Street, The	1	5	12	1	61	6,229 ft.
Kiss for Cinderella, A	—	5	10	1	63	7,816 ft.
Kiss in the Dark, A	2	9	18	1	59	5,767 ft.
Light of the Western Stars	—	8	29	8	70	6,859 ft.
Little French Girl, The	1	2	22	2	69	5,628 ft.
Lord Jim	1	5	9	—	57	6,702 ft.
Lost—A Wife	1	11	13	—	55	6,420 ft.
Lovers in Quarantine	—	8	10	2	61	6,570 ft.
Lucky Devil, The	—	1	34	9	75	5,935 ft.
Madame Sans Gene	8	11	18	4	55	9,994 ft.
Manicure Girl, The	5	7	21	—	56	5,959 ft.
Man Who Found Himself	2	9	19	—	58	7,168 ft.
Marry Me	2	8	13	—	55	5,529 ft.
Men and Women	2	5	10	1	58	6,223 ft.
Miss Bluebird	3	3	29	9	71	7 reels
New Brooms	2	13	4	—	44	6,570 ft.
New Lives for Old	—	5	16	5	70	6,796 ft.
Night Club, The	1	8	27	7	68	5,732 ft.
Night Life of New York	—	8	24	2	65	6,998 ft.
Not So Long Ago	6	7	6	3	56	6,943 ft.
Old Home Week	—	5	28	8	72	6,888 ft.
Paths to Paradise	—	4	26	4	70	6,741 ft.
Pony Express, The	—	3	23	22	82	9,929 ft.
Regular Fellow, A	3	6	14	2	59	5,027 ft.
Rugged Waters	3	9	7	—	48	6,015 ft.
Sackcloth and Scarlet	3	8	14	6	63	6,732 ft.
Salome of the Tenements	10	3	10	2	49	7,017 ft.
Seven Keys to Baldpate	1	4	18	1	64	7 reels
Shock Punch, The	—	10	31	3	65	6,151 ft.
Son of His Father, The	—	10	25	5	66	7,009 ft.
Spaniard, The	—	7	14	3	65	6,676 ft.
Stage Struck	1	8	9	2	59	7 reels
Street of Forgotten Men, The	1	4	26	3	68	6,366 ft.
Swan, The	5	10	8	2	50	5,889 ft.
That Royle Girl	—	5	12	2	65	10,253 ft.
Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage Value	Length
Thundering Herd, The	2	8	28	34	79	7,187 ft.
To-Morrow's Love	1	3	16	2	66	5,903 ft.
Top of the World, The	—	11	23	2	63	7,167 ft.
Trouble With Wives	—	6	12	1	62	6,489 ft.
Welcome Home	2	8	12	—	55	5,909 ft.
Wild Horse Mesa	3	10	26	9	66	7,221 ft.
Wild Wild Susan	2	12	20	5	62	5,774 ft.
Womanhandled	—	2	9	1	68	6,765 ft.
FILM BOOKING OFFICES						
Bandit's Baby, The	—	4	32	20	79	5,291 ft.
Blood Hound	1	4	10	—	59	4,789 ft.
Cloud Rider	—	6	9	3	65	5,070 ft.
Drusilla With A Million	1	7	14	9	70	7,391 ft.
Forbidden Cargo	1	2	7	—	59	4,850 ft.
Galloping Vengeance	2	4	8	2	60	5,095 ft.
If Marriage Fails	1	6	5	—	51	6,006 ft.
Jimmie's Millions	—	3	12	—	64	5,167 ft.
Keeper of the Bees	—	—	8	4	80	6,712 ft.
Last Edition, The	—	2	8	2	70	6,400 ft.
Lilies of the Street	—	2	10	3	72	7,160 ft.
Midnight Molly	2	1	9	1	62	5,400 ft.
O. U. West	—	6	11	1	62	5,000 ft.
Parisian Nights	2	—	11	2	67	6,278 ft.
Range Terror	1	4	17	—	62	4,753 ft.
Ridin' Comet, The	—	3	9	—	63	4,354 ft.
Riding the Wind	—	2	11	2	70	5,014 ft.
Scar Hanan	—	4	16	—	64	4,684 ft.
Smooth as Satin	1	—	9	—	65	6,003 ft.
Speed Wild	—	4	7	—	59	4,700 ft.
Tearing Through	1	5	11	—	58	4,714 ft.
That Devil Quemado	1	6	34	16	74	5,641 ft.
That Man Jack	—	2	8	—	64	5,032 ft.
White Fang	2	5	22	9	71	5,800 ft.
White Thunder	—	5	8	—	57	4,550 ft.
Wild Bull's Lair, The	1	2	23	14	78	5,280 ft.
Youth and Adventure	—	6	9	2	63	5,525 ft.
FIRST NATIONAL						
Abraham Lincoln	3	1	25	54	87	9,759 ft.
As Man Desires	1	4	25	9	73	7,790 ft.
Chickie	1	8	23	6	67	7,767 ft.
Classified	—	3	14	3	70	6,927 ft.
Dark Angel, The	—	1	13	5	76	7,311 ft.
Declasse	1	7	18	5	66	7,869 ft.
Desert Flower, The	1	4	24	7	71	6 reels
Enticement	1	4	19	1	64	6,407 ft.
Fine Clothes	1	9	10	—	54	6,971 ft.
Frivolous Sal	2	4	21	4	67	7,307 ft.
Graustark	—	3	10	9	80	5,900 ft.
Half Way Girl, The	1	8	15	3	63	7,570 ft.
Heart of a Siren, The	2	13	7	—	48	6,780 ft.
Her Husband's Secret	2	8	5	—	47	6,300 ft.
Her Sister From Paris	—	2	14	6	75	7,255 ft.
His Supreme Moment	1	10	15	3	61	6,600 ft.
If I Marry Again	1	6	15	4	66	7,400 ft.
I Want My Man	1	6	24	2	65	6,173 ft.
Just a Woman	1	6	9	—	56	6,652 ft.
Knockout, The	1	6	15	5	67	7,450 ft.
Lady, The	—	3	10	8	77	7 reels
Lady Who Lied, The	—	5	7	2	64	7,111 ft.
Learning to Love	1	4	19	5	69	6,181 ft.

Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage	Length	Title of Picture	Number Exhibitors Reporting "Poor"	Number Exhibitors Reporting "Fair"	Number Exhibitors Reporting "Good"	Number Exhibitors Reporting "Big"	Average Percentage	Length
Live Wire, The	—	4	17	6	72	6,850 ft.	PROD. DIST. CORP.	—	5	21	—	64	4,469 ft.
Lost World, The	—	6	22	22	80	9,700 ft.	Beyond the Border	—	2	19	56	91	6 reels
Making of O'Malley, The	—	4	19	4	70	7,571 ft.	Charley's Aunt	—	1	14	—	59	5,677 ft.
Marriage Whirl, The	—	5	8	1	61	7,672 ft.	Coming of Amos, The	4	1	12	3	71	6,288 ft.
My Son	—	5	15	2	66	6,500 ft.	Friendly Enemies	1	5	9	2	62	6,084 ft.
Necessary Evil, The	—	9	10	1	58	6,307 ft.	Hell's Highroad	1	6	5	1	52	5,620 ft.
New Commandment, The	—	4	8	1	63	7 reels	Let Women Alone	2	5	—	—	55	9,980 ft.
New Toys	4	6	19	1	58	7,250 ft.	Road to Yesterday, The	—	9	2	—	75	6,974 ft.
One Way Street	—	7	15	—	60	5,596 ft.	Seven Days	4	7	11	3	57	4,841 ft.
One Year to Live	2	4	10	—	56	6,064 ft.	Silent Sanderson	3	6	16	—	57	5,527 ft.
Pace That Thrills, The	—	5	8	—	58	6,911 ft.	Soft Shoes	2	2	6	—	54	5,161 ft.
Playing With Souls	1	5	7	2	61	5,831 ft.	Stop Flirting	—	—	—	—	—	—
Quo Vadis	1	2	17	11	73	8,945 ft.	STATE RIGHTS	—	—	—	—	—	—
Sally	—	1	21	34	88	8 reels	Crackerjack, The	—	3	14	3	70	6,500 ft.
Scarlet West	2	3	6	2	60	8,391 ft.	Early Bird, The	—	2	21	3	71	6,500 ft.
Shore Leave	—	1	20	4	74	6,856 ft.	Re-Creation of Brian Kent, The	3	8	8	4	58	6,878 ft.
So Big	2	2	32	9	72	9 reels	Silent Pal, The	—	3	6	2	67	5,452 ft.
Soul Fire	2	3	14	4	67	8,262 ft.	Souls for Sables	1	3	7	—	57	7,000 ft.
Talker, The	—	4	19	1	66	7,861 ft.	UNITED ARTISTS	—	—	—	—	—	—
Thief in Paradise, A	—	1	20	11	79	8 reels	Don Q, Son of Zorro	—	1	15	17	85	10,264 ft.
Unguarded Hour, The	—	8	3	1	53	6,613 ft.	Gold Rush, The	—	5	17	22	82	8,500 ft.
We Moderns	—	5	5	5	70	6,609 ft.	Little Annie Rooney	2	1	14	5	71	8,850 ft.
What Fools Men	1	6	6	1	56	7,264 ft.	Sally of the Sawdust	—	7	9	3	64	9,500 ft.
White Monkey, The	3	7	3	—	42	6,121 ft.	Waking Up the Town	2	7	2	—	42	4,802 ft.
Why Women Love	1	2	8	—	60	6,750 ft.	UNIVERSAL	—	—	—	—	—	—
Winds of Chance	2	1	6	2	64	9,554 ft.	Calgary, Stampede, The	—	—	8	3	78	5,924 ft.
FOX	—	—	—	—	—	—	California Straight Ahead	—	3	12	9	78	7,238 ft.
Ancient Mariner, The	2	5	4	—	47	5,548 ft.	Dangerous Innocence	1	3	14	—	62	6,759 ft.
Arizona Romeo	2	4	19	2	64	4,694 ft.	Don Daredevil	1	5	7	3	63	4,810 ft.
As No Man Has Loved	—	3	8	5	74	7,929 ft.	Fifth Avenue Models	2	4	9	1	58	6,581 ft.
Dancers, The	4	4	8	1	53	6,583 ft.	Flying Hoofs	—	1	11	1	70	4,274 ft.
Dick Turpin	1	4	30	9	72	6,716 ft.	Goose Woman, The	—	2	9	6	77	7,500 ft.
Everlasting Whisper, The	1	2	8	2	66	5,611 ft.	Heads Winds	3	4	11	3	61	5,309 ft.
Fool, The	—	1	8	1	70	9,488 ft.	Hurricane Kid, The	—	4	23	4	70	5,296 ft.
Gold and the Girl	—	1	11	2	72	4,521 ft.	I'll Show you the Town	—	4	20	9	75	7,396 ft.
Havoc	—	4	8	—	60	9,200 ft.	Last Laugh, The	4	4	4	2	51	6,519 ft.
Hearts and Spurs	—	2	10	1	68	4,600 ft.	Let 'Er Buck	1	1	21	7	74	5,547 ft.
Hunted Woman, The	1	7	11	2	60	4,954 ft.	Lorraine of the Lions	—	2	7	1	67	6,753 ft.
Iron Horse, The	—	3	16	23	84	11,335 ft.	Mad Whirl, The	1	6	6	1	56	6,184 ft.
Kentucky Pride	1	6	8	1	51	6,597 ft.	Man in Blue	—	3	8	—	62	5,706 ft.
Lightnin'	—	3	5	4	73	7,979 ft.	Oh Doctor	1	4	23	8	72	6,587 ft.
Lucky Horseshoe, The	3	3	10	1	58	5,004 ft.	Phantom of the Opera	—	1	12	20	87	8,464 ft.
Rainbow Trail, The	—	3	17	4	71	5,251 ft.	Price of Pleasure, The	2	2	8	4	68	6,618 ft.
Riders of the Purple Sage	—	1	13	14	84	5,534 ft.	Raffles	1	10	8	2	56	5,557 ft.
She Wolves	—	9	4	—	49	5,723 ft.	Ridin' Pretty	1	6	5	—	51	4,812 ft.
Trail Rider, The	—	2	18	—	67	4,752 ft.	Roaring Adventure	2	1	8	—	58	4,657 ft.
METRO-GOLDWYN-MAYER	—	—	—	—	—	—	Saddle Hawk, The	1	2	15	2	68	5,468 ft.
Cheaper to Marry	1	8	19	2	66	6,500 ft.	Secrets of the Night	1	4	8	—	57	6,700 ft.
Chu Chin Chow	3	5	6	1	52	6,048 ft.	Siege	1	2	11	2	67	6,424 ft.
Confessions of a Queen	4	5	8	—	49	5,851 ft.	Sign of the Cactus	4	1	8	—	51	4,938 ft.
Daddy's Gone A-Hunting	2	6	10	1	57	5,851 ft.	Smouldering Fires	1	2	20	4	70	7,356 ft.
Denial, The	2	9	11	1	55	4,791 ft.	Spook Ranch, The	—	1	10	—	67	5,247 ft.
Dixie Handicap, The	—	6	32	9	72	6 reels	Storm Breaker, The	2	6	3	—	45	6,093 ft.
Exchange of Wives	—	6	13	1	63	6,300 ft.	Taming the West	—	—	10	2	73	5,427 ft.
Excuse Me	2	1	19	14	78	5,747 ft.	Teaser, The	—	4	20	1	66	6,967 ft.
Go West	—	4	4	5	72	6,256 ft.	Tornado, The	1	5	34	10	72	6,375 ft.
Great Divide, The	—	8	29	10	71	7,811 ft.	Up the Ladder	—	2	13	1	68	6,023 ft.
Greed	5	4	10	1	53	10,067 ft.	Where Was I	—	1	14	1	70	6,630 ft.
Lady of the Night	1	9	13	2	60	5,410 ft.	White Outlaw, The	—	2	8	3	72	4,830 ft.
Lights of Old Broadway	—	6	10	2	63	6,437 ft.	Woman's Faith, A	3	5	5	1	51	5,557 ft.
Man and Maid	6	3	6	2	51	5,307 ft.	VITAGRAPH	—	—	—	—	—	—
Merry Widow, The	—	—	7	21	93	10,027 ft.	Baree, Son of Kazan	—	3	32	85	73	6,800 ft.
Midshipman, The	—	3	12	14	81	7,498 ft.	Empty Saddle	2	5	10	—	55	5 reels
Monster, The	—	11	22	5	65	6,435 ft.	Fearbound	4	6	8	—	49	5,877 ft.
Mystic, The	2	5	5	2	56	6,147 ft.	Happy Warrior, The	1	—	10	—	65	7,550 ft.
Never the Twain Shall Meet	—	6	11	5	69	8,143 ft.	Pampered Youth	—	3	11	—	64	6,640 ft.
Old Clothes	—	2	9	1	68	5,915 ft.	Redeeming Sin, The	5	6	8	—	47	6,227 ft.
Only Thing, The	—	4	8	—	60	5,824 ft.	School for Wives	—	8	12	—	58	6,750 ft.
Prairie Wife, The	4	14	4	1	44	6,487 ft.	Steele of the Royal Mounted	—	—	14	3	75	4,850 ft.
Pretty Ladies	3	9	14	—	54	5,828 ft.	Wildfire	—	5	21	—	64	6 reels
Proud Flesh	1	7	6	1	55	5,770 ft.	WARNER BROS.	—	—	—	—	—	—
Rag Man, The	—	3	27	11	76	5,968 ft.	Bobbed Hair	—	5	6	1	60	7,781 ft.
Romola	2	8	8	7	65	10,875 ft.	Bridge of Sighs	—	2	7	1	67	6,850 ft.
Seven Chances	1	6	22	15	75	5,113 ft.	Broadway Butterfly, The	1	4	5	2	61	6,750 ft.
Slave of Fashion, A	1	4	11	1	62	5,906 ft.	Eve's Lover	1	4	10	1	61	6,540 ft.
Sporting Venus	—	14	11	—	53	5,938 ft.	How Baxter Butted In	—	4	8	—	60	6,650 ft.
Sun Up	2	6	2	1	47	5,819 ft.	Kiss me Again	—	3	10	1	66	7,200 ft.
Tower of Lies, The	2	3	14	1	62	6,849 ft.	Limited Mail, The	—	2	7	2	70	6,250 ft.
Unholy Three, The	—	6	15	13	76	6,848 ft.	Man on the Box, The	—	1	7	4	78	7,282 ft.
Way of A Girl, The	4	10	7	3	53	5,025 ft.	My Wife and I	4	9	7	1	49	6,700 ft.
White Desert, The	—	2	17	2	70	6,345 ft.	On Thin Ice	2	2	6	1	58	6,675 ft.
Zander the Great	1	7	10	7	68	5,851 ft.	Recompense	2	6	8	—	53	7,480 ft.
PATHE	—	—	—	—	—	—	Tracked in the Snow Country	—	5	11	4	69	6,900 ft.
Black Cyclone	—	2	19	8	76	5,508 ft.							
Freshman, The	3	1	20	61	89	6 reels							

Short Subjects and Serials



Scenes from "Heavy Love," a Standard Fat Man comedy released through F. B. O.

New Serial Heads Pathe List

"Casey of the Coast Guard," with George O'Hara and Helen Ferguson Featured, Ready for Release

THE Pathe line-up of releases for the week of February 14 includes the first chapter of the new Patheserial "Casey of the Coast Guard," three two-reel comedies, a single reel comedy and the usual "Aesop's Fables," "Topics of the Day," Pathe Review and Pathe News.

"Casey of the Coast Guard," the new serial, which Will Nigh directed from the adaptation which Lewis Allen Browne and William Burt made from their own story, is based upon the activities of Government Coast Guard service. Helen Ferguson, who appeared in the Patheserial "Wild West," and George O'Hara of "The Sea Beast" fame, appear in the leading roles. The chief supporting parts are played by J. Barney Sherry, Jean Jarvis and Coit Albertson.

With the cooperation of the Government many revenue cutters, submarine chasers, and other speed craft were used in the production. The interiors were staged at the Pathe studio on Long Island. "The Smuggler's Ruse" is the title of the opening chapter.

Alice Day is the star of the Mack Sennett two-reel comedy "Gooseland," which shows her as a farm dapper in Holland. Joseph Young, Eugenia Gilbert, Barney Hellum, Sunshine Hart and Mary Ann Jackson appear in support of the star. Alf Goulding directed.

"Buried Treasure" is the title of the latest "Our Gang" comedy which Robert McGown directed. The "Gang" embark on a treasure hunt and land upon an island where moving picture actors are making a cannibal picture. Things happen fast and furiously for the treasure hunters from then on.

An all-star cast appears in "Trimmed in Gold," another Mack Sennett contribution, which shows Billy Bevan and Andy Clyde as barbers who are trimmed of their bankrolls. Madeline Hurlock and Kewpie Morgan head the supporting cast of the comedy which was directed by Del Lord. Paul Parrott is starred in the single Hal Roach comedy "Pay the Cashier."

Pathe Review No. 7 brings another "process camera" novelty, "Making Over a Metropolis" to the screen. Alvin Knechtel makes a city do many strange things in this subject. "The Birds' Paradise," scenes of Palmyra, Hawaii and "The Stonebound City," Rothenberg, Germany, in Pathecolor complete the reel.

"Hunting in 1950" is the title of the "Aesop's Film Fables" release. "Topics of the Day" and two issues of Pathe News complete the schedule announced by Pathe for February 14th.

Red Seal to Have Own Exchange System

UNDER the new policy inaugurated by Max Fleischer, president of Red Seal Pictures, the company has started the establishment of a series of exchanges throughout the country. Arrangements have just been made with Ben Amsterdam of Philadelphia whereby Amsterdam will distribute Red Seal's product throughout his territory in association with Fleischer.

This Philadelphia exchange, the fourth to be established to handle this short feature product, will open on February 15. The other three exchanges are located at New York, Los Angeles and San Francisco.

The company's product for this season numbers one hundred and forty featurettes including a number of specials.

"Harry Bernstein" Fleischer detailed, "recently made general sales manager of the national organization, will make a trip about the country in the immediate future and establish exchanges in the key cities.

Well Known Players Cast for Roach Comedies

The new comedies being made by Hal Roach for Pathe release include some of the screen's best known actors and actresses. In the latest Charley Chase comedy just completed under the direction of Leo McCarey are Virginia Pearson, Anders Randolph, and Martha Sleeper.

Mack Swain, Bull Montana, Helen Gilmore, Jimmy Finlayson, Fred Kelsey and Martha Sleeper appear in the cast of the two-reel comedy starring Glenn Tryon which was directed by Fred L. Guiol.

A great number of feature picture players, including Theda Bara, Lionel Barrymore, Mildred Harris, Stuart Holmes, Mildred June, Lincoln Stedman, Eileen Percy, Mickey Bennett, George Seigman, Gertrude Astor, John T. Murray, Cesare Gravina, Lucien Littlefield and Joe Madison have appeared in two-reel Hal Roach comedies made for Pathe release.

Hiers Completes "Wireless 'Lizzie'" for Educational

Production on "Wireless 'Lizzie,'" starring Walter Hiers, has been completed under the direction of Earle Rodney. This is the comedy on which Hiers was working several months ago when he met with an accident which cost him the loss of a finger. The supporting cast for this Educational release includes Duane Thompson, Jack Duffy, Bill Irving and Lincoln Plumer.

"A Fraternity Mixup" is Joe Rock's Next

Joe Rock's next Blue Ribbon Comedy for F. B. O. release will be made under the title of "A Fraternity Mixup." It is a collegiate story written by Bob McKenzie. Alice Ardell will be featured with a comedian yet to be selected. Percy Pembroke will direct.

R. Doran Makes Radio Talk in St. Louis

REGGE DORAN, director of the Public Relations Department of Pathe Exchanges, Inc., was the featured talker on the regular women's hour at Station KMOX, in St. Louis, on January 21. Miss Doran spoke on "The Value of the Movies in National Life and in the Lives of Our Young People."

On Tuesday, January 26, before the Cincinnati Motion Picture Council at the Sinton Hotel, Miss Doran gave a very informative talk on "What the Motion Picture Means to Parents," in which she discussed the reaction of the younger generation to motion pictures, and the service the film industry gives these youthful patrons. She also spoke on children's matinees and how to put them on. The Pathe public relations director also addressed the Rotary Club of Alton, Illinois on January 20.

Sterns List Comedy Releases

Four Two-reelers are Due Through Universal During Month of February

FOUR two-reel comedies produced by Stern Brothers are scheduled for release through Universal during the month of February. In their order they are, "The Big City," starring Edna Marian; "Crowning the Count," featuring Eddie Gordon; "Accidents Can Happen," featuring Al Alt, and the new Buster Brown comedy, "Buster's Nose Dive."

"Buster's Nose Dive" is the sixth of the Buster Brown series. It was directed by Gus Meine and recently had a pre-release showing on Broadway. It features Arthur Trimble as Buster, Doreen Turner as Mary Jane and Pete, the dog, as Tige. The picture is scheduled for release February 24th.

"The Big City," another of the Edna

Marian comedies, will go to the exhibitors on February 3rd. It was directed by Francis Corby and shows Miss Marian as the country flapper, whose escapades as a big town vamp get her into many difficulties.

"Crowning the Count" is set for release February 10th. It was directed by Jess Robbins. Larry Richardson has the chief supporting role to Eddie Gordon. The story has to do with the showing up of a bogus count, played by Gordon.

February 17th is set for the release date of "Accidents Can Happen," in which Al Alt is featured. The comedian is again supported by the rotund Hilliard Karr. This comedy was directed by Charles Lamont.

Resume of Current News Weeklies

KINOGRAMS NO. 5157: Washington. Senate approves United States joining World Court by a vote of 70 to 14 after three-year struggle. Senator Lenroot of Wisconsin leading successful fight for measure and being opposed by Senator Borah of Idaho and other bitter enders; Naples. Mount Vesuvius breaks out anew, belching smoke and flames and pouring lava down its blackened sides; Inglewood, Cal.—Moves chinchillas worth thousands from their homes in Andes to establish a fur ranch; Miami Beach, Fla.—Speedboats race at mile-a-minute clip in opening motorboat racing season in South; New York. Roger Kahn, son of multimillionaire banker, leads his own jazz orchestra and earns \$30,000 a year as modern musician; Miami, Fla.—Jack Dempsey, heavyweight champion, shows how he treats sparring partners as he begins training work in South; Sault St. Marie, Mich.—Uncle Sam trains his soldiers at Fort Brady to be expert on skis and snowshoes.

KINOGRAMS NO. 5158: Dayton, O.—Lieut. MacReady reaches 79 below zero in his altitude climb of 35,000 feet which breaks his own record but falls short of world's altitude mark he sought to break; Hollywood, Cal.—Will H. Hays, Czar of the movies, opens casting bureau for movie extras; Santa Rosa, Cal.—Town with fifty pair of twins, from babies to grown-ups, puts them on exhibition; Niagara Falls, N. Y.—Ice jam at Goat Island makes American falls dry while water pours over falls on Canadian side; Newark, N. J.—Harry C. White, a human dynamo, plays with half a million volts; Mapi Gomba, Tibet—Buddhist students study in tent monastery that is 500 years old; St. John, N. B.—German Canadian skating star, skates to a world's championship, beating Thunberg, Olympic title holder, and other champions.

FOX NEWS CONTINUITY, VOL. 7, NO. 36: United States Joins the World Court.—After a three-year fight, Senate votes 76 to 17 to sit in the Hague tribunal; Lake Merritt, Cal.—Studying duck migration, thousands are tagged to learn where they go next and whether they return; Shreveport, La.—First snowfall in years, and heaviest in quarter of a century, is greeted with joy in the Southland; New York City—Sophie Tucker, long the reigning "queen of jazz" in Europe, comes back to dear old Broadway; Minneapolis, Minn.—World's longest concrete bridge, with 13 spans of 300 feet each, is built at a cost of \$5,000,000; Hardship Grows Acute as Coal Strike Drags—In East, poor wait in line to buy and carry home a daily supply of coke; Chicago, Ill.—Raoul Walsh, who will direct the picturization of "What Price Glory" meets Louis Wolheim; Chattanooga, Tenn.—Five daughters of "Kid" Elbert, ex-ballplayer of N. Y. Yankees, form a sister basketball team; Berlin, Germany—General Von Seeckt, the Minister of War, leads the Reichswehr in first maneuvers since peace;

New York City—Dancing the Charleston under difficulties; Sydney, N. S. W.—Jessie, a 100-year-old elephant from India, is a sight-seeing omnibus for Australian children; Winnipeg, Canada—Harness races on ice.

PATHE NEWS NO. 11: St. John, N. B.—German stars at opening of world's speed skating championships! Off the British Coast—Mr. and Mrs. Irving Berlin on honeymoon! New York City—Gotham becomes new "Smoky City"! In the Limelight—Col. Mitchell resigns from the Army! Leicester, England—Off his horse again; Tokio, Japan—Premier of Japan dies of influenza! Miami, Fla.—Will Dempsey box Tunney? Albany, N. Y.—Boy scout produces fire with stones and wins prize! Omaha, Neb.—Honor railroad fireman for saving life of child! Portsmouth, England—British fleet leaves for spring maneuvers! U. S. Joins World Court! Historic step, departing from traditional American isolation, is taken, as Senate votes to enter the Permanent Court for International Justice; Wilkes-Barre, Pa.—Priest aids families suffering from protracted coal strike! St. Paul, Minn.—U. S. retains International curling trophy! New Orleans, La.—Realtors from all parts of United States view Louisiana Purchase in pageantry! Detroit, Mich. (Detroit only)—Scores compete in winter sports day carnival.

PATHE NEWS, No. 12: Riverside, Cal.—Dynamite mountain-side to get rock for breakwater work! St. Paul, Minn.—Youthful mushers battle for honors in annual dog derby! Dayton, Ohio—Soars 35,900 feet in the air; Auckland, N. Z.—Axmen wield flashing blades in woodchopper's fast contest! Sakai, Japan—Students wrestle for Japanese school championship; Brighton Beach, N. Y.—Bet P. T. Barnum's ghost would laugh with joy at this one! New York City—This, girls, is none other than the handsomest senior in Columbia University! Washington, D. C. (Charlotte only)—Honor Congressman Steadman on 85th birthday! St. John, N. B.—German wins world's ice speed championship! Los Angeles, Cal.—Makes parachute drop in straight-jacket; Crafton, Pa. (Pittsburgh only)—Pay final tribute to State Senator Harris! San Antonio, Texas (Dallas only)—New Douglas planes arrive at Kelly Field! Sanford, Fla. (Atlanta only)—Farrell wins Central Florida open golf championship! Berthoud Pass, Colo. (Denver only)—Snow motor delivers mail to snowed in mountaineers! Minneapolis, Minn. (Minneapolis only)—Champion ice skater attempts to set new record in 2-mile event!

INTERNATIONAL NEWS, NO. 10: Tientsin, China—Christian General Feng wins decisive battle as city of Tientsin falls; Rhodesia, Africa—New views of world's greatest waterfalls; Washington, D. C.—Senator

President Coolidge and Wife See "Flashes"

OWING to the great impression made by "Flashes of the Past," the Pathe News compilation of historic events of the last fifteen years, upon Vice-president Dawes at the recent banquet celebrating the fifteenth anniversary of the news reel, he determined to bring about a showing for President Coolidge. Through Editor Emanuel Cohen, Dawes arranged for Charles Chapman to screen the reels at a recent function held at the home of the vice-president.

Both the president and the first lady of the land are reported to have expressed enthusiasm over the screening.

Other distinguished guests at the Dawes' function were Mr. and Mrs. Dwight Morrow, Mr. and Mrs. Frank Stearns, Mr. and Mrs. E. J. Buffington, Gen. and Mrs. G. Harbord, Mr. and Mrs. Charles A. Hanna, of Montclair, N. J., Mr. and Mrs. Owen Young, Mrs. Frederick Dent Grant and Mr. W. W. Mills.

"Flashes of the Past" was also recently screened before the University Club of Chicago, where it registered a complete success.

Borah, defeated in valiant fight to keep U. S. out of world court, forgets state cares in great outdoors; Boston, Mass. (Boston only)—Assistant Secretary of War on inspection tour praises New England's army posts; Near Kelso, Wash.—Mountain torrent breaks tremendous log jam; Mariendorf, Germany—Trotting sleigh races thrill German crowds; Oakland, Cal. (Frisco only)—Tag and register visiting web feet in effort to learn secrets of duck migration; Cleveland, Ohio—Youthful skaters thrill thousands in fast contest for amateur championship; Off Key West, Fla.—Giant sharks caught in Florida seas.

INTERNATIONAL NEWS NO. 11: St. Paul, Minn.—Youthful "mushers" race in exciting dog derby; Los Angeles, Cal.—Redskin runner triumphs in six-mile marathon; Santa Rosa, Cal.—Presenting the biggest collection of twins; Columbus, Ohio—"McKinley's Own" relinquish historic battle standards; Spring Garden, Cal.—Sky-scraping cars break winter traffic tie-up; Washington, D. C.—Representative Stedman of North Carolina celebrates 85th birthday with help of fellow Congressmen; Washington, D. C.—Uncle Sam at last banishes the choke collar for his fighting men; Greenfield, Ind.—Hore's an unusual catch; Dayton, O.—Lt. John A. Macready, famous high-flyer, sets new American altitude record; Los Angeles, Cal.—Will Hays, advisor-in-chief to the movies, opens a central casting bureau



"A Bankrupt Honeymoon"

(Fox—Two Reels)

(Reviewed by George T. Pardy)

THERE'S quite a plot to this buzz-saw action, hilarious comedy starring Harold Goodwin, which runs along at a clipping rate and hasn't a dull moment in it. When the newly-wed spendthrift hero goes supposedly broke on his honeymoon, fate and a taxi driver show him the way out and in partnership with the latter he starts an "Eat-While-You-Ride" bus that competes successfully with a bus-line run by his dad. Goodwin scores in the leading role, with Shirley Palmer, as the girl, and Oliver Hardy, as the taxi driver, doing excellent work. The picture is well photographed and directed. Should please all classes of patrons, a capital addition to any program.

The Cast

Oswald Overton.....Harold Goodwin
The Girl.....Shirley Palmer
Girl's Dad.....Frank Beal
Boy's Lawyer.....Harry Dunkinson
Taxi Driver.....Oliver Hardy

The Story—Young Oswald Overton, son of wealthy bus lines operator, spends money regardless of his parent's remonstrances. He weds a girl in a hurry and as he starts on his honeymoon after a convivial night, during which he becomes "pals" with a taxi driver and runs up a huge bill driving around; is notified that his dad has gone broke. He and the taxi driver start an "Eat-While-You-Ride" bus that proves a big hit and scoops all patronage away from the ordinary, rival bus lines. His father's lawyer buys him out for \$50,000. It transpires that the supposed bankruptcy of his old man was a frame-up to check his extravagance.

Summary—A comedy with lots of snap, fun and slapstick action, offering unusually good plot material. Direction and work of cast up to best standard. Well photographed. Amusing from start to finish, should please everywhere.

"Felix, the Cat, Flirts With Fate"

(Educational-Cartoon—One Reel)

ACCORDING to Pat Sullivan and Felix, the planet Mars is mostly inhabited by cats and a few other weird looking objects. Just how they discovered all this was because Felix decided to ride a skyrocket to the planet to look over an attractive young lady cat he spied thru a telescope. All this happened to Felix thru a dejected state of mind following an unsuccessful search for a sweetheart. Arriving on the planet, Felix meets his lady-love and they attend a dance where, Felix finding things too slow, introduces the "Charleston." Soon, the whole planet is rocking from the effects of this dance. A bouncer interferes and Felix is thrown back to earth. This cartoon is up to the usual average.—EDW. G. JOHNSTON.

"Sea Scamps"

(Educational-Juvenile—Two Reels)

(Reviewed by Edw. G. Johnston)

"BIG BOY" and the rest of the gang of kids furnish most of the funmaking in this two-reel Juvenile Comedy although a chaperon, a chauffeur and a ship's officer contribute a goodly portion of the laughs. The story has to do with the efforts of a nice, charitably inclined old lady who arranges a day's outing for the inmates of an orphanage. Once aboard, the kids almost drive the nice old lady and the officers frantic by their deviltry. Charles Lamont directed.

The Cast

Big Boy, Bonnie, Spud, Ginger, Bobbie and Pal.
The Story—Thru the efforts of a charitable old lady who has a big sedan automobile, a day's outing aboard a ship is arranged for a number of orphans. On the appointed day, the auto arrives, the kids climb in and on the way to the ship almost wreck the car with the tricks played on the chauffeur. "Big Boy" gets off to a late start and is left behind but manager to get aboard with his dog before the ship gets under way. Once aboard the packet the gang start in immediately to make life as miserable as possible for everyone concerned. A few of the pranks that they put into play include setting off a case full of fireworks and interfering in general with the ship's routine.

Summary—A good comedy that features "Big Boy" and the rest of the gang of kids. The antics of "Big Boy" are always good for a number of laughs. The rest of the cast is excellent.

"Your Husband's Past"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

A VERY fair story, amusing incidents and a well known cast will generally insure the success of this Hal Roach two reeler. Fred Guiol did the directing and made a good job of it. The comedy concerns the complications which arise when a reformed crook marries a governor's daughter. His past comes back to haunt him.

The Cast

Vivian Oakland, George Cooper, Tyler Brooke, Fred Kelsey, James Finlayson and Arthur Millett.

The Story—A couple of crooks are playing their trade in a theatre where a governor and his daughter are among the spectators. One of the pair of crooks succeeds in robbing the governor's daughter of her necklace while the other steals back the jewels from his pal and returns them to the owner, thereby affecting an introduction to the charming young lady. The crook works fast, is invited to the governor's mansion and eventually obtains consent to marriage. In the meantime a detective recognizes the crook who has passed himself off as a titled gentleman, and endeavors to expose him. The detective is foiled in his first attempt and the crook, his pal and the governor's daughter prepare for an elopement. Many situations arise during the elopement and the crook's past continues to haunt him with several detectives playing the part of the ghost. He is finally run to cover.

Summary—There is nothing wrong with this one—amusing little plot, excellent cast and good direction. Should be well received at most any house.

"Long Pants"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

THIS is a much better comedy than the last one in which Glen Tryon appeared and the result is a very satisfactory brand of entertainment which should be a welcome addition to the program of any theatre. Furthermore, Tryon has a strong supporting cast, with the efforts of Jack Clifford particularly deserving of mention. Hal Roach is the producer and Fred L. Guiol did the directing.

The Cast

Glen Tryon, Vivian Oakland, Cissy Fitzgerald, Jack "Rube" Clifford and Sue O'Neill.

The Story—Our hero appears in his first pair of long trousers which are the latest and most extreme cut that has been adopted by the young male flappers of today. In possession of this up-to-date leg covering, Glen feels the urge of romance and a chance meeting with a vamping, merry widow results in the

young man completely falling for her wiles. After performing a heroic rescue in a nearby lake, Glen immediately discovers that though his trousers are one of the latest creations, they are not unshrinkable and almost spoil his romantic efforts. The young lover invites the widow to dinner at his home where his father, despite a rheumatic ailment—also becomes an admirer of the charming lady. During the dinner there is a lot of good comedy enacted.

Summary—Glen Tryon and a strong supporting cast in an amusing two reel comedy that will prove satisfactory to the average audience.

"Funnymooners"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

A NOTHER Ralph Graves comedy from the Sennett studios that will please. Graves has his usual good support from Thelma Parr and Marvin Lobach and this trio is always bound to furnish good entertainment. The story concerns the adventures of a love sick pair who experience many difficulties in dodging an irate parent when trying to elope. Lloyd Bacon directed.

The Cast

Ralph Graves, Thelma Parr and Marvin Lobach.

The Story—Ralph and Thelma are a love-sick couple who are having considerable difficulty with the progress of their romance—due to the objections of Thelma's father who does not approve of Ralph as a prospective mate for his daughter. They endeavor to elope on several occasions but the parent is always on hand to frustrate their plans. However, the pair finally manage to outwit the old man and in their flivver, go in search of a preacher to tie the knot—and to find quarters for the night. Complications arise when they are unable to find a minister and they are finally forced to seek shelter in a hotel where an insurance agent and his wife offer them the hospitality of their room which is the only one vacant. A terrible night passes—and the girl's father appears on their trail the next morning. Everything is finally straightened out.

Summary—This trio, consisting of Ralph Graves, Thelma Parr and Marvin Lobach are generally always good for first rate comedy and this one is not an exception.

"The Big City"

(Universal-Century—Two Reels)

(Reviewed by Chester J. Smith)

THIS is a typical Edna Marian vehicle. It is just a hodge-podge of slapstick and knock about stuff which gives this clever young comedienne full scope for the display of her talents. There is not even the thread of a story, but just a series of incidents that permits Miss Marian a chance to wreck a household and do some tumbling about that must almost wreck her.

The Story—Edna, a gawky country girl arrives in the city to visit her aunt. A traffic cop directs her to a bus which she boards, but falls off and is picked up by the fender of a passing car. She is also thrown from this to land on a scooter which takes her to her destination. Upon arrival at the wealthy aunt's she is warned not to touch the canary. She liberates the bird and spends the rest of the time knocking over bric-a-brac and wrecking furniture in an effort to recapture it. When the bird tires of the chase he returns to the cage of his own volition.

Summary—This is a fair knockabout comedy of just the type suited to Miss Marian. It is almost entirely without a story, but is made up of a series of incidents and mishaps that give the star full scope for her talents. It should be good for a few laughs.

"Officer of the Day"

(Fox—Two Reels)

(Reviewed by George T. Pardey)

THIS Fox Imperial is lively comedy, good for the laughs all the way through. Also, it offers remarkably fine photography, including many attractive marine shots and outdoor views with particularly nice shading and light effects. The film snaps into high speed right at the start and maintains its breezy action to the finish. Harold Goodwin, as the gob Keene, gives a gingery performance. Eugenia Gilbert scores as the heroine.

The Cast

Keene, The Boy Harold Goodwin
The Girl Eugenia Gilbert
The Villain Brooks Benedict
Chief Petty Officer Harry Woods
Boy's Buddy Jack Ackroyd
Vamp Edna Tichner
Captain Larry Stears
Consul Roderick O'Farrell

The Story—Keene joins the U. S. Navy so as to reach Alveria, where Mary Todd's father is consul, as he wants to win the old man's consent to their marriage. Going ashore at Alveria his valise is accidentally substituted for one a gob is taking to the Captain at a hotel. He finds the Cap's uniform in the suitcase and wears it. Mary is abducted by a rival suitor. Keene catches and beats up the villain, is warmly congratulated and gets Mary.

Summary—Has plenty of punch and go, situations breezily amusing, no hitch in swiftly-moving action, has love interest lure, whirls into great burlesque chase climax.



Highlights of "The Feud," a new Van Bibber comedy produced by Fox Film.

"The Winged Rider"

(Universal-Mustang—Two Reels)

(Reviewed by Chester J. Smith)

LOVE and intrigue combined with an oft-told, but interesting story making this a fairly good western with Edmund Cobb featured. The action is almost continuous and well sustained with little diversion to the usual sidelights of these two-reelers. Cobb as the hero has an easy role and does it well, with the balance of the cast well suited to the tasks assigned them.

The Story—Tom Sage, Big Bar Ranch foreman is also the head of the rustlers. He makes a dicker with the Winged Rider noted outlaw to help them over the border with a herd of the Big Bar horses. Jackie Day, daughter of the ranch owner encounters the Winged Rider and falls in love with him. Later she sees him in the company of Sage and becomes suspicious of the latter. She tells her father and a posse is formed. Sage and the Winged Rider are captured, Sage is revealed as the head of the rustlers and the Winged Rider as a ranger who has been impersonating the famed outlaw.

Summary—A good two-reel western with a well told story and well acted. It should go well wherever the short western is liked.

"The Little Brown Jug"

(Pathe-Fable—One Reel)

THIS time the farmer, a jug of wine, a cat and a dog go fishing. On the end of a dock they try their luck but none of the finny tribe are tempted by the lure. Then Mr. Terry shows the reason—there is a session on in a fish school under-sea and the class is being taught by an experienced old timer of a fish who shows the youngsters just how to strip a hook of its bait without heading straight for the frying pan. In the meantime the liquor gets in its work on the farmer and his past crusades against the fish are revealed in a horrible dream whereby the denizens of the sea reap their revenge.—EDW. G. JOHNSTON.

"A Dumb Friend"

(Universal-Blue Bird—One Reel)

ARTHUR LAKE is the featured player in this lively little comedy which gives the young comedian a better vehicle than he usually has. Arthur is the driver of a wagon

for a dry cleaning concern and on his route he picks up the dress suit of a prince. When he effects a rescue of the girl from a band of hoodlums he inadvertently dons the coat of the prince and hands the girl the latter's card. As the prince he is invited to the girl's party, but is finally compelled to reveal his identity when the horse persistently follows him about. The girl sympathizes with him and reveals her love for him.—CHESTER J. SMITH.

"Egypt Today"

(Fox—707 Feet)

PUBLIC interest in the Land of the Nile is constantly being stimulated by cabled reports in the daily press dealing with fresh discoveries by explorers of ancient Egyptian relics, a fact which lends additional charm to this fine scenic, showing the massive ruins of the past, pyramids, temples, tombs; all bearing majestic testimony to that dead and gone era of a great civilization which once led the world. These are striking views, superbly filmed. A picture with historic and educational appeal, that will also please the curiosity-loving fans.—GEORGE T. PARDEY.

"Soft Pedal"

(Pathe—One Reel)

A SHORT comedy with Paul Parrott in the leading role that will fit extremely well into any exhibitor's program. It's a burlesque all the way thru and this clever comedian has a good chance to do his stuff. Parrott plays the role of an umbrella salesman, aided by a little darkey who crawls along the tops of buildings with a sprinkling pot, emptying the contents of the can on the heads of pedestrians who immediately become prospects for the sale of an umbrella. This occasions many an amusing situation.—EDW. G. JOHNSTON.

"A June Bride"

(Pathe-Fable—One Reel)

THIS one of Paul Terry's fables is well up to standard and is good for many a laugh. Three of his familiar characters are featured which include Thomas Cat, his lady friend and the farmer. Due to an eagle eye that the farmer keeps on the lady cat, Thomas

has much difficulty in courting the fair feline. However, true love finds its way—and also a preacher—who ties the knot while the irate farmer attempts to break down the door.—EDW. G. JOHNSTON.

Great Activity on the Mack Sennett Lot

Ralph Graves has started work on his latest two-reel comedy for Pathe release on the Mack Sennett lot under the direction of Arthur Ripley. Thelma Parr again appears opposite the star and the supporting cast includes Marvin Lobach, Thelma Hill, Dave Morris, Patsy O'Byrne and Barney Hellum. Raymond McKee and Ruth Hiatt are making another of the "Smith Family" comedies under the direction of Gilbert Pratt with a supporting cast including Mary Ann Jackson, Sunshine Hart and "Cap," the canine actor.

Eddie Cline is directing a comedy with a racing theme with Alice Day starred and the cast includes Danny O'Shea, Ruth Taylor, Eddie Quillan and Joseph Young. The all-star troupe, Billy Bevan, Andy Clyde, Vernon Dent and Madeline Hurlock, are making a cannibal story under the direction of Del Lord.

NOW BOOKING

St. Patrick's Day Special
Week of March 14th
Fleischer Ko-Ko Song Car-Tune
**"HAS ANYBODY HERE
SEEN KELLY"**

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DISTRIBUTORS

With First Run Theatres

NEW YORK CITY

Capitol Theatre—
Film Numbers—The Black Bird (Metro-Goldwyn-Mayer), The guest of the Big Un (Educational), Capitol Magazine (Selected).

Musical Program—"Romeo and Juliet" (Overture), "Toreador Song from Carmen" (Baritone Solo), "Hejre Kati" (Concertmaster), "Always" (Vocal Duet), "A Persian Market" (Capitol Ballet), "Muezzin's Prayer" (Tenor Solo), Organ Solo.

Strand Theatre—
Film Numbers—Memory Lane (First National), Topical Review (Selected), Ko-Ko Baffles (The Boies (Red Seal cartoon)).

Musical Program—Prelude (b) "The Bird Song from Pagliacci" (Soprano Solo), Vincent Lopez Orchestra (Special Presentation), Organ Solo.

Rivoli Theatre—
Film Numbers—The Song and Dance Man (Paramount), Ethelbert Nevin (Music Master Series), Wind Jammers (Aesop Fable), Rivoli Movievents (Selected).

Musical Program—"Morning, Noon and Night in Vienna" (Overture), "I Never Knew" (Organ novelty), "Melody Mixers" (Special Orchestra), "Paradise Isle" (A. Special Public Presentation).

Rialto Theatre—
Film Numbers—The Wanderer (Paramount), Rialto Cinemements (Selected), The Ghost Fakir (Cartoon).

Musical Program—Selection from "I Pagliacci" (Overture), "Five Feet, Two, Eyes of Blue" (Organ Novelty), "A Castilian Fantasy" (Rialto Presentation).

Cameo Theatre—
Film Numbers—Revival by International Film Art Guild which includes The Last Laugh, Dr. Jekyll and Mr. Hyde, A Woman of Paris, Male and Female and Crainkubille.

Musical Program—Concert Orchestra and special musical settings.

Embassy Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer), Continued.

Astor Theatre—
Film Numbers—The Big Parade (Metro-Goldwyn-Mayer), Continued.

Geo. M. Cohan Theatre—
Film Numbers—Ben Hur (Metro-Goldwyn-Mayer), Continued.

The Colony Theatre—
Film Numbers—The Sky Rocket (Assoc. Exhibitors), Continued.

Apollo Theatre—
Film Numbers—Stella Dallas (United Artists), Continued.

Mr. Exhibitor: Ask at the Film Exchanges for the



It's little to ask for, but it's the only reliable aid you can give your musicians to help put the picture over.



Action, romance and the atmosphere of the "open spaces" conveyed in illustrations in copy on "The Best Bad Man" (Fox). Ad used by Palace, Hartford, Conn.

Warner Bros. Theatre—
Film Numbers—The Sea Beast (Warner Bros.), Continued.

BROOKLYN

Brooklyn Mark Strand Theatre—
Film Numbers—Just Suppose (First National), Strand Topical Review (Selected).

Musical Program—"Evolution of Dixie" (Overture), Medley of Popular Songs (Xylophone Solo), "Bubble Dance" (ballet corps), "Concerto No. 1" (Piano solo), "Songs of Scotland," "The Campbells Are Coming" (Bagpipe Band), "Comin' Thro the Rye" (Soprano solo), "Loch Lomond" (contralto solo), "Roamin' in the Gloamin'" and "I Love a Lassie" (Tenor Solo), "Highland Fling" (Scotch Lassies), "Will Ye No Come Back Again" (Ensemble).

LOS ANGELES

Forum Theatre—
Film Numbers—Lady Windermere's Fan (Warner Bros.), Hodge Podge (Educational), Kinograms, International News. Musical Program—Orchestra and Organ.

Hillstreet Theatre—
Film Numbers—Lorraine of the Lions (Universal), Adventures of Mazie (F. B. O.), Aesop Fable, Pathe News.

Musical Program—Vaudeville.

Loew's State Theatre—
Film Numbers—The Unguarded Hour (First National), International News, Kinograms.

Musical Program—Special Presentation by Staff (Song Hits of 1925).

Criterion Theatre—
Film Numbers—Too Much Money (First National), Papa Be Good (Pathe), Fox News.

Musical Program—Orchestra and Organ.

Figueroa Theatre—
Film Numbers—When The Door Opens (Fox), Saturday After-

noon (Pathe).
Musical Program—Stage specialties by Staff.
Million Dollar Theatre—
Film Numbers—Don Q (United Artists).
Musical Program—Atmospheric Prologue.

CLEVELAND

Stillman Theatre—
Film Numbers—The Vanishing American (Paramount), His Own Lawyer (Fox), Pathe News.

Musical Program—Excerpts from "The Student Prince" (overture), "Indian Dawn" "Indian Love Call".

Allen Theatre—
Film Numbers—Mike (Metro-Goldwyn-Mayer), Pathe Review, Topics of the Day (Pathe) & International News.

Musical Program—"Phedre" (Overture), Specialties: (Saxophone players), (Follies Dancing star).

State Theatre—
Film Numbers—The Masked Bride (Metro-Goldwyn-Mayer), Eve of the Revolution (Pathe), Hero of Pipe Rock (Universal), Trap Door Spider (S. R.), Pathe Review.

Musical Program—Organ overture. Vaudeville.

Park Theatre—
Film Numbers—Dance Madness (Metro-Goldwyn-Mayer), Whispering Whiskers (Pathe), Felix Full of Fight (S. R.), Topics of the Day (Pathe), Kinograms (Educational).

Musical Program—Classical Jazz Revue (overture), Organ novelties.

Reade's Hippodrome—
Film Numbers—Steel Preferred (Prod. Distr. Corp.), Long Pants (Pathe), International News (Universal).

Musical Program—Operatic Arias (Overture), Vaudeville.

Keith's East 105th St.—
Film Numbers—Steel Preferred (Prod. Distr. Corp.), Buried Treasures (Pathe), Aesop's Fables, Pathe News.

Musical Program—Suppe's Light Cavalry (Overture), Vaudeville.

Circle Theatre—
Film Numbers—His Jazz Bride (Warner Bros.), Official Officers (Pathe), Pathe News.

Musical Program—Orchestra overture, vaudeville.

MILWAUKEE

Merrill Theatre—
Film Numbers—The Wanderer (Paramount), Comedy "Care-takers Daughter" (Pathe), Kinograms.

Musical Program—Organ and Orchestra Selections.

Garden Theatre—
Film Numbers—Steel Preferred (Producers Dist. Corp.), Fox News, Comedy (Fox).

Musical Program—Organ Specialty.

Strand Theatre—
Film Numbers—The Last Edition (F. B. O.), Kinograms, "Skyhooks" (Educational), "His Brothers Keeper," Typographical Review (Independent).

Musical Numbers—"Hogan's Alley," Organ Specialty.

Alhambra Theatre—
Film Numbers—The Storm Breaker (Universal), International News, Comedy.

Musical Program—"The Alhambra's" (Orchestra Overture), "All at Sea" (Stage Presentation).

Wisconsin Theatre—
Film Numbers—The American Venus (Paramount), International News, Comedy.

Musical Numbers—"Dance of the Hours" (Overture), "A Trip to the Hawaiians" (Stage Presentation).

PHILADELPHIA

Stanley Theatre—
Film Numbers—Phantom of the Opera (Universal), Stanley Magazine (Selected).

Musical Program—Excerpts from "Faust" (Overture), "Coral Gables Revue" "Jewel Song" from Faust (Soprano solo).

Fox Theatre—
Film Numbers—The Golden Strain (Fox), Fox News.

Musical Program—"Madame Butterfly" (Overture), "Spanish Fantasy" (Marimba Band) (Soloists).

Stanton Theatre—
Film Numbers—Vanishing American (Paramount).

Karlton Theatre—
Film Numbers—The Only Thing (Metro-Goldwyn-Mayer).

Arcadia Theatre—
Film Numbers—The Merry Widow (Metro-Goldwyn-Mayer).

Palace Theatre—
Film Numbers—Lights of Old Broadway (Metro-Goldwyn-Mayer).

Victoria Theatre—
Film Numbers—The Enchanted Hill (Paramount).

Capitol Theatre—
Film Numbers—The Beautiful City (First National).

BALTIMORE

Century Theatre—
Film Numbers—His Secretary (Metro-Goldwyn-Mayer), His Own Lawyer (Fox), News (Fox).

Musical Program—"Jazz Selections," Songs and Dances, Orchestra, Organ.

Garden Theatre—
Film Numbers—The Golden Strain (Fox), Dinkey Doodle and the Circus (F. B. O.), All Out (Comedy), News (Fox).

Musical Program—Vaudeville (orchestra, organ).

Keith's Hippodrome—
Braveheart (Producers Dist. Corp.), What's This World Coming To (Pathe), Green Archer, No. 7 (Pathe), News (Pathe), Aesop's Fable.

Musical Program—Vaudeville (Orchestra, organ).

Warner's Metropolitan—
Film Numbers—The Wheel (Fox), The Tea Rose (Pathecolor) Crossing Arctic America (Scenic), The Little Brown Jug (Aesop Fable), News (Pathe), Whispering Whiskers (Pathe).
Musical Program—"The Calif of Bagdad" (Overture). (Orchestra, organ).

New Theatre—

Film Numbers—Womanhandled (Paramount), Cheap Skates (Educational), News (Pathe).
Musical Program—Dances and Instrumental Selections (Specialty), (Orchestra, organ).

Parkway Theatre—

Film Numbers—Lights of Old Broadway (Metro-Goldwyn-Mayer), A Salty Sap (Educational), Kinograms.

Musical Program—"The Venetian Suite" (Overture) (Orchestra, organ).

Rivoli Theatre—

Film Numbers—Infatuation (First National), Failure (Fox), News (Pathe), All Astride (Pathe).

Musical Program—"Mlle. Modiste" and "What Could Be Sweeter Than You" (Organ Selections), "Let Me Call You Sweetheart," "Who," "Pal of My Cradle Days," "Gas Pipe Blues," (Jazz Band Specialties), "Sweet Georgia Brown" (Saxophone Solo), "Someone To Love" (Musical Theme For Picture). (Orchestra, organ).

PITTSBURGH**Warners' State Theatre—**

Film Numbers—The Golden Cocoon (Warner Bros.), A Dog's Life (Pathe), Warners News Weekly (Selected), Fun From The Press.

Musical Program—"Midnight Sons" (Specialty), Vocal Selections).

SEATTLE

Film Numbers—Pleasure Buyers (Warner Bros.), Aesop Fable, The Feud, International News.

Musical Program—"Let Me Call You Sweetheart" (Overture).

Coliseum Theatre—

Film Numbers—The Splendid Crime (Paramount), Whispering Whiskers (Pathe), Kinograms, Pathe News.

Musical Program—"Song Shop Medley" (Overture).

Columbia Theatre—

Film Numbers—The Secret Agent (Metro-Goldwyn-Mayer), Andy Takes a Flier (Comedy), International News.

Musical Program—"Hungarian Rhapsody" (Overture), Vocal Duet.

Liberty Theatre—

Film Numbers—Clothes Make The Pirate (First National), Felix Tries Trades (Educational), International and Liberty News.

Musical Program—Suane River (Overture), Old Time Fiddlers Contest, Chinese Tenor.

Metropolitan Theatre—

Film Numbers—The Sea Beast (Warner Bros.).

Musical Program—Special musical and vocal numbers.

Pantages Theatre—

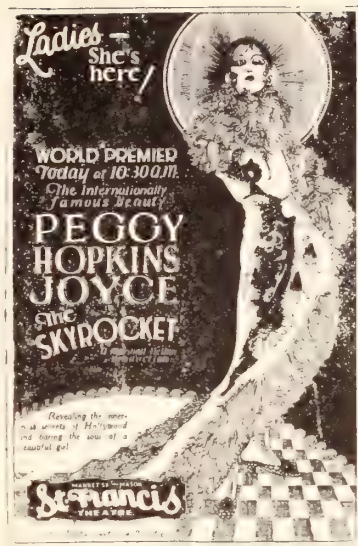
Film Numbers—The Police Patrol (S. R.), Aesop Fable, Pathe News.

Strand Theatre—

Film Numbers—Woman of the World (Paramount), Seattle in 1926, Pathe Review, Fox News.

SALT LAKE CITY**American Theatre—**

Film Numbers—The Beautiful City (First National), Educating Buster (Universal), International News.



One of a series of exceptionally attractive displays announcing the World Premier of "The Skyrocket" (Associated Exhibitors) at the St. Francis Theatre, San Francisco.

Kinema Theatre—

Film Numbers—Ramshackle House (Producers Dist. Corp.), What Price Goofy (Pathe), Pathe Review, International News.

Pantages Theatre—

Film Numbers—L. L. L. (Pathe), Street (F. B. O.).

Paramount Express Theatre—

Film Numbers—Hands Up (Paramount), Mary, Queen of Tots (Pathe), Pathe News.

BUFFALO**Shea's Buffalo—**

Film Numbers—Stage Struck (Paramount), The Uneasy Three (Pathe), Shea's Pictorial (Selected).

Musical Program—"Mignon" (Orchestra), Organ solo.

Shea's Hippodrome—

Film Numbers—Let Me Again (Warner Brothers), The Iron Nag (Pathe), Hippodrome Review (Selected).

Musical Program—"In a Jazz Palace" (Recording Artists).

Loew's State—

Film Numbers—The Black Bird (Metro-Goldwyn-Mayer), Boys Will be Boys (Pathe), Loew's Minute Views (Pathe).

Musical Program—"The Student Prince" (Orchestra), Vaudeville.

Lafayette Square—

Film Numbers—Morals for Men (S. R.), Pathe comedy, Lafayette News (Kinograms).

Musical Programs—Selection from "Irene" (orchestra), Vaudeville.

New Olympic—

Film Numbers—Counsel for the Defense (Associated Exhibitors), Manhattan Madness (Associated Exhibitors), Accidents Will Happen (comedy), Olympic News (International).

Musical Program—"Medley of Popular Hits" (Organ).

Shea's North Park—

Film Numbers—The King on Main Street (Paramount), Christie comedy, North Park Review (Selected).

Musical Program—"Stradella" (Orchestra), Organ solo.

Criterion Theatre—

Film Numbers—The Vanishing American (Paramount) Kino-

grams, Felix Tries The Trades (Educational).

Musical Program—Organ Selections.

Empress Theatre—

Film Numbers—Joanna (First National), Pathe News.

Musical Program—Organ Selections.

Capitol Theatre—

Film Numbers—Three Faces East (Paramount), Kinograms.

Musical Program—Organ Selections.

HOUSTON**Queen Theatre—**

Film Numbers—The Black Bird (Metro-Goldwyn-Mayer), News (Pathe), Queen News (Local), The Fighting Dude (comedy).

Musical Program—"Sleepy Time Gal" (Overture), "You'll find me waiting for you" (Organ solo), organ and orchestra selections.

Majestic Theatre—

Film Numbers—The Fool (Fox), Aesop's fables, News (Pathe).

Musical Program—"Popular Hits" (Overture), organ and orchestra selections, Vaudeville.

Capitol Theatre—

Film Numbers—The Splendid Crime (Paramount), Comedy (Educational), News (Kinograms).

Musical Program—"Just Around the Corner" (Overture), organ and orchestra selections.

Rialto Theatre—

Film Numbers—Phantom of the Opera (Pathe), News (Fox).

Musical Program—Organ and piano selections.

Isis Theatre—

Film Numbers—The Black Bird (Metro-Goldwyn-Mayer), Comedy (Universal), News (International).

Musical Program—Concert program (Overture), organ and orchestra selections.

Liberty Theatre—

Film Numbers—The Black Bird (Metro-Goldwyn-Mayer), Comedy (Fox), News (Pathe).

Musical Program—Organ and piano selections.

BOSTON**Beacon and Modern Theatres—**

Film Numbers—Bobbed Hair (Warner Brothers), Fifth Avenue (Prod. Dist. Corp.), Comedy (Educational), News (International).

Musical Program—Overture, organ.

Colonial Theatre—

Film Number—Stella Dallas (United Artists), Continued.

Fenway Theatre—

Film Numbers—Fifth Avenue (Prod. Dist. Corp.), Bobbed Hair (Warner Brothers), Fables (Pathe), News (Pathe).

Musical Program—Overture, organ.

Gordon's Washington Street Olympia Theatre—

Film Numbers—Too Much Money

(First National), Comedy (Pathe), News (Pathe).

Musical Program—Overture, orchestra and organ, Vaudeville.

Keith-Albee's Boston Theatre—

Film Numbers—Sporting Life (Universal), Comedy (Pathe), News (Pathe).

Musical Program—Overture, organ and orchestra, Vaudeville.

Keith-Albee's St. James Theatre—

Film Numbers—The Plastic Age (S. R.), Topics (Pathe), Fables (Pathe), News (Pathe).

Musical Program—Overture, orchestra and organ, Vaudeville.

Loew's State Theatre—

Film Numbers—Mike (Metro-Goldwyn-Mayer), Topics (Pathe), Fables (Pathe), Tours (Educational), News (Fox).

Musical Program—"Caprice Italiane," Victor Band; stage feature, "Californian Girls," Overture, orchestra and organ.

Majestic Theatre—

Film Number—The Big Parade (Metro-Goldwyn-Mayer).

Metropolitan Theatre—

Film Numbers—The Grand Duchess and the Waiter (Paramount), Comedy, Metropolitan News Weekly, Topics (Pathe).

Musical Program—Overture, "La Gioconda," orchestra; "Hats," (organ number), "Dance of the Hours," (ballot). Stage special, (American Beauty Revue.)

ST. LOUIS

Grand Central, West End Lyric and Capitol—

Film Numbers—The Eagle (United Artists), On Edge (Educational), Kinograms News and Views.

Musical Program—Orchestral Overture and Organ accompaniment. At Grand Central only special vocal numbers.

St. Louis Theatre—

Film Numbers—North Star (Associated Exhibitors), Selected News and Views.

Musical Program—Orchestral Overture, Organ accompaniment and five acts of vaudeville.

Missouri Theatre—

Film Numbers—The American Venus (Paramount), Missouri Magazine (Selected).

Musical Program—Orchestral Overture, Organ selections. On stage—A style show. Vocalists, Dancers and the Missouri Rockets.

Loew's State Theatre—

Film Numbers—The Black Bird (Metro-Goldwyn-Mayer), Girls or Illusions (Plastic Chromatic Film), Masked Players Contest (Masked Metro-Goldwyn-Mayer stars), News, Views and Tours (Selected).

Musical Program—Symphony Orchestra. Organ accompaniment. On stage—A jazz band and pianists stars.

William Goldman's Kings and Rivoli Theatres—

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Film Numbers—The Live Wire (First National), Selected News and Views.

Musical Program—Orchestral Selections.

Delmonte Theatre—

Film Numbers—The Phantom of the Forest (S. R.), News and Views.

Musical Program—Orchestral Overture and Popular Selections. On stage—Five Acts of Vaudeville.

Grand Opera House—

Film Numbers—The Midnight Flyer (F. B. O.), Short Subjects.

Musical Program—Orchestral Selections. On stage—Eight Acts of Vaudeville.

NEWARK

Mosque Theatre—

Film Numbers—That Royle Girl (Paramount), Comedy (Educational), News (International),

Musical Program—Evening in Dixie (soprano, dancer and ballet).

Branford Theatre—

Film Numbers—Womanhandled (Paramount), Comedy (Pathe), News (Pathe).

Musical Program—"Slavic Rhapsody" (overture), Ingenues (singing and dancing act).

Capitol Theatre—

Film Numbers—When Love Grows Cold (F. B. O.), Lovers' Island (Associated Exhibitors), Comedy (Pathe), Kinograms.

Musical Program—Irving Berlin's "Always" (overture).

Rialto Theatre—

Film Numbers—If I Marry Again (First National), Wild Horse Mesa (Paramount), Kinograms. Musical Program—"Popular Melodies" (overture).

Fox Terminal—

Film Numbers—Golden strain (Fox), Feud (Fox), News (Fox).

Musical Program—"Songs of the Day" (overture).

DES MOINES

Capitol Theatre—

Film Numbers—Mike (Metro-Goldwyn-Mayer), Long Pants (Pathe), Fox News, Koko Steps Out (Cartoon).

Musical Program—"I Never Knew" (organ special), Dancing and singing.

Des Moines Theatre—

Film Numbers—The Vanishing American (Paramount), Pathe News.

Musical Program—"Indian tenor."

Strand Theatre—

Film Numbers—His Secretary (Metro-Goldwyn-Mayer), Bachelor's Babies (F. B. O.), Kinograms.

Musical Program—"Three Kings of Harmony."

Rialto Theatre—

Film Numbers—The Last Edition (F. B. O.), Hurry, Doctor (Pathe).

CHICAGO

Chicago Theatre—

Film Numbers—Mike (Metro-Goldwyn-Mayer), News Weekly, (Universal), Literary Digest, Felix Cartoon (Educational).

Musical Program—"Popular Fantasy" (overture); "Wagner

Music Reel" (specialty) "A Cottage Small By A Waterfall," (organ solo); "The Melting Pot," (presentation).

Tivoli Theatre—

Film Numbers—The Beautiful City (First National), News and Views (Universal); Framed (Educational).

Musical Program—"Selections from Friml's Famous Hits, "Gianina Mia" from "Firefly," (Overture), "Clap Hands, Here Comes Charlie," (Organ Solo), "Waring's Pennsylvanians," playing, "Sleepy Time Gal," "Collegiate Blues," "I Love My Baby," "Who," and "Medley of College Songs," with divertissements (Presentations).

Uptown Theatre—

Film Numbers—We Moderns (First National); International News (Universal), Felix Cartoon.

Musical Program—"A Bouquet of Favorite Classics," (Overture); "Sleepy Time Gal," (Organ Solo); "The Honeymoon," (Presentation).

Capitol Theatre—

Film Numbers—The Phantom of the Opera (Universal); News and Views (Universal), Aesop's Fables, (Pathe).

Musical Program—"Gems From Musical Comedies," (Overture); "Syncopation in Dixie," (Specialty); "Tie Me To Your Apron Strings Again," (Organ Solo), "Atmospheric Prologue to the feature," (Presentation).

McVickers Theatre—

Film Numbers—The Girl From Montmartre, (First National); Review (Pathe); News and of the Bar," (Presentations and Specialties.)

Roosevelt Theatre—

Film Number—The Eagle (United Artists).

Monroe Theatre—

Film Numbers—The Iron Horse (Fox).

Orpheum Theatre—

Film Numbers—What Happened To Jones (Warner Brothers).

Randolph Theatre—

Film Numbers—Stella Maris (Universal); International News (Universal).

SAN FRANCISCO

Granada Theatre—

Film Numbers—The Grand Duchess and Waiter (Paramount), Fair but Foolish (Educational), Pathe News.

Musical Program—"Five Rooms and Bath" (automatic stage act with singing dancing).

Loews Warfield Theatre—

Film Numbers—Auction Block (Metro-Goldwyn-Mayer), The Spot Light (Educational), Felix The Cat (Educational), International News, Kinograms, Literary Digest.

Musical Program—"Sextette from Lucia," (Overture) "Hear You Calling Me," "Croon A Little Lull-aby" (Orchestra), "Varietie Ideas" (Fanchon and Marco idea and singing and dancing).

California Theatre

Film Numbers—The Masked Bride (Metro-Goldwyn-Mayer), My Stars (Educational), International News, Pathe Review, My Carolina (Fox).

Musical Program—"Blue Bells of Scotland" (Overture), "Merry Widow." Selections (Orches-

tra). "Villa Song from Merry Widow" (Violin Solo).

Imperial Theatre—

Film Numbers—The Eagle (United Artists), For Sadies Sake (Educational), Uprising Generation (Pathe), Fox News. Musical Program—"March Slav" (Overture), Irving Berlin "Medleys" (Orchestra).

St. Francis Theatre—

Film Numbers—The Sky Rocket (Assoc. Exhibitors) Continued.

Wilkes Theatre—

Film Numbers—The Big Parade (Metro-Goldwyn-Mayer) Continued.

Cameo Theatre—

Film Numbers—Camille of Barbary Coast (Associated Exhibitors), Heron of Piperock (Universal), Intl. News. Musical Program—"Sidewalks of New York," "Medley of Old Numbers."

Golden Gate Theatre—

Film Numbers—The Circle (Metro-Goldwyn-Mayer), Off His Beat (Educational), He Who Got Socked (Educational), Pathe Fables, Pathe News. Musical Program—Vaudeville.

Union Square Theatre—

Film Numbers—Wyoming Wild Cat (F. B. O.), Fox Comedy, Pathe News. Musical Program—Vaudeville.

INDIANAPOLIS

Circle Theatre—

Film Numbers—Too Much Money (First National), Novelty Film (Fox), Comedy (Educational), News (Universal).

Musical Program—Concert orchestra, violin-cello solo and symphonic fox trot.

Apolo Theatre—

Film Numbers—Don't (Metro-Goldwyn-Mayer), News Reel Weekly (Fox), Comedy (Pathe). Musical Program—Orchestra and organist.

Colonial Theatre—

Film Numbers—Three Faces East (Producers-Distributing Corporation), Comedy (Universal), Aesop Fable, News (Universal).

Musical Program—American Harmonists and Dancers.

ST. PAUL

Astor Theatre—

Film Numbers—Too Much Money (First National), My Swedie (Educational), News (Selected).

Musical Program—"Jazz Cyclone" (orchestra) with dancer.

Capitol Theatre—

Film Numbers—Joanna (First National), Felix Keeps a Walking (Educational), News Digest (Selected).

Musical Program—"Finale from Symphony in F. minor No. 4," (overture), "That Certain Party" (Organ novelty), "A Colorful Recital" (violinist).

Garrick Theatre—

Film Numbers—The Vanishing American (Paramount), Felix Tries the Trades (Educational), News events (Selected).

Musical Program—"March Slave" (orchestra).

Princess Theatre—

Film Numbers—The Midnight Flyer (F. B. O.), Hotsy Totsy (Pathe) Kinograms.

Musical Program—Organ overture.

Strand Theatre—

Film Numbers—The Outsider (Fox), Pike's Picque (F. B. O.), Kinograms (Educational news). Musical Program—Organ overture.

Tower Theatre—

Film Numbers—The Blackbird (Metro-Goldwyn-Mayer), Long Pants (Pathe), (Pathe News). Musical Program—"Oberon" (orchestra), The singing "Mike."

MINNEAPOLIS

Aster Theatre—

Film Numbers—The Golden Strain (Fox), I do (Pathe), News (Fox). Musical Program—Organ Overture.

Garrick Theatre—

Film Numbers—Mike (Metro-Goldwyn-Mayer), At the Rainbow's End (Educational comedy), Film Novelty—Garrick News (Selected).

Musical Program—"Morning, Noon and Night", Overture (Orchestra), Organ Novelty "Cinders" (atmospheric prologue).

Lyric Theatre—

Film Numbers—Hands up (Paramount), Rasbery Romance (Pathe), News (Selected).

Musical Program—Organ overture.

State Theatre—

Film Numbers—That Royle Girl (United Artists), The Restaurant (Comedy), Stage Digest (Selected).

Musical Program—Orchestra overture and piano duo.

Strand Theatre—

Film Numbers—The Gold Rush (United Artists), Old Mexico (Scenic), News (Selected).

Musical Program—Organ overture.

KANSAS CITY

Newman Theatre—

Film Numbers—His Secretary (Metro-Goldwyn-Mayer), Newman Miror (Selected), Newman Events (Local).

Musical Program—"Charleston-esque" (Overture), "Crimoline vs Charleston" (Novelty), Charleston Sammy (Dance Number), Baritone, organ solos.

Liberty Theatre—

Film Numbers—The First Year (Fox), Long Pants (Pathe), Aesop's Fables, International News.

Musical Program—"Merry Wives Of Windsor" (Overture), Organ Solos.

Royal Theatre—

Film Numbers—The Masked Bride (Metro-Goldwyn-Mayer), The Fighting Dude (Educational), Royal Mirror (Selected), Royal Events (Local).

Musical Program—Royal Syncopators On Stage (Overture), Organ Solos.

Mainstreet Theatre—

Film Numbers—Infatuation (First National), Pathe News and Educational Short Subjects. Musical Program—"Atmospheric Selections" (Overture), Organ Solos.

Pantages Theatre—

Film Numbers—His Majesty, Bunker Bean (Warner Brothers), Pathe News, Aesop's Fables.

Musical Program—"The Prisoner Song" (Overture), Organ Solos.

Pre-release Reviews of Features

The Pleasure Buyers (Warner Brothers—Seven Reels)

(Reviewed by Frank Elliott)

ARTHUR SOMERS ROCHE can usually be depended upon for something worth while in mystery stories of which this is one of his best. While the screen version is rather long, it succeeds in holding the interest unusually well, the only breakcoming when a lot of useless comedy is injected by Charles Conklin in the role of a colored servant which tends to interrupt the continuity and has no place in a picture of this type. The mystery is one that keeps the observer guessing right up to the last scene and there will be few if any in the audience that will be able to solve it. In a foreword the exhibitor and patron are urged not to divulge the ending. Irene Rich gives her usual clean cut characterization and she is supported by Clive Brook, in the principal male role which is not overly convincing. Mr. Brook does not look like a former police commissioner. Frank Campeau also overdoes the role of sleuth. June Marlowe attractive in a minor part.

THEME. Mystery drama. Former police commissioner seeks to find who killed a wealthy gambler and clear his sweetheart.

PRODUCTION HIGHLIGHTS. Gambling room scenes. Cassena's attack on fiancée's father. Shooting of Cassenas. Third degree in which Joan figures. Solution of crime.

EXPLOITATION ANGLES. Book store displays. Boost the star, who is a strong box office puller. Promote a Pleasure Buyers' Week in co-operation with merchants.

DRAWING POWER. O. K. for average house. Irene Rich should help sell it.

SUMMARY. A good mystery tale, which is rather long, but holds the interest. Has a fair cast and is well mounted. Will please most persons. Some parts overdone.

THE CAST

Joan Wiswell.....	Irene Rich
Tad Workman.....	Clive Brook
Gene Cassenas.....	Gayne Whitman
Helen Ripley.....	June Marlowe
Burke.....	Charles Conklin
Tommy Wiswell.....	Don Alvarado
Kildare.....	Edward Peil

Author, Arthur Somers Roche. Director Chet Withey. Photographed by Joseph Walker.

SYNOPSIS. Gene Cassenas, sitting in his own home is shot fatally by someone in the dark outside. Tad Workman, former police commissioner, is called in. Six persons are under suspicion, a valet, Joan Wiswell, society beauty; her brother, Tommy; Terry, a former business associate; Helen Ripley, fiancée and the latter's father. It transpires that the valet rigged up a hall clock which fired a gun at a certain time. Joan and Tad wed.



Irene Rich, in Warner Bros. picture, "The Pleasure Buyers."

The Pleasure Buyers (Warner Brothers)

PRESS NOTICE

"THE PLEASURE BUYERS," will be shown on the screen at the _____ Theatre, commencing _____. The story concerns the romance between Joan Wiswell, society belle, portrayed by Irene Rich, and Tad Workman, former police commissioner, the role assumed by Clive Brook. Gene Cassenas, ne'er-do-well gambler is engaged to Helen Ripley. In an effort to save Helen from Gene's fascination, Joan arouses his antagonism. When, after an exciting night in which he quarrels with several different persons, Cassenas is found murdered, suspicion falls on Joan. How Workman clears her of guilt and marries her, is the climax.

CATCH LINES

Gorgeous Palm Beach with gay spenders and bored idlers seeking excitement on the spin of the roulette wheel!

Fangs of Fate (Chesterfield M. P. Corp.—5000 Feet)

(Reviewed by George T. Pardy)

THERE can be no complaint as to lack of action in this Western. Flashing guns, galloping steeds, stage holdups, vigorous rough-and-tumble scraps comprise the greater part of the picture, with some comedy centering around a good-natured, corpulent sheriff altogether too heavily handicapped by superfluous flesh for the satisfactory performance of his duties; and love interest duly interjected. Bill Patton is the star, and Bill can certainly ride and battle with the best of 'em. He does very well as the reformed bandit leader who turns deputy sheriff and rounds up his old associates because, in the first place, a good girl has learned to love him, and secondly, he wants to get even with the gang members for not knowing enough to quit when he told them to. Dorothy Donald is the pretty heroine, and it's quite easy to understand why Bill wanted to go straight for her sake.

THEME. Western Melodrama. Outlaw captain turns straight for girl's sake. When gang refuses to quit he becomes deputy sheriff and rounds them up.

PRODUCTION HIGHLIGHTS. Gun fights, horsemanship feats, fistic scraps. Bill Patton's energetic work. Tricks of his horse, Silver Flash. Romantic appeal.

EXPLOITATION ANGLES. Play up the whirlwind action, the scene where Bill whips town rowdies, his round-up of the bandit crowd. Feature Patton and leading lady.

DRAWING POWER. Suitable for daily change and smaller houses.

SUMMARY. Picture follows familiar plot trail, but will satisfy fans who want their Westerners dished up with continuous red-hot melodramatic action. Has no end of exciting fights, gunplay and fistic variety; riding feats galore.

THE CAST

Bob Haynes.....	Bill Patton
Dorothy.....	Dorothy Donald
Dodo Briggs, Sheriff.....	Ivor Macfadden
Judge.....	William Bertram
Red.....	Merrill McCormick
Bill.....	Tex Starr
Tom.....	Carl Silvera

Author, L. Carpenter. Director, H. B. Carpenter. Photographed by Paul Allen.

SYNOPSIS. Outlaws terrorize town of Arcady, Arizona. Bob Haynes, a stranger, is attracted by Dorothy, daughter of boarding house keeper and protects her from some drunken rowdies. Sheriff offers to make Bob a deputy, but he declines. Later, following a stage holdup, he accepts and brings in the guilty bandits, but confesses that he had previously been their leader. The outlaws are sent to jail, but the judge paroles Bob in Dorothy's custody.

Fangs of Fate (Chesterfield M. P. Corp.)

PRESS NOTICE

BILL PATTON, most fearless and dashing of range riders, is the star of "Fangs of Fate," a slashing Western melodrama listed as the chief screen attraction at the _____ Theatre on _____. Bill enacts the part of an outlaw leader who turns straight for a girl's sake. When his former associates refuse to quit, Bill becomes a deputy sheriff and goes on their trail.

He gets his men, and then confesses that he used to be their leader. The judge paroles him in the custody of the girl he loves.

Dorothy Donald gives a fine performance in the heroine role. Others in the cast are Ivor Macfadden, William Bertram, Merrill McCormick, Tex Starr.

CATCH LINES

An outdoor adventure picture packed with thrills, gunfighting and tender romance, a whirlwind of action!



Bill Patton, star of "Fangs of Fate," a Chesterfield production.

When Love Grows Cold

(F. B. O.—Seven Reels)

(Reviewed by William Campbell)

HOUSES catering to patrons whose desire in film menus borders on the sensational should find in this offering just what they are looking for. To begin with they will get Natacha Rambova as the star. Natacha, of course, means nothing, but Mrs. Rudolph Valentino, her name in private life, is "some-thing else again!" Then there is a big selling factor offered in the gorgeous gowns of her own creation which she wears in this one. Again the settings, also unique, are of her own design. The story, by Laura Jean Libbey, is just fair. So is the acting and direction. However, folks who go to see this will do so because they want to see Natacha and so exhibitors won't have to worry so much about anything else. The supporting cast includes Clive Brook and Sam Hardy, the former the popular English actor and the latter the funny press agent of "Blue Beard's Seven Wives."

THEME. Modern society drama in which a husband's love grows cold when he reaches the pinnacle of success but the wife remains true.

PRODUCTION HIGHLIGHTS. Sequence in which wife, after her husband fails, puts over the big deal before the oil company board. Scene when wife sees "the other woman" in husband's arms. The settings. Mrs. Valentino's gowns.

EXPLOITATION ANGLES. Hammer home in every nook and corner the name of Mrs. Rudolph Valentino. Book display of Laura Jean Libbey novels. Use photos of star in star window tie-up.

DRAWING POWER. Suitable for houses that specialize in the sensational show.

SUMMARY. Looks like a good box office bet for theatres that show this class of picture. Publicity barrage put down on star throughout country will help. Boost star, don't promise much on story or acting.

THE CAST

Margaret Benson.....Natacha Rambova (Mrs. Rudolph Valentino)
Jerry Benson.....Clive Brook
William Graves.....Sam Hardy
Gloria Trevor.....Kathryn Hill
Alec Clark.....John Gough
Vera Clark.....Kathleen Martyn

Author, Laura Jean Libbey. Directed by Harry O. Hoyt. Photographed by William Miller and A. Ottlieb.

SYNOPSIS. Margaret Benson gives up stage career to wed Jerry Benson, a dreamer who fails to put over plans when he gets chance before mammoth oil company board. The wife, however, goes before the board and gets plans accepted. Wealth comes and Jerry becomes official of firm. Gloria Trevor becomes tool of William Graves, president of company, in plot to break up Benson home. Graves covets Margaret. He ruins Benson in stock market. In end plot fails Margaret and Jerry reunited.



Natacha Rambova, star of "When Love Grows Cold," an F.B.O. production.

When Love Grows Cold PRESS NOTICE

NATACHA RAMBOVA, better known as Mrs. Rudolph Valentino, now one of the most talked of women in the world, is the star of "When Love Grows Cold," which will be the attraction at the Theatre, commencing ——. The story, which is from the pen of Laura Jean Libbey, who has thrilled the hearts of the world with her love stories, is an ultra-modern society drama which shows the lengths to which a woman will go, when she really loves a man, in forgiving his transgressions. An excellent supporting cast includes Clive Brook, the popular English actor; Sam Hardy, Kathleen Martin, Kathryn Hill, John Gough, Russell Griffin and others.

CATCH LINES

The most talked of woman in the world in her first picture from the pen of Laura Jean Libbey! The most romantic figure of the century in a sensational Laura Jean Libbey love story!

Don X

(B. A. Goodman Prod.—5000 Feet)

(Reviewed by George T. Pardy)

THIS is the first of a series of Western features sponsored by B. A. Goodman Productions, starring Bruce Gordon, the South African stunt-rider and all-round athlete. Gordon lives up to his advertised reputation by executing some nifty, flashy horsemanship feats and using a pair of highly-educated fists in workmanlike style, when, as hero, it becomes necessary for him to whale a villain or two. He is first seen as the stalwart head of a cattlemen's association, then wearing the semblance of a swarthy Mexican, Don X, trailing certain rustlers to their lair, and does excellent work in both cases. Josephine Hill wins favor as the girl who gives Blair the cold shoulder for Don X, being blissfully unaware the two men are really one. But of course she finds out the truth in the end and everything is jake. While there's nothing startlingly new about this film, it travels fast, is well photographed and acted, and a good card for certain houses.

THEME. Western melodrama. Blair of Cattlemen's Association, disguises himself as Spanish Don, runs down cattle-rustlers, incidentally winning ranchman's daughter.

PRODUCTION HIGHLIGHTS. Snappy action, pleasing photography and romance. Scene where hero and bandit dive fighting off cliff. Scrap near finish. Climax.

EXPLOITATION ANGLES. Tell 'em what a bird Bruce Gordon is at the stunt stuff, play up his riding feats, stress thrills and love interest. Mention Miss Hill.

DRAWING POWER. O. K. for smaller houses, or wherever adventure dope holds them.

SUMMARY. First of new Western series starring Bruce Gordon. Plot follows customary lines, but is spiced liberally with thrills, fights, riding feats, the star doing remarkably well in equine stunts and fist-wrangling. Good of its sort.

THE CAST

Frank Blair.....Bruce Gordon
Frank Paget.....Melbourne Morante
Gladys.....Josephine Hill
Perez Blake.....Boris Bullock
Pecos Pete.....Victor Allen
Red Dunn.....Robert Williamson
Don X.....Bruce Gordon

Author Nat Credited. Director, Forrest Sheldon.

SYNOPSIS. Perez Blake and his cattle rustlers raid Frank Paget's ranch. The latter appeals for aid to the Cattlemen's Protective Association and Frank Blair responds. Disguised as Don X, a Mexican, Blair trails the bandits constantly. Gladys Paget, in love with the romantic Don X, refuses an offer of marriage from Blair, who after many adventures, finally meets and whips Perez. The outlaw chief and his gang are turned over to justice. Blair reveals his identity and Gladys admits her love.



Bruce Gordon in "Don X," a B. A. Goodman production.

Don X (A. G. Steen, Inc.) PRESS NOTICE

ADASHING, smashing Western melodrama, "Don X," starring Bruce Gordon, will be the big screen attraction at the Theatre on —.

This is a great story of adventure and romance, vibrating with fast action and loaded with exciting situations. Bruce Gordon plays a dual role, appearing first as a ranchman, then disguised as a Mexican Don for the purpose of running down cattle-rustlers. There is some marvelous stunt work, fast riding and fighting and a love affair which ends happily. The star is at his best in this picture, with fascinating Josephine Hill for his leading lady.

CATCH LINES

A modern Don Quixote who fights his way through an army of enemies to final triumph!

Bruce Gordon, daring stunt rider, in a picture crammed with thrills, lighting action and romance!

The Blackbird

(Metro-Goldwyn-Mayer—6688 Feet)

(Reviewed by George T. Pardy)

THE gloomy windings of London's East India Docks and Limehouse, reproduced with faithful accuracy of detail, furnish appropriate backgrounds for this picture which presents Lon Chaney in a dual role that adds materially to his far-flung reputation as a skilled portrayer of weirdly grotesque characters. While the feature as a whole is inferior to that former Brown-ing-Chaney masterpiece, "The Unholy Three," it ranks as good melodramatic entertainment, the plot travels along original lines, the atmosphere is sombrely artistic and photography excellent. The star's ability to distort himself on short notice from a well-formed, vigorous crook into a pitiable cripple with twisted joints is nothing short of marvelous, horribly effective, some folks may think, but the entire Chaney performance is oddly fascinating just the same. Renee Adoree is sweetly captivating as the music hall lady, Owen Moore a likable lover, support adequate.

THEME. Melodrama. Deals with London crook who dodges police by posing as a cripple, and loves music hall girl. He dies suddenly, girl weds another suitor.

PRODUCTION HIGHLIGHTS. Good direction. Chaney's wonderful impersonations. British slum settings, colorful atmosphere. Death of Blackbird.

EXPLOITATION ANGLES. Tell patrons picture is directed by man who produced "The Unholy Three." Play up Chaney's great acting. Bill as unique crook melodrama. Mention Owen Moore and Renee Adoree.

DRAWING POWER. Should do good business in any house.

SUMMARY. A strong melodrama with queer crook angles, great British underworld atmosphere. Chaney a big hit in lead. Good work by Renee Adoree and Owen Moore. Has audience appeal, plot altogether out of the ordinary.

THE CAST

The Blackbird	{	Lon Chaney
The Bishop		
Fifi		Renee Adoree
West End Eddie		Owen Moore
Limehouse Polly		Doris Lloyd
The Shadow		Andy MacClennan
Red		William Weston

Author and Director, Tod Browning. Photographed by Percy Hilburn.

SYNOPSIS. The Blackbird, clever thief, poses as his own brother at intervals, disguised as a crippled mission-keeper, known to his neighbors as The Bishop. He loves Fifi, music hall girl. West End Eddie is his rival. A conflict of wits arises between the crook pair for possession of a diamond collar which changes hands several times. The Blackbird shoots a Scotland Yard man. In avoiding arrest by changing to his Bishop impersonation, he falls and is so badly injured that he dies. Fifi and Eddie find happiness together.



The Blackbird (Metro-Goldwyn-Mayer)

PRESS NOTICE

TOD BROWNING and Lon Chaney, director and star of "The Unholy Three," the picture which created such a tremendous sensation; again combine forces in producing another unique feature, "The Blackbird," which will be shown at the Theatre on _____.

The new film is also a crook melodrama, and one of immense appeal both from the human interest and thrill viewpoints. It concerns a clever rascal whose ability to assume another identity, that of a crippled mission-keeper, enables him to defy the police at will.

In support, Renee Adoree, Owen Moore, Doris Lloyd, Andy MacClennan, William Weston and others.

CATCH LINES

A big new sensational crook melodrama, sponsored by Tod Browning, who produced "The Unholy Three."

Lon Chaney, seen in "The Blackbird." Metro-Goldwyn-Mayer.

The Beautiful Cheat

(Universal Jewel—6583 Feet)

(Reviewed by George T. Pardy)

REGISTERS as a capital audience picture; once again the making of movies and movie stars becomes the subject of jest by the folks who make 'em, this time resulting in a merry comedy that will tickle the fans' mirthful fancies and should stack up a good box office record. Public interest in what goes on behind the scenes never lessens, and the trials of producer, press agent and star are here set forth with frankness, zest and strong comic appeal. Naturally it all verges on burlesque, but there's sufficient solid material to the story to make it seem convincing, at that. Everybody will like Laura La Plante in the role of Mary Callahan whose name is switched to Maritza Callahansky when fate and the publicity man transforms her into a Russian screen light; she gives an excellent performance and is well supported, with Harry Myers, Bertram Grassby, Alexander Carr, Kate Price, doing first-class work. Direction O. K. Photography good.

THEME. Producer and press agent combine to make movie star out of Mary Callahan. Her debut as Russian actress is put over successfully. She weds publicity man.

PRODUCTION HIGHLIGHTS. Laura La Plante's acting. Scenes aboard ship. The party. Laughable farce situations. Suspense in final episodes and climax.

EXPLOITATION ANGLES. Your best bet is to play this as real intimate story of the movies, tell about Hollywood studio shots, press agent's kidding methods, stress the "from shop-girl to movie throne" idea. Feature Laura La Plante.

DRAWING POWER. Meets first-run demands. Should do well in large and small houses.

SUMMARY. Another comedy poking fun at producers' tactics and making of screen stars. Is full of laughs, moves fast, has romantic lure, well acted and directed.

THE CAST

Mary Callahan	Laura La Plante
Jimmy Austin	Harry Myers
Marquis de la Pontenae	Bertram Grassby
Al Goldringer	Alexander Carr
Dan Brodie	Robert Anderson
Mrs. Bruckman	Helen Dunbar
Kate Callahan	Kate Price

Author, Nina Wilcox Putnam. Director, Edward Sloman. Photographed by J. J. Rose.

SYNOPSIS. Picture magnate has press agent Austin take Mary Callahan, pretty shop-girl, abroad, where she is transformed by publicity methods into Maritza Callahansky, Russian actress, advertised as owning Crown jewels. Returning to America, the publicity game goes on, Maritza giving a party in a Long Island mansion, during the rightful owner's absence. Latter's unexpected return creates momentary confusion, but all is straightened out by the son of the family, who has joined the screen acting brigade. Austin and Mary decide to marry.



The Beautiful Cheat (Universal)

PRESS NOTICE

THE romantic, mirthful story of a shop-girl who becomes a famous movie star, is presented in "The Beautiful Cheat," a brilliant comedy-drama which will be given its local premiere at the _____ Theatre on _____.

Laura La Plante is the heroine, playing the role of Mary Callahan, who goes from behind a counter to before the camera, is taken abroad by a foxy press agent, transformed into a Russian celebrity and brought home again. The methods employed by the publicity man to keep the public guessing and backers happy are never failing sources of merriment.

Miss La Plante's best screen performance, with a galaxy of noted players in support.

CATCH LINES

She craved a career, a press agent helped her, she rose from obscurity to fame!

Laura La Plante, star of "The Beautiful Cheat," a Universal production.

Blue Blood

(Chadwick Pictures Corp.—5600 Feet)

(Reviewed by George T. Pardy)

LOTS of whiz-bang stuff in this picture, George Walsh indulging in all kinds of acrobatics, taking a flyer in a plane with the girl, clambering up a mountainside, putting up a waste of a scrap with the crew of a smuggling yacht which he boards to rescue the same lady, and so on. The plot isn't the sort of thing that can stand being analyzed, but if your patrons are content with fast buzzing action and Mr. Walsh's pleasing athletic personality "Blue Blood" should score well with them. It's O. K. for program purposes, the photography, consisting mostly of exteriors, excepting for a couple of ballroom shots, is up to standard and some timely comedy gags are thrown in to balance the melodramatic trend of the tale. Cecille Evans, as the heroine, hasn't much to do but look pretty, and fulfills that condition finely; Philo McCullough is a rather stagey villain and Harvey Clark seems to enjoy himself in the comic role of Tim Reilly.

THEME. Girl's father tries to marry her to supposed business man, who turns out to be rum-runner. She is won by young American who exposes bootlegger.

PRODUCTION HIGHLIGHTS. Walsh's climbing, swimming, flying, fighting stunts. The fast action, romance and comedy. Colorful atmosphere and good outdoor views.

EXPLOITATION ANGLES. Boost as melo with rapid-fire action and George Walsh doing some great athletic tricks. Play up the fight aboard the yacht and love affair.

DRAWING POWER. Good wherever they want lurid melodrama, quick punch action, broad comedy, and don't worry about actual plot values.

SUMMARY. A bunch of hokum thrills in this one, the kind of hokum a good many fans will yell enthusiastically over. Star does good athletic work, support O. K. Plenty of rough comedy relief, nice outdoor shots.

THE CAST

Robert Chester.....	George Walsh
Geraldine Hicks.....	Cecille Evans
Percy Horton.....	Philo McCullough
Delight Burns.....	Joan Meredith
Leander Hicks.....	Robert Boulder
Tim Reilly.....	Harvey Clark
Amos Jenkins.....	G. Howe Black

Author, Frank H. Clark. Director, Scott Dunlop.

SYNOPSIS. Leander Hicks wants his daughter Geraldine to wed Horton, supposed malted-milk millionaire. She refuses. At a seaside resort Gerry falls in love with scientist Bob Chester. Horton is really a rum-runner. His men grab Bob in mistake for a revenue officer but he escapes. Hounded by detectives Horton tries a getaway with Gerry and her dad on his yacht. Bob boards the vessel, whips Horton, is attacked by the crew, but officers arrive and break up the gang. The lovers are united.



George Walsh playing in Chadwick's "Blue Blood."

Blue Blood (Chadwick Pictures)

PRESS NOTICE

AT the ——— Theatre on ———, "Blue Blood," a fast action melodrama starring George Walsh will be exhibited on the screen for the first time in this vicinity.

There isn't a dull moment in this picture, which mingles comedy with keen-edge suspense, thrills and love interest. Walsh plays the part of a young American scientist with whom a rich man's daughter is in love, her father trying to marry her to a man who after turns out to be a rum-runner.

The star is given great opportunity to display his well-known athletic abilities and is well supported, with Cecille Evans as the heroine, Philo McCullough, Joan Meredith and other popular players in support.

CATCH LINES

A million dollar mail robbery, a desperate smuggling gang, a daring hero and beautiful girl!

The Checkered Flag

(Ginsberg Distributing Corp.—6071 Feet)

(Reviewed by George T. Pardy)

CONSIDERED as a "buy" for the state rights field, this picture registers O. K. in every particular. It has plenty of action, gets off to a good start and rattles along merrily to the end. There's a real kick to the big auto race scene, where the heroine substitutes for her lover, kept from the track by foul means, and drives his car to victory. Most of these auto-racing stories bear a family resemblance to each other, but so long as romance, suspense and thrills are dished up in generous quantity, the fans like 'em, and "The Checkered Flag" ought to breeze by with flying colors. Wallace MacDonald does very well in the hero role, Elaine Hammerstein is attractive as the girl in the case and Robert Ober supplies timely comedy with a laughable sketch of an amorous Frenchman. Lionel Belmore is effective as the motor-magnate. Direction and photography excellent.

THEME. Auto race melodrama. Hero invents new carburetor which villain steals, but he gets it back. Prevented from reaching track, girl wins race for him.

PRODUCTION HIGHLIGHTS. Development of love affair. Scene where invention model is stolen. Rita's arrival at track. Big race shots and strenuous finish.

EXPLOITATION ANGLES. Bill as fast melo of auto race track. Dwell on humorous and romantic values. Feature the racing scene and Elaine Hammerstein.

DRAWING POWER. Good card for neighborhood and smaller houses.

SUMMARY. Lively auto race melo; has enough action, thrills and romance to please majority of fans. Offers good cast names which should help bring 'em in. Is well photographed and skillfully directed. Acting satisfactory.

THE CAST

Rita Corbin.....	Elaine Hammerstein
Jack Reese.....	Wallace MacDonald
Joel Corbin.....	Lionel Belmore
Marcel Dejeans.....	Robert Ober
Mary McGuire.....	Peggy O'Neil
Ray Barton.....	Lee Shumway
Elsie.....	Flora Maynard

Author, John Mersereau. Director, John Adolphi. Photographer not credited.

SYNOPSIS. Jack Reese, superintendent of Corbin Motors, loves Rita Corbin. His rival is managing director Ray Barton, who succeeds in getting him fired. Jack and his pal, Marcel, have invented a new carburetor, which they believe will work wonders in making a car win a race. The model is stolen but recovered by the chums. The day of a big race Jack and Marcel are prevented by foul play from appearing in time to compete. Rita takes her lover's place and drives his car to victory. Jack becomes friends with Rita's father and wins her.



Elaine Hammerstein, seen in Ginsberg's "The Checkered Flag."

The Checkered Flag (Ginsberg Dist. Corp.)

PRESS NOTICE

LOOK out for the big thrills, whirlwind action and fascinating romance in "The Checkered Flag," which will be shown on the screen of the ——— theatre on ———.

This is an auto race melodrama of the finest, speed all the way through, vibrating with excitement, aglow with love interest, showing how a plucky girl drives her lover's car to victory in a big speeding event, when foul play by a rival prevents him from competing. A bully film with a kick in every foot, fascinating Elaine Hammerstein in the star role, giving one of her most startling performances.

In support, Wallace MacDonald, Lionel Belmore, Robert Ober, Peggy O'Neil, Lee Shumway.

CATCH LINES

Love, adventure, intrigue, pungent thrills; one of the most exciting auto race yarns ever filmed!

In Search of a Hero

(Gerson Pictures Corp.—5000 Feet)

(Reviewed by George T. Pardy)

DEFT interweaving of comedy and melodramatic threads lends pleasing variety to this latest Richard Holt vehicle, which snaps along gaily from start to finish and ought to satisfy the star's admirers, as well as those fans who want lots of action and a yarn that's easy to follow. Arthur Hoerl's plot twists into a number of ingenious complications, some of which are more entertaining than convincing, but so long as they are amusing, folks who like this sort of picture won't fuss over its improbabilities. The contrast obtained between hero Percy's college days and that of the lumber camp helps to sharpen up the comedy stuff, and Richard Holt gets considerable fun out of the role, as well as showing up strong in its athletic and love-making phases. His fight with Big Dan is a stunner and all the more effective because he has a tough time winning. Jane Thomas, a charming heroine, support good, photography attractive.

THEME. Comedy-melo. College lad lands in lumber camp, is taken for pugilist, lives up to borrowed reputation by whipping bully, wins girl he loves.

PRODUCTION HIGHLIGHTS. Good college and lumber camp atmosphere. Comedy shots. Adventures of hero and chum on train. The big scrap. Holt's effective work.

EXPLOITATION ANGLES. Feature Richard Holt's athletic stunts. Bill as exciting lumber camp melodrama, with plenty of laughs. Stress the romantic appeal.

DRAWING POWER. Suitable for neighborhood and small houses.

SUMMARY. Lively comedy-melo, starting out with college atmosphere, switching to lumber camp locale. Has plenty of go and pep, gets the laughs here and there, develops romantic lure, star shows up well, especially in big fight at finish.

THE CAST

Percy Browning.....	Richard Holt
Peggy Richmond.....	Jane Thomas
Jack Strong.....	Jimmy Harrison
Dinty.....	Gerry O'Dell
Dugan.....	Al Kaufman
Inez.....	Claire Vinson
Big Dan.....	Les Bates

Author, Arthur Hoerl. Director, Duke Worne.

SYNOPSIS. Percy Browning and Jack Strong are expelled from College. Old Browning sends them to his lumber camp. Percy falls in love with Peggy Richmond, whose father is a competitor of the Brownings. The latter's foreman, Big Dan, uses unfair means to block Richmond's work. Percy, after being groomed by a pugilist, tackles Big Dan and beats him. His father arrives, Percy explains everything, they are reconciled and Peggy admits she loves him.



Richard Holt, star of Gerson's "In Search of a Hero."

In Search of a Hero (Gerson Pics)

PRESS NOTICE

RICHARD HOLT, stunt performer and athlete extraordinary, comes to the front again in an exciting comedy-melodrama, "In Search of a Hero," billed as the main screen attraction at the _____ Theatre _____.

This picture shows Holt as an ex-college student whose father sends him to a lumber camp to toughen him up. Fate lands him in the camp in the role of a prizefighter, and he has to live up to it. How he makes good and wins a pretty wife is outlined in a story full of pep, with Dick Holt going great guns as the hero.

Jane Thomas fills the feminine lead.

CATCH LINES

Romance interwoven with thrills and laughter. A pug and his manager who try to pass as college boys!

Fate makes a fighter out of a peaceable youth and Love transforms him into a winner!

Lure of the Wild

(Columbia Pictures—5570 Feet)

(Reviewed by George T. Pardy)

ACCORDING to an old adage—"every dog must have his day," and the canines are certainly getting their's in pictures right now. They have made so many excursions into filmland that it has become a tough job digging up fresh stories for the four-legged stars, and it isn't to be wondered at if most of the plots wind along familiar trails. This latest dog feature hasn't anything to boast of in the line of originality, but dishes up a fair assortment of thrills and the bow-wow Lightning distinguishes himself by performing some extremely clever tricks and shaping as a sleuth of no mean calibre. Although not of first-run quality, the film should do nicely in the smaller houses and appeal particularly to animal-lovers. Jane Novak is an attractive heroine, Mario Carilo satisfactory as her sweetheart and other members of the cast render capable support. Action tolerably fast, direction good, photography O. K.

THEME. Melodrama. Treats of young wife whose husband is killed by enemy, wonder dog that rescues lost child. Dog forces villain over cliff. Trapper weds widow.

PRODUCTION HIGHLIGHTS. Intelligent tricks and feats performed by dog Lightning. Scene where Belmont is shot. Romantic development. Death of villain.

EXPLOITATION ANGLES. Play up the canine star's stunts. Bill as thrill melodrama, with strong love and sentimental interest. Boost Jane Novak's work.

DRAWING POWER. O. K. if your patrons are strong for animal films. Should bring satisfactory returns in smaller houses.

SUMMARY. Another dog picture, plot running along usual lines, put over some pretty good thrills, has romantic lure. Canine star very clever. Ought to prove satisfactory for minor house audiences.

THE CAST

Agnes Belmont.....	Jane Novak
James Belmont.....	Alan Roscoe
Poleon Dufresne.....	Mario Carilo
Baby Cuddles.....	Billy Jean
Gordon Daniels.....	Richard Tucker
Mike Murdock.....	Pat Harmon
The Dog.....	Lightning

Author, Tom Hopkins. Director, Frank Strayer. Photographed by George Meehan.

SYNOPSIS. Jim Belmont, believing his wife Agnes loves Daniels, leaves for Canadian wilds with his little daughter Cuddles and dog Shep. He is killed by Murdock at Daniel's instigation. Shep fetches trapper Dufresne, who sends for Agnes. She is followed by Daniels. Murdock confesses to Dufresne. Shep saves Agnes from attack by Daniels and herds latter to cliff over which he falls to his death. Dufresne and Agnes wed.



Jane Novak in "Lure of the Wild," Columbia Pictures.

Lure of the Wild (Columbia Pictures)

PRESS NOTICE

ATREAT for lovers of animals and romantic melodrama is promised when "Lure of the Wild" makes its local debut on the screen of the _____ Theatre under date of _____.

Most of the action takes place in the Canadian wilderness, with Lightning, a marvelously intelligent dog, one of the story's central figures. When his master is slain, the dog protects and gets aid for a child abandoned to the mercy of the elements by her father's untimely death. Later the dog exacts vengeance by driving the arch villain over a cliff to his end.

Jane Novak is the pretty heroine and gives a splendid performance supported by Alan Roscoe, Mario Carilo and others.

CATCH LINES

A child alone in the great wilderness, a faithful dog who protected her against unknown dangers!

Made For Love

(Producers Distributing Corp.—5700 Feet)

(Reviewed by George T. Pardy)

A PICTURE with audience appeal which should satisfy the fan majority and prove a good box office asset. Since the digging-up of old King Tut the discoveries of ancient Egyptian tombs containing mummies and treasures of a long dead civilization have received a great deal of attention in the daily press and this fact should stimulate public interest in a picture which devotes considerable space to such happenings. They've worked up a pretty romance here, with timely comedy relief and quite a bit of melodrama, putting over a decisive thrill when hero and heroine are entombed alive by the wily Prince. There's a very colorful sequence dealing with the story of two lovers of old; rich in antique splendors of the Land of the Nile, which is cleverly interpolated. Leatrice Joy is wistfully charming in a neglected wife role, Edmund Burns pleasing as her husband. Support excellent, photography first-chop.

THEME. Drama. Absorbed in his work, American archaeologist neglects his wife. They are trapped in an ancient tomb by an Egyptian Prince, rescued and reunited.

PRODUCTION HIGHLIGHTS. Impressive scenic shots, good atmosphere. Finding of treasure. Tomb interiors. Scene where hero and heroine escape burial alive.

EXPLOITATION ANGLES. Refer to daily paper stories regarding excavations and discoveries in Egypt, mention King Tut. Stress the colorful episode in which tale of long-dead lovers is told. Praise modern romance. Feature Leatrice Joy.

DRAWING POWER. A good card for all theatres, large and small.

SUMMARY. Has universal appeal, neglected wife angle will interest feminine patrons. Comedy and dramatic values nicely balanced, beautifully photographed.

THE CAST

Jean Ainsworth.....	Leatrice Joy
Nicholas Ainsworth.....	Edmund Burns
Lady Diana Trent.....	Ethel Wales
Mahmoud Bey.....	Bertram Grassby
Pharaoh.....	Brandon Hurst
Freddy Waddams.....	Frank Butler
The Cherub.....	Lincoln Stedman

Author, Garrett Fort. Director, Paul Sloane. Photographed by Arthur Miller.

SYNOPSIS. Nicholas Ainsworth discovers an ancient Egyptian tomb in which two lovers were buried. Absorbed in his discoveries, he neglects his wife, who indulges in flirtations. An Egyptian Prince, who is a tomb-robber, gives the Ainsworths a book telling the story of the two lovers. Ainsworth is trapped in the tomb by the Prince's men. Jean rides to warn him. Both are left prisoners in the tomb, which is sealed by an explosion. They are rescued and reunited.



Leatrice Joy, starred in "Made For Love," Producers Dist. Corp.

Made for Love (Prod. Dist. Corp.)
PRESS NOTICE

A GLOWING love romance of to-day, which drifts temporarily back to the times of ancient Egypt, is offered in "Made For Love," Leatrice Joy's latest starring vehicle, which comes to the screen of the Theatre on _____.

The American hero, absorbed in his gropings in the past, neglects his wife Jean, who indulges in several flirtations. Wife and husband are trapped by a vengeful Prince and left to die in a tomb discovered by the latter. How they are rescued and reunited is set forth in a picture replete with color and thrills.

Leatrice Joy and Edmund Burns score a great hit in the leading roles and are supported by a brilliant cast.

CATCH LINES

A powerful story of royal vengeance, fierce and implacable, of love that outlived the ages!

Born To Battle

(F. B. O.—5100 Feet)

(Reviewed by George T. Pardy)

TOM TYLER comes to bat again in a strenuous, sharpshooting Westerner that's a great combination of rough-house scrapping and hilarious comedy, with romance also in the saddle and winning out by several lengths at the finish. This Tyler chap is certainly all there when it comes to mauling a whole bunch of opponents at one time, and when you've seen him in action you'll have no difficulty in believing that he was a champion athlete before he took to the films, for he looks and acts the part. In this picture he's a gay young Irish lad who would sooner fight than eat, and fills the role to perfection, getting a lot of fun out of its humorous phases. Jean Arthur is a pretty, pert and piquant heroine, Frankie Darro fine as the kid and the support is adequate. Director Robert De Lacey has introduced a number of new twists and turns into the yarn that lifts it out of the stereotyped Western class, and it is extremely well photographed.

THEME. Westerner. Denny Terhune, foreman, Morgan ranch, detects scheme of conspirators to obtain possession of the property, beats up villains and wins boss's daughter.

PRODUCTION HIGHLIGHTS. Sensational incidents, good fighting stuff, ripping comedy relief. Tom Tyler's athletic stunts and comedy work. Sustained fast action.

EXPLOITATION ANGLES. Advertise as a wild Westerner that is crammed with laughs and thrills. Feature Tom Tyler, tell 'em about his athletic career.

DRAWING POWER. Will go strong wherever Westerners are popular.

SUMMARY. Red-hot action Westerner. Tom Tyler's best up-to-date. Star's athletic feats go over with a bang. Picture packed with thrills and snappy fighting episodes. Comedy values rank high, sure to get the laughs. A good card.

THE CAST

Dennis Terhune.....	Tom Tyler
Eunice Morgan.....	Jean Arthur
Moxley.....	Raymond Childs
Morgan.....	Fred Gambold
Birdie.....	Frankie Darro
Tuffy.....	Buck Black
Daley.....	LeRoy Mason
Trube.....	Ethan Laidlow

Author, William Wing. Director, Robert De Lacey.

SYNOPSIS. Denny Terhune, known as "Irish," foreman of the Morgan ranch, is feared by Manager Daley and latter's henchman, who know there is oil on the property and plot to get control of it. Morgan is in the East. They ship Denny away and try to have him shanghaied, but he escapes and comes back. He meets Morgan's daughter, Eunice, who looks upon him as a roughneck. In the finale Denny defeats the plans of the conspirators, beats them up and convinces Eunice that he is the ideal husband for her after all.



Tom Tyler, star of "Born to Battle," an F.B.O. picture.

Born to Battle (F. B. O.)
PRESS NOTICE

TOM TYLER, the big handsome athlete who won the National weight-lifting championship title, will be seen in his latest picture, "Born To Battle," at the Theatre on _____.

This is a super-Westerner, crammed with sensational thrills and lively comedy in which Tyler plays the part of a fighting young Irish ranch-foreman. He discovers a plot to seize the property from its rightful owners, upsets the conspirators' plans by virtue of his scrapping abilities and native shrewdness and winds up by winning the pretty daughter of a capitalist.

Tyler is at his energetic best in this feature, supported by Jean Arthur, Raymond Childs, Fred Gambold, Frankie Darro and others.

CATCH LINES

The open range, the sea, cattleboats, thugs, a shanghaied cowboy, Tom Tyler in his greatest Westerner!

The Man Upstairs

(Warner Brothers—Seven Reels)

(Reviewed by Frank Elliott)

A RATHER diverting, mystery drama with a tinge of comedy and romance that takes the spectator through a maze of strange happenings, all of which get their start through two persons, the hero and the heroine, reading "The Agony Column," or personals in a London newspaper. It is through personals written by the principals that they get acquainted. Then the girl permits the man to write to her five letters, one each day, to prove he is an interesting fellow and worth knowing. This is the cue for hero to start his story. It is a murder mystery and the heroine is led to believe that her new acquaintance really did kill a certain army officer. In the end learning it is all a joke, she seeks the aid of the officer and two give Mr. Hero some scare in return. Monte Blue as Geoffrey West, a soldier of fortune, has a role well suited to him and Dorothy Devore is good in the principal female part. The remainder of the cast are acceptable.

THEME. Mystery drama. Hero making joke out of murder story has tables turned on him by girl he meets through personal in Agony Column.

PRODUCTION HIGHLIGHTS. Opening sequence, mystery element. Monte Blue's characterization. The auto wreck.

EXPLOITATION ANGLES. Book display of Biggers' novel. Boost as thrilling mystery story. Play up names of Monte Blue and Miss Devore.

DRAWING POWER. Should do business if exploited. Suits average house.

SUMMARY. A bit too long for material in plot, but succeeds in holding interest although story in screen form is rather involved. Cast does well with parts assigned and production has been artistically mounted.

THE CAST

Goeffrey West.....	Monte Blue
Marion Larnard.....	Dorothy Devore
Her Aunt Hattie.....	Helen Dunbar
Captain Fraser-Freer.....	John Roche
His Brother Norman.....	Stanley Taylor
Enright	Carl Stockdale
Mose	Charles Conklin

Author, Earl Derr Biggers. Director, Roy Del Ruth. Photographed by Alan Thompson.

SYNOPSIS. Geoffrey West, traveler and adventurer, with passion for "The Agony Column," uses "personals" to get acquainted with Marion Larnard, whom he sees in London hotel. She invites him to write one letter each day for five days. He leads her to believe he has really murdered Captain Fraser-Freer. The latter and girl have him thrown into jail for "murder" of the Captain, who pretends to be dead. It all ends O. K. and Geoffrey wins Marion.



Monte Blue, playing in "The Man Upstairs," Warner Bros.

The Man Upstairs (Warner Brothers)

PRESS NOTICE

"**THE MAN UPSTAIRS,**" will be shown on the screen at the _____ Theatre, commencing _____. Monte Blue is the star supported by an excellent cast including Dorothy Devore.

Hero and heroine become acquainted through the "personals" of a London newspaper and the former is invited to write a letter daily to prove whether his acquaintance is worth cultivating. In these letters he starts a mystery story and is about to be charged with murder when he tells police it is all a joke. Then the girl with the aid of an army officer turns the table and gives the hero a real scare actually making him believe he did murder a man.

CATCH LINES

It will keep you on the edge of the seats with its thrilling situations. A mystery play that's different; packed with excitement and surprises.

The Girl From Montmartre

(First National—Eight Reels)

(Reviewed by Frank Elliott)

THERE has been entirely too much footage used on this adaptation of Anthony Pryde's novel, "Spanish Sunlight," which certainly does not belong to the five percent of worthwhile pictures. The plot is a slender one and while it has its moments of action, it does not ring true, while the characters are unconvincing, except in the case of Lewis Stone who looks and acts the part of the aristocratic English officer in love with a Spanish dancer. And here once the talents of Stone have been wasted. Barbara La Marr fails to win interest in her interpretation which is entirely too sugar-coated. There are some colorful opening scenes in a Paris cafe in war time where we are introduced to the dancer. Later the action switches to an island off southern Spain where the hero again meets the senorita, but finds the path to her heart strewn with dangers in the form of Spanish plotters and a jealous suitor. The production is well mounted.

THEME. Romantic drama laid in Paris and Spain. Love story of aristocratic Englishman and Spanish dancer.

PRODUCTION HIGHLIGHTS. Opening sequence in which dancing partner takes life. Abduction of the girl. Wounding of villain, saving of heroine. Attractive natural backgrounds.

EXPLOITATION ANGLES. Put on Spanish dance as prologue. Play up names of LaMarr and Stone. Arrange window display of Spanish shawls in department store.

DRAWING POWER. Suitable for program houses, community theatres and towns.

SUMMARY. This is just another picture, containing nothing new in plot, which is padded out to unwarranted lengths. Miss LaMarr lacks appeal and Lewis Stone's talents are wasted. Settings best feature. Don't promise much.

THE CAST

Emilia	Barbara LaMarr
Jerome	Lewis Stone
Ewing	Robert Ellis
Rodney	Willim Eugene
Robert Hautrive.....	E. H. Calvert
Lawrence Faneaux.....	Mario Carillo
Carmenata	Mathilde Comont

Author, Anthony Pryde. Director, Alfred E. Green. Photographed by Rudolph Berquist.

SYNOPSIS. Emilia, dancer in Paris, retires to home on Spanish island of Majorca. Years later, Jerome Hautrive, who had been officer in English army and who knew Emilia in Paris, visits island and again meets girl. Ewing, crooked actor, plans to fleece Jerome who is saved by Rodney, brother of Emilia. Ewing persuades girl social station makes marriage with Jerome impossible. She returns to dancing. Ewing abducts Emilia. Jerome pursues, wounds Ewing and saves girl whom he weds.



Barbara La Marr, featured in "The Girl from Montmartre," First National.

The Girl from Montmartre (First National)

PRESS NOTICE

"**THE GIRL FROM MONTMARTE,**" is coming to the _____ Theatre, commencing _____. Barbara La Marr and Lewis Stone, are the featured players. Sun-bathed Spain, land of romance, and gay Paris in war time, form the backgrounds for this colorful love story which is one of rare appeal. The plot chiefly concerns itself with the attachment of a Spanish dancer for an aristocratic Englishman. The jealousy of another suitor, however, threatens to disrupt the romance. Supporting cast includes such names as Robert Ellis, William Eugene, Bobby Mack and Mathilde Comont.

CATCH LINES

When the soul-flame of a Spanish dancer leaps to kindle a bachelor's heart there's romance and drama aplenty! Spanish days and Spanish nights when tempestuous love claims two souls.



Regional News from Correspondents



LARRY T. JORDAN, general representative for the Keith interests in Philadelphia, left February 1st for a month's stay in Palm Beach, Fla.

David H. Barrist and C. H. Goodwin, former owners of the Ritz Theatre and interested in a house in Schwenksville, Pa., have

returned from a brief vacation in Miami, Fla.

Al Bloison, distributing man-

ager for Associated Exhibitors, has returned from a short trip throughout New England.

John Bethel, at one time Philadelphia manager for Vitagraph, has joined the sales force of the Philadelphia branch of Associated Exhibitors as special representative throughout the territory. Bill Mattison, who was also a member of the American sales force, has returned to the Metro-Goldwyn fold.

Philadelphia



New York and New Jersey



THE next meeting of the M. P. T. O. of New Jersey will be held at Newark on Friday, February 5th.

Joseph M. Seider left on Monday of this week for a short stay in Trenton where he will attend to matters pertaining to the New Jersey organization of theatre owners.

This week finds the Howell's Cine Equipment Co. installed in their handsome new suite of offices on the third floor of the Embassy Theatre Building. In comparison with the old quarters at the corner of 7th Avenue and 49th street—it's a "knockout." Everything is on one floor and there is five times as much space as the concern had at the old stand. The genial Joe Hornstein held an official opening to the trade on Monday and more than upheld his reputation as a first class host. Accessory manufacturers, trade paper representatives and other members of the Motion Picture Industry were among the guests.

Tom Waller, editor of the National M. P. T. O. Bulletin, has been confined to his home for several days with an attack of la grippe.

Last week, Harry Hecht and his famous "Four Horsemen" were so successful in their expedition from New Jersey to the local exchanges that they again swooped down on the boys this week.

Landing a good sized contract is not the only big event that happens in the life of Edward Carroll, Pathe representative. Recently Mrs. Carroll presented Ed with a bouncing eight-pound baby

boy. The arrival of Ed Jr. makes the third in the Carroll family. Mother and child are doing finely—and so's the old man!

Charlie Stombaugh, Newark branch manager for Pathe, is still doing a lot of night work among the Jersey exhibitors. For the last ten nights they say he has been missing a portion of his usual slumber. Another item of interest concerning this popular member of the Pathe organization, is that he has a most attractive new secretary.

Tony Cavallo is the new manager of Goldreyer and Fleischman's Manor Theatre at Avenue K and Coney Island Avenue, Brooklyn. Mr. Cavallo is taking over the duties of I. Berman, who was recently taken ill. Cavallo was formerly associated with the Rosenweig and Katz theatre circuit.

The Cross Bay Theatre at Rockaway Boulevard, Woodhaven, after having been closed for several months, has reopened under the management of Spiegel and Fischer. The firm name is the Rockwood Amusement Corp. Mr. Spiegel also operates the Utica Theatre while Mr. Fischer, in addition to the Cross Bay enterprise, is connected with Somer's Theatre at Sheepshead Bay.

Another closing recently reported is that of the Elite Theatre, Pitkin Avenue, Brooklyn. C. H. Nielson was the owner.

Nicholas Peter and Michael Constantine are the new owners of the American Theatre at Fort Hamilton, Parkway and 39th

Street, Brooklyn. They are new comers in the business and recently took over this house from Joe Finger.

Fanny Lightstone, who operates the Select Theatre on Pitkin Avenue, Brooklyn, has taken over the Livonia Theatre, Livonia Avenue, Brooklyn.

Jack Tierney, National film room inspector for Pathe, still finds it necessary to use a cane. Out in Los Angeles, Mr. Tierney disputed the right of way with a Ford and quite a mix-up resulted. With the light New York traffic, Mr. Tierney has no difficulty.

The Grange Theatre, 11 Hamilton Place, New York City, has recently reopened under the management of Braiman Corp. A fire occurred at this theatre some little time ago and it has been closed up until this time. Charles W. Ebeling of the Costello Theatre, is the booker for the Grange.

There has been considerable moving and shifting about on several floors of the Godfrey Building at 729 7th Avenue, due to the fact that Educational Film Exchange has taken over the entire eighth floor. Concerns moving from the eighth to the third floor include the Service Film Co., Prime Pictures and the Savoy Printing Co. Sierra Pictures have shifted from the eighth to the seventh floor and the Savoy Film Co., from the eighth to the fourth, the latter changing their name to the Forbell Film Co. Kerman Film Exchange has moved from the fifth to the third and the Vital film department, from the fifteenth

to the ninth. The Nathan Salland Laboratories are now on the fifth floor.

Another recent change of address among the accessory dealers is that of the Crown Motion Picture Supply Company which has recently moved from their old address on 46th Street to the third floor of 729 7th Avenue.

Edw. Spiegel, of the Utica Theatre, and Moe Kerman of the Kerman Film Exchange, have leased the Supreme Theatre on Fulton Street to an Italian Opera troupe for an indefinite engagement.

Manager Ford of the Keeney-Enterprises, formerly with Keeney's Bedford Theatre, Brooklyn, is now handling Joe O'Neill's old position. Mr. O'Neill has taken over the Franklin Theatre in Astoria, L. I.

Bob Horn, Pathe salesman, recently suffered the loss of his father. All his friends extend their sympathy.

According to report, the Carleton Theatre on Flatbush Avenue, Brooklyn, will open on February 8th. William and Harry Brandt are the owners and some innovations in theatre decorating and construction are to be looked for.

Roth Brothers of Morristown and Summit, N. J., have a new theatre under construction at Dover. The plans call for a seating capacity of 2,500 and the policy will be vaudeville and pictures.

It is reported that Irving M. Lesser has again added to his string of theatres by taking over a house in Jamaica, L. I.



Atlanta



THIS week the Atlanta Film Board of Trade is moving from the quarters in the Haas-Howell Building, which the board has occupied for the past two years, to new and larger quarters in the 101 Marietta Building, suite 215. Executive Secretary E. L. Cole will be in charge of the moving and will take the lead in arranging the board's affairs in its new home.

W. C. Alexander has been added to the sales force of the Southern Theatre Equipment Company and will travel the Alabama territory.

L. C. Baxley, formerly manager of Associated Exhibitors, with of-

fice in Dallas, and C. W. A. McCormick, formerly of the Crescent and Majestic Theatres, Austin, Texas, were in Atlanta this week on their way to Charlotte.

George Allison, who was confined to his home, suffering of a severe cold, came down to his office on Thursday.

W. A. Sanges returned Monday night from a successful trip through northern Alabama and Tennessee.

R. E. L. Golden and son, of the Golden Theatre at La Grange, were in the city for several days.

J. M. Johnson of the Colonial

Theatre, Jasper, Alabama, was in town a couple of days the early part of the week.

F. V. Merritt of the Marvin Wise Theatres, Birmingham, Alabama, was in town Monday.

George Beaumeister, booker for F. B. O., is the proud father of a baby girl. The young lady has been named Jacqueline.

M. W. Smith, of the United States Army Motion Picture Service, of Washington, paid one of his regular visits to Film Row this week.

Joe Shear, of Lee-Lash Studios, Mt. Vernon, New York, was in

town the first of the week

Dave Kalker, formerly of B. F. Keith's, Henderson Theatre, Coney Island, who is now doing the publicity for the Lee-Lash Studios, was in Atlanta this week with Joe Shear, the organization's representative in this territory.

P. C. Parrish, manager of Southern Theatre Equipment Company, left Thursday for New Orleans. He expects to return about the end of next week.

R. T. Hill, of the Cumberland Amusement Company, with headquarters in Tullahoma, Tennessee, was in town this week.



Detroit



OTTO BOLLE, manager of the Detroit Paramount exchange, received honorable mention for the month of January by the Detroit Fire Chief and his committee.

Eddie Wescott, for many years identified amongst Minneapolis film circles, has joined the sales staff of Warner Bros. in Detroit, assigned to do special work.

Lloyd Willis, divisional sales manager for Warner's in this section, spent the latter part of the week talking to Jack Young, Detroit manager.

Henry S. Koppin, continuing to add theatres on his already long list took over the Catherine Theatre in Detroit, last week, formerly operated by Lynch Brothers.

Frank Stuart, P. D. C. manager in Detroit, attended a divisional sales conference held at Cleveland last week.

Eddie Canty, booking manager for Paramount in Detroit, attended a party conducted by the PeP Club, an organization of the Chicago Paramount office which was held in that city last week at the Fish Fan Club.

Ned Holmes, exploitation manager of Fox Film Corp., New

York, spent a few days in Detroit last week visiting with F. D. Drew, local manager.

The 23rd anniversary of Fox Film Corp., recently held, proved to be the biggest business the Detroit exchange ever experienced in its history, and on behalf of the exhibitors, Mr. Drew, manager, wishes to thank them for their earnest support.

F. W. Kreamer, office manager for Universal for some time, has been transferred to the St. Louis office where he will act as salesman covering the key cities in that state. **Wade Allen** has already taken over the duties as office manager at the Detroit exchange.

Bill Peck, for many years known as "Bill the billman," who operated the Orpheum Theatre in Fowlerville, Mich., has sold his house to Vernon Locey, who also operates the Temple Theatre in Howell, nine miles from Fowlerville.

Butterfield circuit announces that on Feb. 21st, the Capitol Theatre in Owosso, Mich., will open, and on March 1st another new house, the State in Pontiac.

Howard City, Mich., for many years without a theatre, it is reported, will open a new theatre this week, and **Coral, Mich.**, also announces the opening of a new theatre in their town. **J. Mosher** is responsible for both of them.

F. A. Garinger of the Saenger Amusement Co., New Orleans, La., paid a visit to a few of Detroit's beautiful theatres.

Fred Davie, manager of Associated Exhibitors, spent most of the week covering key towns in Michigan.

Jack Saxe, manager of Favorite Film Co., finally purchased a Studebaker, after looking them all over.

After the zero weather in Detroit came to an end, **Bob Sheehan** came down to the film building in a dandy racoon coat.

Fred S. Phillips, who operates the Broadway Theatre in Flint, Mich., paid one of his rare visits to the various exchanges last week.

George Weeks, from the New York office of Paramount, recently conferred with **Otto Bolle**, manager of the Detroit Paramount exchange.

The Junction Theatre has changed hands, and will be operated in the future by **Anthony J. Kubinski**.

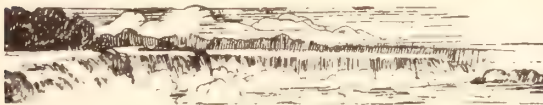
Peter Cataldo, has taken over the Enterprise Theatre in Detroit, heretofore operated by **E. Neyer**.

The Garden Theatre in Stanton, Mich., has been taken over again by **Glen Gardner**, who turned it over to **C. D. Milds** sometime ago.

George Trendle, general manager of Kunsky Theatrical Enterprises, returned last week from California.

Ruby Martin, contract clerk for Metro, walked to the altar with **Jesse Rice** on Jan. 30th, and now she is Mrs. Rice.

It is reported that Detroit will have one of the finest, most exclusive, modern film exchange buildings in the country. Excavation will start on March 1st at Montcalm and Cass Avenue, where the proposed \$800,000 structure will be erected. Several of the national exchanges have already applied for space. **Walter R. Stebbins** is the builder.



Buffalo



KENMORE, N. Y., may well feel proud of its new Kenmore Theatre which was opened Friday evening, January 29. Guests included the stockholders, town officials, Buffalo exhibitors and exchange men and wives, daughters, etc. There were many floral gifts wishing success to **Mitchell Fitzer** of Syracuse, who has leased the house and will operate it as a link in his chain. The Kenmore has a capacity of 1,565, all on one floor, although plans have been made to add a balcony when needed. Attorney **Frank C. Moore** introduced Mr. Fitzer, who promised the Kenmore folk the best obtainable in motion picture entertainment. The theatre building extends 241 feet along Delaware avenue, 118 feet on Chapel road, 110 feet on Landers road. The theatre proper is 66 by 205 feet. Mr. Fitzer has been identified with the motion picture business for nearly 20 years. Among the houses operated by him are the Swan, Savoy and Rivoli in Syracuse and the Strand in Auburn.

Loew's State Theatre, Buffalo, passed into the hands of a new board of directors, with **Max M. Yellen**, president of the Buffalo-Boloxi Corporation and treasurer of the Main-Go Realty Company, as president. This means a change in ownership of the house, but according to a statement issued by Mr. Yellen it will not mean a change in policy. Loew's State has been under the control of Loew's Buffalo Theatres, Inc., and will continue to operate under this name, but with a new administration.

William L. Sherry, one of the veterans of the motion picture industry, has returned from Florida to Buffalo to again assume the management of the local exchange of United Artists. **Joe Liberman**, formerly with Universal in Saint John's, Canada, is a new member of the U. A. sales force in Buffalo. **Jack von Tiltzer**, district manager, has installed Mr. Sherry in his managerial position.

Bill Bork, booker at the Paramount office, is wearing a three sizes larger derby. **Joyce Ardith Bork** has arrived at Bill's home and of course, she's the prettiest baby in the world.

Leo Murphy has been engaged as a member of the Associated Exhibitors' sales staff, succeeding **E. H. Arnold**, who recently resigned to manage the Savoy in Syracuse for **Mitchell Fitzer**.

Rich Richeson, known as "The Pigskin Fiddler," has been engaged as conductor of the orchestra at the Hi-Art Theatre in Lockport.

Gerald K. Rudolph, publicity manager for the Fox Film Corporation, was in Buffalo last week end, visiting Manager **Harry Bailey** at the local Fox exchange.

Because of the recent city ordinance prohibiting the construction of a theatre within 50 feet of a church, school, hospital or orphan asylum, an amendment will be enacted by the common council in Rochester permitting the Fenyevy interests to erect a theatre at Clinton avenue south and Court street.

The Jefferson Theatre in Rochester has installed two new Powers 6-B projection machines.

Dave Harrison is retaining the management of the Empire Theatre in Syracuse under the dissolution of the Fitzer-Harrison partnership.

Miss Marian Gueth, office secretary of Buffalo Zone, M. P. T. O. of N. Y., has returned to her desk in the Root building office, fully recovered from a recent severe illness.

W. L. Trass, manager of the Strand Theatre in Salamanca, N. Y., won the managers' bonus prize in the contest conducted last month by the Schine Theatrical Corporation.

Charles Fornesi is back on the job at the Seneca Theatre, Seneca Falls, N. Y., following a long siege of illness.

Plans have been completed for **Jim Cardina's** new house in Bailey avenue, Buffalo, work on which will start this Spring.

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Sole Direction of Joseph Levering

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 - No. 5 Her First Night in Society
 - No. 6 Her First Night in Honolulu
- Etc., Etc.

Cranfield and Clarke, (Inc.)

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New York

Milwaukee

L. J. MCCARTHY of Chicago will succeed **Ed. Volendorf** as manager of First National's exchange in Milwaukee. The change will be effective on Saturday, January 30.

John Lorentz, manager of the Fox exchange in Milwaukee, was in Chicago for a few days last week.

Exchange men in Milwaukee were favored with a visit from **J. Cooper** during the past week. **Cooper** is manager of four theatres in the state and enjoys the reputation of being a progressive

and successful exhibitor. His houses are the Casino and Strand at LaCrosse, the Bell at Sparta and the Unique at Tomah.

Mark Morgan, formerly booker for the Producers' Distributing corporation at their Milwaukee exchange has been named to cover the Wisconsin territory for the same concern. **Morey Anderson** has been appointed to take his place as booker, and will be located at the local office.

Sam Abrams, manager of the branch office of F. B. O. in Mil-

waukee, has left the city on a trip through the northwestern section of the territory.

A. C. Wilson, auditor for the Fox Film Corporation, with headquarters at the home office in New York, paid a brief visit to the Milwaukee exchange last week.

Petro Rouman, manager of the State Theatre at Rhinelander, Wis., was a business visitor in Milwaukee last week. He has recently purchased a Barton organ which will be installed in the State in the very near future, he

announced. **Rouman** recently sustained a loss by fire while he was a visitor here. Some of his property, which is not used for theatrical purposes, was destroyed in the blaze.

J. G. Frackman, Progress Pictures' Milwaukee manager, has left the city for Evansville, Ind., to be at the bedside of his wife. **Mrs. Frackman** recently underwent an operation. Word received by **Frackman's** associates at the Progress office indicates that she is recovering rapidly from the operation.

St. Louis

ROBERT STEMPFLE of the Strand Theatre, St. Charles, Mo., has awarded the contract for his new theatre there to **E. M. Humphrey**, a St. Charles contractor. The building will be two-story and basement, 50 by 140 feet and of brick, steel, concrete and mill construction.

Floyd Lewis, district manager for Arrow Pictures has returned from a sales conference in Chicago.

A. E. Adkinson, who was temporary manager for the local Associated Exhibitors following the resignation of **Roy Dickson**, has moved over to the Pittsburgh, Pa., office.

Arthur S. Kane, business manager for Douglas McLean Pictures, was among our visitors Saturday, January 30.

E. E. Hillar, special serial representative for Pathe, was a caller of the week.

The Board of Directors held their annual meeting at Herrin, Ill., the past week. Present at roll call were: **John Marlowe**, president; **J. Caesar**, secretary, and the following film peddlars: **Eddie Alpers**, Warner Brothers; **Nicky Goldhammer**, Universal; **C. L. Hickman**, Universal; **Butch De Frenne**, Paramount; **Mike Dunn**, St. Louis Film; **Tommy Tobin**, F. B. O.; **J. Talley**, Associated Exhibitors, and **Bill Barron** of United

Artists.

The theatre at Creel Springs, Ill., has been closed.

Lou Hess, manager for Universal, is recovering following a minor operation for an infection in his side.

Roy Dickson has taken charge of the local Arrow office.

Nat Steinberg has been appointed manager of the Associated Exhibitors office here. He took charge February 1.

Cincinnati

H. M. BYRD, of the Forum Theatre, Hillsborough, O., was a recent visitor at the local exchanges.

The F. B. O. offices presented a very attractive appearance last week after the decorations and pennants indicating the March drive had been distributed and placed in the various places available.

W. C. Chesborough, managing numerous theatres in Columbus, O., arrived in the city last week for

the express purpose of booking pictures for his many houses.

Mr. and Mrs. E. F. Van Delft, of the Opera House at Mt. Orab, O., spent a few days in Cincinnati last week, doing some general shopping and looking at several pictures.

Frankie Schreiber, booker de luxe for Universal here, is also a bowler of considerable note. He has issued a challenge to everyone connected with the film business, that he will bowl 50 points higher

than his nearest opponent.

Marcella Borgemenke, who has been connected with the W. A. Kaiser enterprises for many years has resigned her position with this firm. Her new connections have not been announced as yet.

E. A. McAuliffe, formerly with Associated Exhibitors, has joined the selling forces of F. B. O. and will travel through the Kentucky territory.

Fred Times, of the Columbia

Theatre, Portsmouth, O., is one of those lucky fellows who if it was raining soup would be caught with nothing else but a fork. Jury duty seems to be his weakness.

Glass partitions have been installed in the offices of **Hugh Owens**, the new manager for the local Famous Players exchange.

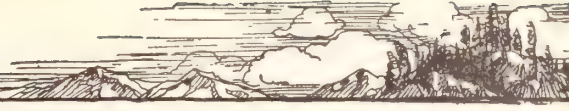
Chas. Reagan, district manager for Famous Players with offices in Cincinnati, attended the District Managers meeting of the firm in Chicago last week.



H. C. Farley's frontal display for "The Merry Widow" (M.G.M.) at the Empire theatre, Montgomery, Ala.



Seattle



SALE of the Rose Theatre property in Everett, Washington, for a consideration of \$40,000 was announced in this city last week by Joe St. Peter, operator of the house, whose connections in that city are in no wise affected by the transfer. The purchasers, whose names were not divulged, are represented by the Citizens' Bank and Trust Company of Everett, and the seller was Christina Nicklasen of that city.

Edwin J. Rivers, managing director of the Inland Theatre Company of this state, last week announced that he had purchased the Colonial Theatre in Eugene, Oregon, from Mrs. Laura Paine. This is the second house to be added to Mr. Rivers' string since the purchase of the Arcade Theatre in Walla Walla several months ago, and is the first house outside of the state of Washington to be

included in the new organization of houses.

Charles W. Harden, manager of the United Artists exchange, returned to his local office last week after a trip to the home office in New York City. The exchange, during his absence, was under the efficient supervision and management of Harold Harden, his son.

The Burien and South Park Theatres in this city, suburban houses formerly owned by Mr. and Mrs. Thomas, were purchased last week by Dr. Albert G. McKeown, who will assume the management of the houses immediately. Mr. and Mrs. Thomas plan to leave this territory soon for California, where they will re-enter the exhibiting field.

L. O. Lukan, former manager of the Universal Exchange in this city, and now assistant sales director for the West Coast for the

First National Pictures corporation, spent several days in this territory last week with Manager Fred G. Sliter of the local F. N. branch.

John G. VonHerberg, head of the Jensen-VonHerberg theatre chain, returned last week from New York, where he was under the care of physicians for several weeks of a very serious illness. Upon the recommendation of his medical advisors in this city, it is believed that Mr. VonHerberg will leave soon for a recuperative trip to Florida.

Paul Gray, Western exploitation director for the Pathe company, arrived here last week to spend a short time with Manager L. A. Samuelson in this territory.

Reports that were current on Film Row last week indicated that Charles W. McKee, former manager of the Heilig Theatre in this

city when it maintained a picture policy, would soon assume the lease on the Grand Theatre in Bellingham. The house was formerly operated by Mike Newman, of the Producers Distributing Corporation national organization, and has also been under the direction of the Bellingham Theatres Company, Inc., with Fred Walton directing.

Reports received by Manager R. S. Stackhouse of the Associated Exhibitors exchange in this city indicated that the local A. E. office is far and away in the lead in the national sales competition among branches being conducted by that company.

Lee Marcus, general sales manager of the Film Booking Offices, was a visitor at Manager A. H. Huot's local F. B. O. exchange this week. He was accompanied by A. A. Schmidt, Western division manager.



South East



MANY exhibitors took advantage of the M. P. T. O. get-together banquet in Charlotte to combine pleasure with business and the following exhibitors were seen along film row.

C. L. Welch, of the Victory Theatre, Salisbury, N. C.; W. J. Allen, Strand Theatre, N. Wilkesboro, N. C.; E. L. Hearne, Alameda Theatre, Albemarle, N. C.; J. W. Prevo, of the Palace, Thomasville, N. C.; J. A. Estridge, of the Gastonian Theatre, Gastonia, N. C.; J. E. Simpson, of the Ideal Theatre, Gastonia, N. C.; W. T. Gray, of the Loray Theatre, Gastonia, N. C.; Percy Wells, of the Howard-Wells Amusement Co., Wilmington, N. C.; Jas. L. Williamson, of the Opera House, Hamlet, N. C.; Chas. Picquet, of

the Carolina Theatre, Pinehurst, N. C.; C. I. Gresham, of the Artcraft Theatre, Mooresville, N. C.; E. D. Turner, president and general manager of the Carolina Theatres Incorporated, home office in Asheville, N. C.; S. S. Stevenson, president and general manager of the S. S. Stevenson Theatres, Inc., Henderson, N. C.; Jack Marcus and Mr. H. J. Paradis, of the Oasis, Wilson, N. C., the Colonial, Tarboro, N. C., and White's, Greenville, N. C.; C. H. Arrington, of the Palace Theatre, Rocky Mount, N. C., and many other representative exhibitors from the Carolinas.

The Colonial Theatre, being built on the site of the old Broadway Theatre in Winston-Salem, N. C. will be ready for occupancy

on the 8th of February. The old Broadway was destroyed by fire last winter and was operated by the Piedmont Amusement Co. of that city. The new house which seats 1,000 will be operated by A. F. Moses, formerly vice president of the Piedmont Amusement Co.

U. K. Rice, who opened the new Capitol Theatre in Salisbury, N. C. in April will assume management of the Colonial. Mr. Rice for several years was manager of the Piedmont Amusement Co. and well known in Winston-Salem. He is from Columbus, O., where for a number of years he was connected with the Southern Theatre there.

The Colonial is of unique design and appointments. It contains a mezzanine floor, balcony and

lower floor with offices and lounge rooms on the former floor. A straight picture policy has been inaugurated.

Earle Griggs, exploiter for Universal, who makes his headquarters in Atlanta, passed through Charlotte on his way to Asheville.

S. S. Stevenson, was along film row the past week arranging production for his new theatres that have just opened as well as his other houses on the circuit.

Charlie Griffith, of the Rosen Film Delivery Service, of New York and Connecticut, and Mr. Rosen, general manager and owner of the company are Charlotte visitors. They are arranging to put in an overland film delivery through the Charlotte territory.



San Francisco

PLANs are being completed and bids will be called for the completion of a class "A" theatre building lately acquired by the West Coast Theatres Corporation at Martinez, Contra Costa County. This structure was designed about two years ago by Architects Reid Brothers, 105 Montgomery street, San Francisco, and construction started but never completed, due to the death of the owner. The estimated cost for the completion of this building is \$50,000.

There seems to be a general exodus of home office representatives from the San Francisco Pathe Exchange. After a stay of two months, Auditor J. C. de Waal left for Portland, while Inspector Booker L. A. Savage, who has made San Francisco his home for the past three months, left for Salt Lake.

Harry Schmidt of Pathe has been installed as head booker with Eddie Frier and Herman

Lehrback as his assistants. Harry Schmidt was manager of the Virginia Theater at Vallejo until his affiliation with Pathe. Lehrback comes to us from Educational, formerly a Patheite.

Jimmie Meyers, in charge of the advertising sales department of the local Paramount Exchange, is quite proudly introducing exhibitors to his new service room.

Harry Scott, general sales manager of Pathe Exchange, Inc., made a tour of exchanges in behalf of "Laugh Month" and other activities.

J. A. Muehlman and L. Levi of First National have gone to Nevada and have taken a big brief case full of contracts to get the exhibitors' names on the dotted line.

Reorganization and reincorporation of Pacific Theaters, Inc., with subsequent election of officers shows the following results: L. R. Stradley, Cheerio, president; Frank Edwards, Winter Garden, vice-president; H. W. Bruen, Arabian and Ridgmont, general manager; George E. Herpeck, Winter Garden, secretary-treasurer. Activities of this or-

ganization include buying, operation, leasing, building, etc., of suburban houses in Seattle.

Recently Freddy lamps were installed in the Wigwam, Palmer, Sunset and Vardi Theaters of this city and many of the out of town houses.

E. C. Cunningham, formerly of the Iris Theater at Pacific Grove, has taken over Mr. Ed Stark's theater at Hollister. Mr. Cunningham will act as manager, having had considerable experience in operating theaters of his own formerly.



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Kansas City



BILL MILLER, former treasurer of the Empress and Shubert Theatres, Kansas City, has accepted a position in charge of ticket sales for the new teatro de Algria, a lavishly built house in Miami Shores, Fla.

H. Koepler, United Artists representative, has taken over the Beyers theatre of Excelsior Springs, Mo., he announced.

Several theatres in the Kansas City territory were "dressing up" with new equipment this week. Two new Motiograph projection machines were installed in the Ashland Theatre, Kansas City, and two in the Westport Theatre, a suburban house of Kansas City.

But he got even with them. Last week Adolph Eisner, former president of the M. P. T. O., Kansas City, was summoned to jury service. Several farmers were

discharged, but Eisner was retained as an "ideal" jurymen to hear the case of a delayed shipment of cabbage. Eisner's only knowledge of farm products were obtained through a Pullman window. The case was disposed of and the case of a motion picture operator was next. Then the farmers were forced to do their duty, being adjudged "good men for the case," while Eisner went gleefully homeward.

A tint of spring served to quicken the pulse of business along Kansas City's movie row this week. Joe Levy, well known veteran, was named Warner Bros., branch manager, succeeding Louis Reichert, who was transferred to the Washington, D. C. branch.

I. W. Quillian, vice-president of Enterprise Distributing Corp., was a Kansas City visitor, remaining long enough to predict that the

year 1926 would be a pace-setter.

Edward Wagoner, P. D. C., home office representative, conducted a sales meeting at the local office.

For the first time in twenty years Harvey Day, general manager of Kinograms, and Stanley Chambers, managing director of the Miller Theatres, Wichita, Kas., met and renewed old friendship this week.

E. C. Rhoden, Midwest Film Distributor president, was hustling in the territory, as were Joe Levy, Warner Bros., branch manager, and Lloyd Willis, special Warner representative, and C. F. Senning, Educational branch manager.

D. J. McGowan, First National special representative, held a sales meeting at the local branch.

C. W. Rodebaugh, after several years absence from the film busi-

ness, has returned as a representative of the Independent Film Company in Kansas City.

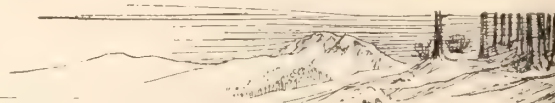
"Gerry" Akers, former Paramount and Universal official in Kansas City, has purchased an interest in the Standard Film Exchange in Kansas City, it was announced this week.

Tom Byerle, First National branch manager who has been confined in Research hospital, ill of typhoid fever, is improving, according to physicians.

Among the out-of-town exhibitors in the Kansas City market this week were: Conrad Gabriel, Garden City Amusement Company, Garden City, Kas.; Eysley Barbour, Joplin, Mo.; J. H. Bunch, Strand, Osage City, Kas.; Ben Levy, Hippodrome, Joplin, Mo.; C. L. McVey, Herington, Kas.; Harry McClure, Strand, Emporia, Kas.



Canada



PROMINENT citizens of Hamilton, Ontario, attended the dinner which was tendered to Ray Tubman the new manager of the Capitol Theatre, Hamilton, at the Royal Connaught Hotel, the chairman being George Stroud, manager of the Pantages Theatre. Manager Tubman was welcomed to the city by Mayor Jutten and Judge Gauld. Among the speakers were Clarence Robson and Harry Sedgwick of Toronto, officials from the head office of Famous Players Canadian Corp., which is operating the Hamilton Capitol. Other prominent guests included Con-

troller Morrison, Ald. H. E. Wilton, manager of the Strand Theatre, Hamilton; J. D. Chilman, secretary of the Hamilton Football Club; Sam Manson, well-known Canadian athlete and others. The prowess of Ray Tubman on the football field, a la Red Grange, was extolled by various speakers.

W. G. Rupay, manager of the Griddin Theatre at Woodstock, Ontario, literally had some old friends drop in to see him recently when three airplanes from Toledo, Ohio, made a voluntary landing at Woodstock, the pilots being personal friends of Mr. Rupay,

who had seen service in the Royal Flying Corps.

Club quarters for members of the Ontario Division of the Motion Picture Theatre Owners have been established on a floor of the Hermant Building, 21 Dundas street East, Toronto.

The hockey team of Famous Players Canadian Corp., Ltd., Toronto, is leading in its series of the Toronto Hockey League with three other local clubs. The latest match was won in overtime by the film stars by a score of 2 to 1. Mel Hudson of Famous Players,

incidentally, is the leading scorer of the series, while Jimmie Tallon is second in this respect. The team consists of: Goal, Bossin; defence, Taylor and Hudon; centre, Heggie; wings, Tallon and Grant; substitutes, Martin and Murphy.

The Montreal Theatre Managers Association has decided to hold another Bal Masque and cabaret, following the immense success of the first venture last year. The dance is being held at the Venetian Gardens, Montreal, on February 12, as a St. Valentine feature.



Denver



ALLEN J. O'KEEFE, local sales representative for Producers Distributing Corporation, has been promoted to the managership of the Salt Lake branch of his organization. James Riley has been appointed to fill the vacancy left by Mr. O'Keefe.

W. E. Matthews, manager for F. B. O. received word that he will be transferred to the San Francisco branch of F. B. O. within a few days, as manager. During the transfer the Denver office will be under the temporary management of Fred Lind.

S. B. Sturtevant, owner and manager of the Majestic Theatre, Fruita, Colo., sends word that he is about to leave for an extended trip to California for a visit to the large studios. Mr. Sturtevant is one of the pioneer exhibitors of the territory.

Several new theatres are reported to have opened or about to open out in the territory. A new 700 seat house is being erected in Las Cruces, N. M. by the Las Cruces Drug Co. The American Legion of Alamosa, Colo. have

about finished a 700 seat theatre which will be leased by the organization. Messrs. J. D. Jones and Carmichael of Clovis, N. M. have just opened a new 400 seat house called the Rex. John Foster and J. A. Clayton have completed plans for the opening of their new theatre in Artesia, N. M. It will have a capacity of 500 seats.

Exhibitors visiting Denver during the week were Dave Hess, owner and manager of the Princess, Del Norte, Colo., and Iris Theatre, Monte Vista, Colo.; Mrs.

Tyo, of the Tyo Theatre, Wray, Colo.

Chas. R. Gilmour, Warner Bros. manager is making a sales trip to Western Nebraska points this week. G. E. Rosenwald, local manager for Universal has returned from a business trip into the Wyoming territory. Joseph Ashby, First National manager took advantage of the wonderful spring-like weather and made a trip to Colorado points by auto returning a few days ago.



Cleveland



H. O. DUKE, assistant secretary of Producers Distributing Corporation, spent several days of last week in Cleveland, with division manager Robert Cotton.

The exhibitor force of Mansfield was practically all on sick leave last week. Tim Roberts, of the Park and Whiteway was laid up with a bad cold, and W. A. Partella, of the Majestic and

Opera House was confined to his home for like reasons.

It was too cold for exhibitors to leave their native lairs last week and subject themselves to the Lake Erie breezes. The only out-of-towners listed on the Film Bldg. register were L. W. Kummer, Pantheon, Toledo; C. O. Frederick, Moose Theatre, Norwalk; A. J. Buck, Colonial, Fostoria; Earl C. Lair, Louisville,

Louisville; C. W. Goodrich, Chardon Theatre, Chardon; and Forney L. Bowers, Opera House, New Philadelphia.

Lloyd Willis, central division manager for Warner Brothers, spent the week end in Cleveland.

Dr. B. I. Brody, Mrs. Brody and their son, have left for a three weeks trip to Cuba. Dr. Brody is head of the Broadway circus shows up to the present day

the new Cedar-Lee Theatre on Lee Road, Cleveland Heights

A freak accident last week caused the death of Paul Lazare, 29, owner and manager of the Ball Park Theatre, 6900 Lexington Ave., Cleveland. An overheated furnace in the basement of the theatre exploded. The blast hurled a door against Lazare and fractured his skull.



Albany



A MOVEMENT is already on foot to provide Ogdensburg, N. Y., with another theatre, replacing the one burned two weeks ago, and which was being operated at the time by J. S. Burnham. The head of a chain of several houses in New York state, whose identity is not being disclosed at the present time, is said to be negotiating for a site upon which to erect a large theatre. The municipal authorities of the city are also considering the advisability of erecting a house and J. S. Burnham has come forward with an offer to contribute \$10,000 in the undertaking and also to take a lease of the same for a period of fifteen years.

Samuel W. Burns, who was at one time connected with Warner Brothers' exchange, has been named by Sidney Sampson, as manager in Albany for the Bond Photoplay Corporation.

H. S. Riehl, of Buffalo, representing Golden Arrow Pictures, now being distributed through the Freedom exchange, announced that he would open an exchange here in the near future.

During the past week exchange managers decided to hunt up business for themselves. Austin Interrante of Warner Brothers, went to Utica, to arrange for a road-showing, and Jack Krause manager of Associated Exhibitors, was in Saratoga and elsewhere.

Walter Hays, head of the Mark Strand operating company, was in Albany during the past week, coming on from Buffalo. Mr. Hays expressed himself as much pleased with the new improvements. Miss Mary Skelly, an usher at the Mark Strand, was operated on last week, for appendicitis, but is now reported as being on the road to recovery.

Departing somewhat from his former policy, Claude Fish, owner

of the American theatre, in Schenectady, instead of playing all pictures for a single day, will now hold over some of the better drawing ones for two days.

Frank X. Breymaier, who has been managing the Barcli in Schenectady, since it was reopened in the early fall, has been promoted to the management of the Van Curler, in the same city. Mr. Breymaier will continue to handle the advertising and exploitation of the Schenectady group of Farley houses. A. J. Rochell, who has been handling the Van Curler, has gone to Elmira, where he will manage the Majestic.

Bigger pictures running for straight weeks are to be given the American, in Troy, according to an announcement just made. The house is handled by Edward Trembly.

The forty or more employees of the Farash Theatres in Schenectady, held a meeting one night last week at the State Theatre for the purpose of forming a mutual benefit association.

Benefit Stern, of the Lincoln Theatre, Troy, purchased an automobile during the past week. Walter Roberts, manager of the Troy Theatre, also bought a car a short time ago, and it is now a common sight to see the two men talking over cars and accessories.

The many friends made by Miss Carolyn Goodman, while she acted as secretary at the Albany Zone headquarters, will be interested in knowing that she has secured a position in New York city, being connected with the Vital exchange.

When the Albany Film Board of Trade met this week, a proposal advanced for another dance in the near future was discussed. It appears that the dance of two weeks ago failed to bring much

money into the fund being created for those out of work or sick. Comparatively few exhibitors attended the affair. It is now planned to make the next ball more of an exhibitors' affair.

The benefit given at the Colonial Theatre in Albany for Harold Filkins, a salesman at the local F. B. O. exchange, who is very ill, netted a considerable sum. Julius Berinstein donated the use of the theatre while the organist and other employees contributed their share.

Bob Landry, of Ogdensburg, gave a benefit performance at his theatre last week to aid a number of actors who had been stranded in the northern city through the fire that wrecked the Ogdensburg Opera House.

Undismayed by the fire that consumed his theatre in Fonda, William Van Alstine is now looking about for another location, and has already written several exchanges in this city to the effect that he will have another house in the near future.

In spite of every medical attention possible, Mrs. Maurice Sullivan, wife of the owner of the San Souci in Watervliet, died a week or so ago, from pneumonia.

Miss Esther Dwore, whose brother George, runs the Cameo and Capitol theatres in Schenectady, was in New York city last week on a shopping trip.

Bob Wagner, who formerly ran the Rialto Theatre in Little Falls, is once more back in the game, having remodeled an old church in Oriskany, and reopened the place as "The Star" Theatre. Mr. Wagner has had a great deal of experience in the show business and, it is understood that his plans call for a chain of small theatres in central New York.

The past week brought a change in the ownership of the theatre in Salem, when Frank Wurm took over the house from John Gillies, who had been running the theatre with much success.

Ted O'Shea, local manager for Metro-Goldwyn, made a trip during the past week to Kingston, Saugerties, Hudson and other places south of this city.

William McNeeley, of Canastota, is still endeavoring to thresh out the Sunday situation in that village. It appears that at the recent taxpayers' election, it was voted to have Sunday shows, but during the days have followed, certain legal entanglements have arisen and as a result no Sunday shows have yet been staged. The village is midway between Utica and Syracuse.

James Roach, manager of the Farash theatres in Schenectady, is more than busy these days in looking after the details of the chain as W. W. Farley, owner of the houses, is in Miami, and will probably be there for three or four weeks yet.

The southern part of New York state is now being covered for the local Fox exchange by George H. Rosenbaum, a former resident of Philadelphia, who recently came to this city with the Fox branch.

The Madison Theatre in Oneida, run by Mike Kallette, was entered by burglars a week or so ago, but no money was taken. The combination of the safe was smashed before the burglars were scared away, leaving their tools on the floor of Mr. Kallette's office. During the past few weeks, Mr. Kallette has been remodeling the rooms above his theatre for the use of the Citizens' Club.



Baltimore



FRANK DURKEE, manager of the Palace Theatre, here, has gone to Florida for a two-weeks' vacation.

Robert Burgan has succeeded John Volz as manager of the Apollo Theatre, 1500 Harford Avenue.

George Jacobs, manager of the Goldfield Theatre, 913 Warner street, underwent an operation for appendicitis at Mercy Hospital last week, and is now getting along nicely.

Thomas D. Goldberg, manager of the Walbrook and Harford Theatres, spent part of the week beginning, Monday, January 25, in New York City.

Raphael Schroeder, accountant for the Associated Theatres Company, Baltimore, has returned from Boston where he went to attend a wedding.

Some of the exhibitors from Baltimore who are scheduled to attend the Naked Truth dinner on February 6, in New York City are: Mr. and Mrs. Harry Reddish, Mr. and Mrs. Walter D. Pacy, Mr. and Mrs. Frederick Clement Weber, J. Louis Rome and Mr. and Mrs. Guy L. Wonders.

E. A. Lake, manager of Keith's Hippodrome, here, has returned from a two weeks' trip to Jacksonville, Fla.

J. S. Fitzgerald, formerly salesman for Producers Distributing Corporation has now joined the forces for Film Booking Offices.

Lou Bates has resigned as manager of the Washington, D. C. office of Producers Distributing Corporation.

Morris Epstein has resigned the position of Universal Washington, D. C. office manager and has been

succeeded by Morton Van Praag.

Sam Gallanty, formerly with Producers Distributing Corporation, now has become Washington, D. C. office manager of the Independent Film Company.

Harry Weiner, formerly manager of the Washington, D. C. office of Warner Brothers, Inc., has resigned to go to Philadelphia with the Associated Exhibitors.

Clarence Eisman, formerly with Universal as a salesman, is in Baltimore now representing the Independent Film Company.

Harry Levy, formerly with Producers Distributing Corporation is now with Exhibitors Film Exchange as a salesman.

Jerry Marks has resigned as manager of the Progress Exchange, Washington, D. C. and has been succeeded by Miss Betty M. Rose. The salesman of that com-

pany will be Ribnitzki, formerly a Universal booker.

Work on the improvement being made on Warner Brothers Metropolitan Theatre, Baltimore, is rapidly nearing completion. The new box office at the North and Pennsylvania corner entrance of the playhouse was placed in operation last week and the former entrance on North avenue now has been turned into an exit exclusively.

The Lincoln Theatre, Washington, D. C., will be managed hereafter by Walter Pinchback, who succeeds Charles E. Lane, Jr., who has resigned.

Due to George A. Hicky, district supervisor for Metro-Goldwyn-Mayer, Washington, D. C. office being on the sick list, Sam Burger, special representative of that company, is filling his place for the present.

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Minneapolis

LAMBERT HAYS, brother of Theodore Hays, general manager for Finklestein & Ruben, died recently in Minneapolis. He ran the Bijou candy store over the old Bijou Theatre in Minneapolis for many years.

William Grant, booker of the Minneapolis Pathe exchange, has joined the sales force. Harry L. Muer is the new booker.

The Prior Lake, Minn., commercial club is sponsoring formation of a stock company to build a theatre there. The Palace is to be torn down to make way for a new structure to seat 2,200.

Joseph Milnar of the Amuzu theatre, Spring Valley, Minn., has taken over the Opera House at Weykoff.

R. W. Hines, owner of Loyalton and Bowdle, S. D., theatres, is recovering from painful injuries received in fleeing from bandits who attempted to hold him up recently. Mr. Hines dodged the bandits and drove without lights which caused the wrecking of his car.

Fire in the booth of the American Theatre at Muscatine, Iowa, did considerable damage but the patrons filed out in orderly manner.

N. J. Portlance is sponsoring a proposed \$35,000 theatre at Columbia Heights, Minneapolis.

Scarcely had Joe Maitland, veteran theatre man of the Northwest, taken charge of Joe Friedman's Tower Theatre in St. Paul when he was taken ill and before he was again up and around they had him all ready, as he said, to "check out." Within the week



Joe Maitland, manager of the Tower theatre, St. Paul, Minn.

however, he was back at his desk. Mr. Maitland has been associated with the theatrical business for thirty-three years and his experience dates from the medicine and circus shows up to the present day methods.

Mrs. Hazel Gross has opened the new Robbinsdale theatre at Robbinsdale, Minn., a suburb of Minneapolis.

W. J. Morgan, general sales manager of Producers Distributing Corporation stopped in Minneapolis with Cecil Mayberry, division representative, recently on his way to the west coast.

J. E. O'Toole, Minneapolis manager of Producers, returned last week from trips to Duluth and to Southern Minnesota. He is now in South Dakota.

Lee Darling of Kenmare, N. D. and his wife, spent a week in the Twin Cities recently.

Frank Buckley and Roy McMinn, interested in the Superior, Wis., Princess and Capital and the Virginia, Minn., Royal, have returned from the Twin Cities.

Ed Buckley (No relation to Frank) was in the cities from Olivia where he has the Idle Hour Theatre.

H. C. Remington, one of the oldest film salesmen in this territory, has resigned from Producers Distributing Corporation staff in Minneapolis. He will be succeeded by W. Gould, formerly of Film Booking Offices at Winnipeg.

"How did you do it?" is the big question Sam Kaufmann, door man at the Metropolitan Theatre in Minneapolis, has to answer several hundred times a day now. He reduced his weight 100 pounds or so with the assistance of a specialist and now looks more like Doug Fairbanks than like Walter Hiers.

Al Peterson of the Grand and Loyalty Theatres, International Falls, Minn., was in Minneapolis three days last week.

John Reek of Erskine, Minn., has taken over the Grand Theatre at McIntosh from M. C. Howe.

E. T. Gomersall, Fox manager for Minneapolis and the Northwest, made a trip to Chicago last week.

George Johnson of the Red Wing auditorium, dropped into Minneapolis the other day.

C. F. Schnee who handles the Unique at Litchfield, Minn., was also a visitor.

Miss Mabel Dunn who was in the Metro-Goldwyn office here for several years before she became Mrs. M. W. Coles, is back on the staff to help out in the rush of work.

Fox held its sales conference here last week and made plans to make February a "Jimmy Granger Month" in tribute to its general manager.

F. F. Witte has taken over the Star Theatre from L. E. Dhabolt of Sherborn, Minn.

Ed Anderson from the Princess Theatre at Aberdeen, S. D., visited here last week.

Fred Knispel, division representative of the Producers Distributing Corporation, is laid up at his home in Minneapolis with an attack of carbuncles on his leg.

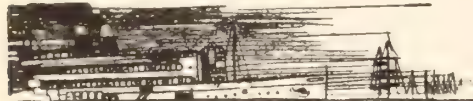
S. A. Shirley, district manager of Metro-Goldwyn-Mayer, spent several days with the Minneapolis organization recently.

W. P. Cameron is a new salesman on the Metro staff.

Max Rivkin has resigned after 11 years on the Metro staff in the Northwest. Now there is an argument on as to who is the oldest employe. L. J. Blumberg, salesman, declares he has been there nine years. Miss Anne Griffin of the office force says that she has been there eight years, having beaten Manager Fisher to the job by 10 days. Joe Comer, assistant manager, declares he has been there as long as anybody.

Metro men bring back the report that Prosper F. Schwie opened to a great business at his Orpheum in Duluth.

Much local interest is manifested in the Garrick Theatre trial here which opened Monday.



New England



THE new United Theatre at Westerly, R. I. opened Monday night with many officials from New York and Boston attending as well as officers of the United Theatres Corp. from New York and New Jersey. Prominent city and state officials were guests. James Thornton is manager of the house. He is the son of Owen Thornton, who is manager of the theatres at Arctic and Riverpoint for the same company. The house is one of the most attractive and completely equipped in Rhode Island.

F. H. Faulke, who formerly conducted a theatre in Norfolk Downs, Mass., has taken over the National Theatre at Winchendon, Mass., formerly owned by J. B. Wilkinson.

Chester Sawin, formerly manager for Vitagraph at its Boston offices and associated with Warner Brothers, resigned to become associated with the Producers Distributing Corporation. District Manager Kline is in charge of the Vitagraph exchange for the present.

Division Manager O'Donnell of the Associated Exhibitors came over from New York for a stay

of several days at the Boston offices of the company.

James O'Hara, formerly shipper for F. B. O. at Boston, has resigned to take charge of the shipping department of the Pathe exchange in Boston.

J. A. Curran, assistant manager, and J. J. Jennings, a salesman of the Pathe Offices, Boston, are wearing the highly prized gold buttons denoting their association with Pathe for a period of ten years. Several others of the staff have received silver buttons denoting five year's service.

Independent Film, Inc., which occupies 10 and 12 Piedmont street, Boston, is cutting away the partition and will increase its office space by adding No. 14 Piedmont street to its suite. The basement is being similarly enlarged, giving the exchange about 50 per cent. additional floor space.

Al Dow of the New York offices of Paramount, was a visitor to Boston during the week and was the guest of Manager John P. Freeman of the Strand Theatre, Malden, Mass. during a part of his stay in the Hub.

Work is progressing rapidly on the new theatre at Middletown,

Conn., being built for the S. & S. Corporation. The building is now closed in and the interior work has started. The theatre will be opened early in the spring according to present plans.

C. H. Williams, former owner of the Franklin Park Theatre, Boston, is enjoying a vacation of several weeks in Canada, making his headquarters at the Chateau Frontenac, Quebec.

Jack Pegler, special exploitation man for Pathe, with headquarters in New York City, was a visitor at the Boston exchange for several days during the week.

R. W. Kinary of the Dreamland Theatre, Bellows Falls, Vt., was in Boston for a few days during the week visiting the exchanges. It is understood that he will build a new theatre in Bellows Falls in the Spring.

R. C. Cropper, manager of the Boston exchange of Pathe, spent several days the past week at the New York headquarters.

Charles Henschel, Eastern division manager for Pathe, was in attendance at the Boston offices of the company for two days during the week.

Max Roth of the New York of-

fice of the Fox Film Corporation, as personal representative of J. R. Granger, recently paid a visit to the Boston exchange.

HOUSTON

MR. and Mrs. Wm. Horwitz, Jr. of the Texas and Iris Theatres who have been in New York for several weeks, are returning home via Havana. After a short stay in Cuba they will return to Houston.

W. M. Leeves, Dallas exchange man, was in Houston last week on a business trip.

L. Polonoakos announced that the New Ritz Theatre would be rushed to completion and would be operating in fifteen days. It has been under construction for six months.

The new million dollar movie palace James H. Jones is erecting for Famous-Players is taking form. A mass of steel and brick will soon grow into one of the South's most beautiful theatres.

Mrs. Rossie Morton Jackson of San Antonio is visiting in Houston.



West Coast's "Relations" Dept. Charts Patron Preferences

Gauge Public's Tastes By Personal Touch and Questionnaires

TAKING the pulse of a million theatre patrons, and constantly striving to gain and maintain their good will is the daily task of the West Coast Theatres Public Relations Department, members of the organization deny that it is a formidable problem. On the contrary contend that the patrons themselves respond in a manner which makes the work merely a matter of efficient organization.

The West Coast Theatres, Inc., as far as can be determined, were the first, and only, large theatrical organization in the country to establish a department of this nature.

Many of us find it a difficult task to please or satisfy our little group of friends or the immediate members of our family. Few of us would care to assume the responsibility of keeping this limited number entertained, and the majority of us would laugh and be greatly amused over the brief command: "Take the pulse of a million theatre patrons, learn their likes and dislikes, ascertain what they are seeking in the form of entertainment, meet their requirements, and exercise constant vigilance that the youthful members of the million are protected from anything that grownups alone should see."

Sounds like a superhuman task, yet it is being carried on in a most systematic and successful manner by the Public Relations Department of the West Coast Theatres, Inc. The officials of this organization: M. Gore, Pres.; A. L. Gore, Vice Pres.; Sol Lesser, Sec'y.; A. M. Bowles, Gen. Manager; operating one hundred and sixty-eight theatres and catering to in excess of a million patrons yearly, attribute their success to this simple receipt—"Determining what appeals most to the public and furnishing it in the most entertaining and uplifting form possible."

The great problem is ascertaining with some degree of accuracy, a representative tabulation of the feelings of the

patrons, and the West Coast Theatres Public Relations Department is maintained and operated with just one object in view, the good will of the public.

Sol Lesser in speaking of the success of the Public Relations Department attributes it to the interest and efficiency of his organization. "The days when the rental of an average motion picture film, the engagement of a mediocre piano player, and an indifferent ticket seller were all that were essential to the theatre business, are past. The public has become more discriminating

and critical in its entertainment demands, and certainly has a right to be, but what forms of entertainment carry the greatest appeal to the greatest number of people is a problem which can only be solved through close contact and co-operation on the part of the theatre management and the patron.

"Our department of Public Relations endeavors to establish and maintain this contact through personal touch, questionnaires, and various systems which do not cause our patrons the slightest inconvenience. Letters of praise or adverse criticisms of a picture come direct to our attention and we tabulate the statements and use them as a guide for the future.

"Pleasing the grownup is far more simple in the matter of selection than pleasing the children. Programs for youngsters must not only be entertaining but must be of a nature which protect these future fathers and mothers from anything coarse, crude, suggestive or demoralizing in the slightest degree. What may amuse and greatly entertain a child might at the same time prove most harmful to his mind, and the protection of the childish mind is of paramount importance to the officials of West Coast Theatres, Inc.

"With the view to logically and constructively handling this phase of work, the Public Relations Department maintains a special organization for the presentation of Junior Matinees for youngsters. This organization is under the supervision of Ryllis Hemington. Miss Hemington who is in addition to being familiar with entertainment values, and who has made a special study of the minds of children has a corps of assistants engaged in this work with her.

"Prior to its general release, arrangements are made whereby a special preview of a picture to be showing in one of our theatres is given for mothers, teachers, women's clubs or any

(Continued on next page)

Architect or Contractor

FOR several years we have been receiving requests for theatre plans, usually for houses ranging in seating capacities from three to seven hundred. The prospective builders generally state that they are willing to pay for this service.

We answer these requests, in effect, that we have no plans to recommend for their use, and for these reasons: Each theatre project must receive individual study in order to provide the greatest returns for capital invested. Perhaps a severe digression from orthodox theatre design will eliminate an expense in construction or, as is often the case, the plot on which the theatre is to be built may call for special plans. And there are numerous other angles to building theatres that make following plans specifically drawn for one house unsuited for a general application.

We recommend that prospective builders secure the services of an architect who, if possible, has had experience in theatre design. It is the duty of an architect to plan a project, in cooperation with his client, to the end of reducing expenditures as far as practicable and yet build a theatre that will meet the demands of the particular locality. Also, an architect personally supervises the actual building construction so that there can be no alterations or skimping of the plans or specifications.

It is false economy for theatre builders to forego an architect's services to save a nominal fee. This sum is relatively small and often is repaid several times over in reduced cost of construction, or a more practical theatre building.

P. M. Abbott.

Arranging Junior Show Programs

(Continued from preceding page)

recognized organization which cares to send a representative. The film is carefully studied and later discussed for the purpose of deciding whether any scene or bit of action would be likely to have any other than a most helpful influence on the minds of children. If any question does arise on this angle, notes are made and the questionable parts of the film are cut for the showing at the Junior Matinees. All the objections are carefully tabulated on cards, and these cuts are made every time the film is shown at a Junior Matinee in any West Coast theatre.

"Another outstanding feature of this year being conducted under the supervision of Miss Hemington is the fact that the general public, through representatives of various organizations, are made to feel that their views, suggestions and constructive criticism is welcome at all times; that it is the paramount aim of West Coast Theatres, Inc., to please the General Public and not sit in final judgment on entertainment with the arbitrary attitude 'Take it or leave it.'

"Give the public just what it likes and desires is the great problem of the theatrical owner after all, and West Coast operates on the theory that there is no better judge of its likes and dislikes than the public itself."

"Plumes" Pretentious New Fanchon and Marco Idea

"Plumes," was the title of the West Coast Presentation staged at Loew's State Theater, Los Angeles, the week of January 23 to 29th. It is a Fanchon and Marco Idea featuring Frederick Kovert and his \$5,000.00 peacock costume. This gorgeous gown was used in the "Queen of Sheba."

The presentation opens with Helene Hughes singing "Behind the Fan" with a chorus of Sunkist Beauties wearing a novel costume with great strings of pearls hanging between the girls and attached to their dresses. A black drop is used and at the conclusion of the number this opens disclosing a tall column lighted with color thrown upon it, a winding stairs which curve around the column and disappear. The entire background is black velvet. Myra Kinch appears on the stairs and dances, with the chorus as a background for the first half of the dance, finishing alone. Helene Hughes in a black dress and a great head dress of black plumes stands on the stairs while Otto Ploetz stands at the foot of the column and they sing a duet. At the finish of this number there is a parade of wonderful costumes made out of ostrich plumes, the girls entering down the winding stairs. They are grouped about the stage as the Sunkist Beauties enter and dance the Powder Puff Ballet. The act closes with Frederick Kovert's peacock dance.

Amy Cox Joins Vaudeville Circuit in Kansas City

Amy Cox, formerly office manager of the Virginia-Carolina Managers Circuit, with offices in Atlanta, for a number of years, has moved to Kansas City to assume the management of the vaudeville and presentation acts with Gus Sun-Ackerman Harris, Inc.



A completely equipped playroom presided over by a trained nurse and furnished with a variety of toys and devices for the amusement of youngsters while their parents witness the show in the main auditorium is one of the features of the new Harding Theatre in Chicago.

Children's Playroom Proves a Box Office Asset at Harding

THE playroom for children with a nurse in attendance and a complete equipment of toys and devices for the amusement of kiddies is one of the outstanding service features of the New Harding Theatre in Chicago, recently opened by Lubliner & Trinz. According to the management of the house, this playroom is proving a formidable box office attraction. It

provides an advertising angle of certain appeal to mothers and guardians of youngsters.

The playroom is beautifully decorated and finely equipped. It is furthering the goodwill of the Harding to an appreciable degree, according to reports from the organization.

The room is well patronized every day, scores of happy children enjoying the conveniences afforded by the nursery under the care of a competent trained nurse, while their mothers view the entertainment in the auditorium of the Harding.

The playroom has a specially canvassed and padded floor so that the children are protected against falls. The wall decorations are lines of colored animals with other cut-outs on shelves to give perspective. Diminutive tables and chairs are there for comfort and beds for the infants are also provided.

Many appliances and toys that delight kiddies have been installed, including swings, see-saws, teeter-totters, spiral and straight gliders, sand piles and a variety of blocks. Musical chairs, which play when sat upon, also provide a thrill for the youngsters.

Musical Novelty Staged at Columbia, Seattle

A novelty in musical presentations was offered by Manager Robert W. Bender of the Columbia Theatre, Seattle, last week, when Francesco Longo, director of the Columbia All-Artists Orchestra, offered a piano solo played in comparison with the same selection as recorded by himself several seasons ago for the Ampico Player Roll corporation. The novelty of the offering made an exceptionally pleasing impression with Columbia audiences all week.



Rillis Hemington, director of Public Relations for West Coast Theatres, Inc.

Erte Costumes 'Big Parade' Prologue



Estelle Etterre as "England" as interpreted in An Erte Design.



Virginia Cool in the role of "Bleeding Belgium."



Costume representing "Italy" and worn by Leta Chevet.

COSTUMES designed by Erte, noted European designer, for the "Pageant of the Allies," presented as a prologue to Metro-Goldwyn-Mayer's "The Big Parade," at Grauman's Egyptian Theatre, Hollywood, are shown in the photos on this page.

The number is a pretentious and elaborate one from every standpoint, but has attracted particular notice through the rich costumery which is featured in the pageant. The vivid colors of the nations represented in the act have been employed with striking effect by the designer of the costumes and accentuated through the employment of unique designs and rich fabrics.



Costumes for the "Dance Americaine." Blue wigs supply that element of the Colors, carried out in red and white striped bodices.



Arlene Calvert as "America" (at extreme left) with the "Thirteen Stars" of the Union in the ensemble episode of the pageant.



Gertrude Napp and Helene Tobin as Pages.

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houses is now one-
hundred percent
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CLEVELAND, O.—Oliver Motion Picture Supply Co.
The Theatre Supply Co.—21st & Payne Ave.

DALLAS, TEXAS—Simplex Theatre Supply Co.

DETROIT, MICH.—Amusement Supply Co.
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KANSAS CITY, MO.—Cole Theatre Supply Co.

LOS ANGELES, CALIF.—Pacific Amusement
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MILWAUKEE, WIS.—Wisconsin Theatre Supply Co.

MINNEAPOLIS, MINN.—The Rialto Co.

NEW YORK, N. Y.—Independent Movie Supply Co.
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NEWARK, N. J.—Frank N. Kautzman
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Co., 918 Chestnut Street
Brilliant Electric Co., 324 Vine Street
Philadelphia Theatre Equipment Co., 1311 Vine St.

PITTSBURGH, PA.—The S. & S. Film & Supply Co.
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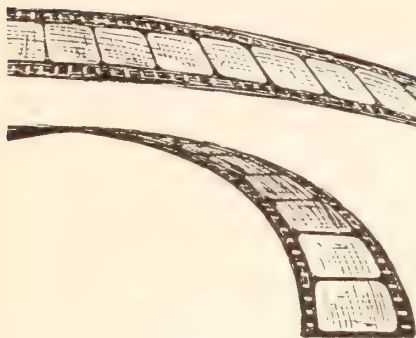
PORTLAND, ORE.—Service Film & Supply Co.
78 West Park Street

SALT LAKE CITY, UTAH—Utah Theatre Supply Co.

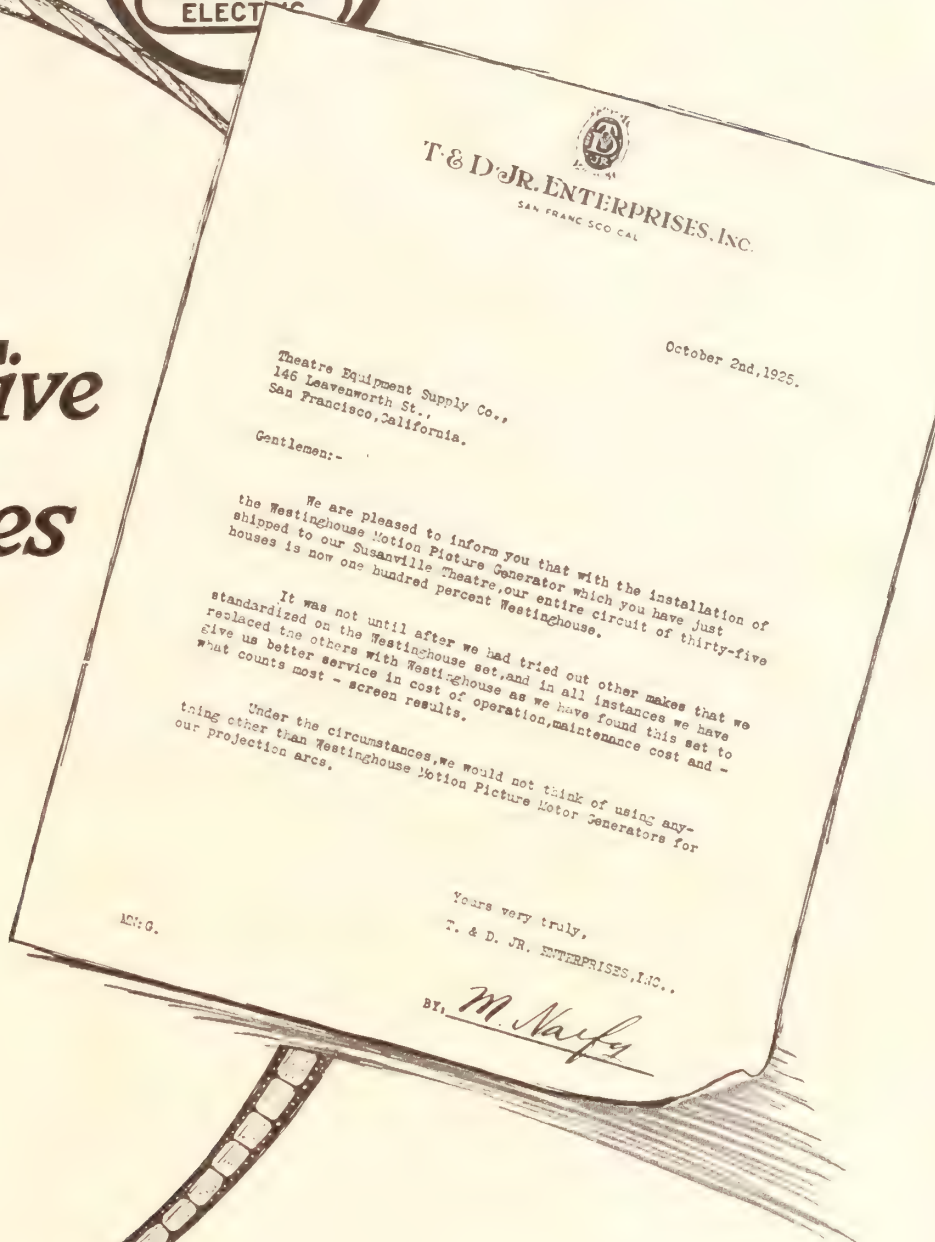
SAN FRANCISCO, CALIF.—Theatre Equipment
Supply Co.

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ST. LOUIS, MO.—Sanderson Electric Co.



In
Thirty-Five
Theatres



Westinghouse

Charleston Act Repeats in Atlanta

Second Contest Eclipses First At Metropolitan

A THEATRE filled to the overflowing and queues of people impatiently waiting for admission marked the second Atlanta Georgian-Metropolitan Charleston contest which opened at the Metropolitan Theatre Monday afternoon and played to such crowds that an even larger week than the first contest occasioned resulted. Olive Hill, who staged the first contest directed the second.

With over double the number of contestants, one hundred and fifty in comparison with the sixty of the first contest, and with several changes in the plan of operation which had shown themselves to be necessary, the second venture got under way Monday afternoon. The first, and most noticeable change was made when four daily performances, two in the afternoon for the younger contestants, and two at night for the older, were substituted for the three daily contests, for all ages, of the old regime. The prizes were also made larger this time, over five hundred dollars in daily and final prizes being offered.

The act opens with a song by Olive Hill. Then the Hill girls, four in number, add a revue touch by Charlestoning down the aisles of the theatre to the stage. As Miss Hill finishes her song all five of them swing into a spirited exhibition of the Charleston.

At the conclusion of the dance Miss Hill is left alone on the stage. She calls his or her name, each contestant Charleston from the wings and has the stage to him or herself for a short while. The audience applause determines the prize winners.

"Old Fiddlers" Acts Score in Baltimore

The popular interest in Old Time Fiddlers which swept New England continues to spread to other sections of the country, Baltimore now being added to the cities where the enthusiasm stirred up over Mellie Dunham has registered. Dr. J. H. Whitehurst, president of the Combined Whitehurst Theatrical Interests of Baltimore started a contest to locate the oldest champion fiddler of Maryland. He is Charles Henry Wilson, it is said, and he was booked for the Garden Theatre, Baltimore, during the week of January 25th.

The old fiddlers' contests in northern New York are on this week and are attracting much attention in Carthage and elsewhere where the Schine brothers have theatres. In connection with the contest in Carthage, a silver cup has been donated by a jewelry company. The contests went over so well in Albany the past week that it was necessary to hold them over for a second night.

Victoria in Philadelphia Serving Afternoon Tea

The Victoria Theatre is the first in Philadelphia to introduce the English custom of serving tea in motion picture houses. Tea is served from 12 noon to 6 P. M. to patrons occupying mezzanine boxes at the theatre, the purpose of the innovation being to induce clubs, sororities and other organizations to come to matinees in a body.

The MANAGER'S OFFICE

MILLER MERIWETHER has resigned as manager of the Ideal Theatre, Winston-Salem, to become associate manager of the Auditorium, Pilot and Amuzu Theatres, operated there by the Forsyth Amusement Company. The three theatres are now under the general management of Fuller Sams. Meriwether will direct publicity and supervise the houses.

GEORGE E. GUISE, former Minneapolis theatre press agent and newspaper editor, has been appointed to manage the Pantages Theatre in Minneapolis, succeeding Louis for several years manager of the house, according to a report from that city.

NAT HOLT, manager of the California Theatre, has been made manager of the Granada, San Francisco, transferring places with Dick Spier, who leaves the Granada to manage the California. Holt has taken Charlie Kurtzman, his publicity director, to the Granada with him.

CHARLES J. JONES, former vaudeville player, has been appointed manager of the Victoria Theatre in Harrisburg, Pa., succeeding Charles H. Campbell who resigned recently. Jones played vaudeville for several years in an act with his wife. The act was known as Colta & Colta and recently completed an engagement with the show "The World of Pleasure."

WILLIAM H. BUCK of the New York headquarters offices of the Maine and New Hampshire Theatre Corporation which conducts a chain of houses throughout New England has taken over managership of the Olympia Theatre at New Haven, Conn., succeeding Harry Browning, manager for three years past, who has become manager of the Capitol Theatre at Middletown, Conn., in which he recently became financially interested.

Publix Announces Transfers and New Appointments

The following promotions and transfers have been made recently in the organization of the Publix Theatres Corporation:

Montgomery S. Hill, district manager of the Carolinas district, has been transferred to the management of the Atlanta district, succeeding J. J. Franklin, transferred to the management of the New York district. J. J. Fitzgibbons, former New York district manager, goes to Charlotte to succeed Mr. Hill.

Ernest Morrison, former manager of the Imperial, Asheville, has been appointed manager of the Howard, Atlanta, succeeding Charles G. Brandon, resigned. C. B. Stiff goes from the Imperial, Columbia, S. C., to the Imperial, Asheville, succeeding Morrison. Thomas Holliday has been transferred from the Alhambra, Charlotte, to the Imperial, Columbia, his place in Charlotte being taken by J. H. McKoy, a graduate of the Managers Training School. L. A. Shead, former manager of the Uptown Theatre, Chicago, has been appointed manager of Loew's Palace, Memphis, succeeding George Brown who goes to the Strand, Birmingham, succeeding Roscoe Faunce, resigned.

New Appearance Aim of Lobby Displays Says "Sameness" Tires Regulars

The importance of lobby decorations was touched upon recently by Edward L. Hyman when he was visited at the Brooklyn Mark Strand Theatre by a trade paper representative. Upon entering the front door the visitor noted that a green hedge row had been placed across the promenade over the inner-doors leading to the orchestra floor. Hidden lights playing on this hedge row and upon mirror mosaic vases placed at strategical points attracted the eye of patrons.

"Lobby decoration is a very important thing," said Mr. Hyman. "I think it should be given as much attention as any other angle of the theatre. Too often you have probably noticed the theatres whose lobbies present the same appearance week after week. Their marble walls and exquisite panels may have been very attractive, but if the house caters to the same people regularly the beauty of things is bound to wear off and become monotonous. When that point is reached the patrons will take the theatre as a matter of course, which is always a bad condition.

"I believe in constantly changing the lobby decorations so that something new reaches the patrons every few weeks. Having a wide passage way running across the marble staircases, it was a comparatively easy matter to put the hedge row across and hide strip lights on the floor in front of them with which to light them. The two large mirror mosaic vases at either end of the hedge row are at present lighted by varicolored spot lights. This, also is a simple matter. The spot-light is placed about three feet in front of the vase and shoots directly at the center. A rainbow gelatine sheet is placed over the spot-light and the trick is done."

Split-Week Policy in Force at Alexandria, Frisco

Fewer and better pictures is the new policy inaugurated by Herbert L. Rothchild at the Alexandria Theatre, San Francisco, commencing Wednesday, Jan. 7th with the innovation of two complete changes of program each week. According to Harry David, general manager of Herbert L. Rothchild Entertainment, Inc., this will enable the Alexandria to concentrate on two feature programs each week, selecting only the bigger attractions for both stage and screen, changing the bill on Wednesdays and Sundays.

Isis in Kansas City Adds Stage Features

Another Kansas City suburban house, the Isis, has changed its policy of presentation. Beginning Saturday, January 2, Jack Roth, manager, added Jack Riley and his orchestra, well known radio entertainers in the Kansas City territory, as a permanent fixture to the theatre. Also, Harry Weber and a bevy of girls in "Collegiate Capers," were an added feature. New lighting effects, by way of border lights, footlights and dimmers, were added to the theatre. Thus far a steady increase in patronage has prevailed.



Martha Washington Theatre, Hamtramck, Mich. Features the Marr & Colton Organ

"I heartily agree that Marr & Colton is in truth America's Finest," writes Reginald E. Webb, well known organist of Martha Washington Theatre. He further states "you have successfully combined beautiful tonal qualities with instantaneous response. Even the large reeds speak as rapidly as the lighter registers. The individuality of every set of pipes and the balance of the instrument is amazing."

Reginald E. Webb.

Exhibitors from coast to coast, have found that the Marr & Colton organ has real box office value. You will find a Marr & Colton in leading theatres throughout the country as a permanent attraction, because it stimulates better patronage. A Marr & Colton organ keeps the crowds coming.

Write for our Beautiful Organ Catalog.
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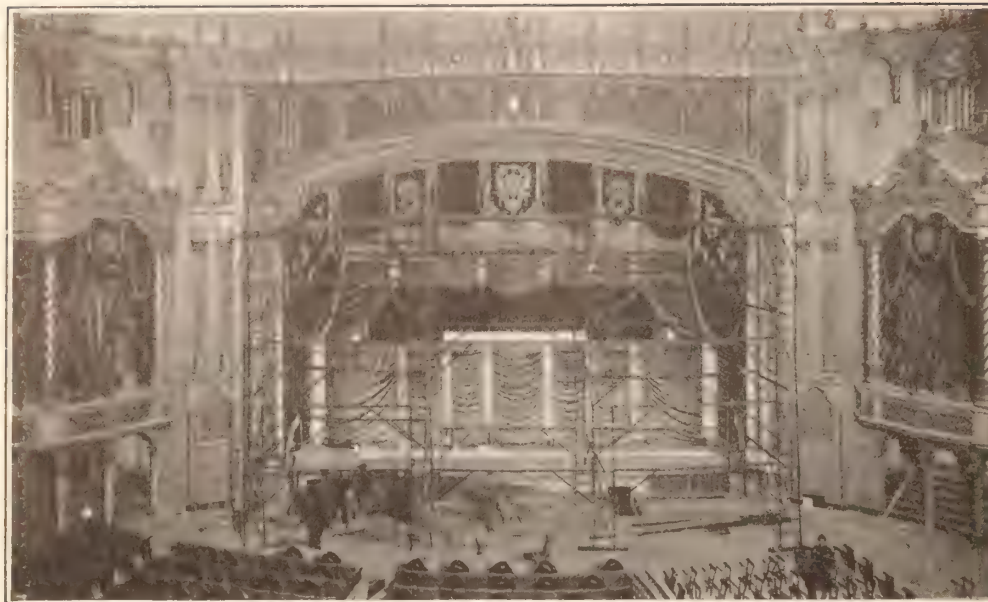
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Marr & Colton

America's Finest Organ



More than 100 workmen toiled frantically to put the final touches on Ascher Brothers' 3,000 seat Terminal theatre, Chicago, on the day of its opening.

West Coast Theatres, Inc., Add Three More Houses to California Circuit

THE West Coast Theatres, Inc., latest addition to their 200 houses, the new West Coast Imperial theatre at Ocean Boulevard and American Ave., Long Beach, opened Saturday night December 19th.

Sol Lesser, Secretary of West Coast Theatres, Inc., states that the Imperial theatre is equal in beauty to any theatre in Southern California. Italian decorations are being used throughout and it is a veritable jewel box in colorful splendor, say those who attended the opening.

The policy of the playhouse, according to A. M. Bowles, general manager of West Coast Theatres, Inc., will include the showing of the biggest motion pictures that the country affords and will give the Long Beach public a chance to see the wonderful productions that are being talked about in Los Angeles.

Famous stars from the Metro-Goldwyn-Mayer, Famous Players-Lasky, Fox, Cecil B. De Mille, Hal Roach, Universal City, Christie, First National, United, and Metropolitan studios were present at the big opening Saturday night.

The opening of the Manchester theatre, one of the newest of the West Coast Theatres, Inc., chain of houses springing up almost weekly in Southern California, will herald a new departure in theatrical architecture, according to R. B. Grunauer, general manager of the South Side Theatres, Inc., for instead of sticking to the invariable so-called "Spanish" type of architecture, it will present to the public an East Indian effect reminiscent of the Taj Mahal.

"There is something mysteriously beautiful about the delicate scroll work and tracery of the East Indians," stated Mr. Grunauer, "that lends itself splendidly to the theory of theatrical art. The stage and the screen are meant for the presentation of the mysterious and the beautiful, and that is why we planned to place our screen plays and the West Coast Theatres, Inc., presentations in a mysterious and a beautiful setting."

"After considerable planning with Robert E. Powers of the Powers Studios, who have charge of the decorations, the East Indian idea of beauty was hit upon, and

was carefully followed out, after a thorough formerly used and is strictly classical in interior decoration had been made by the staff of the Powers studio and myself."

The opening date for the Uptown Theatre is set for the immediate future.

The manager of the theatre has been busy selecting the usherettes from the 128 girls who applied for the position. As there will only be 24 usherettes he had a hard job on his hands. The 128 girls who reported were of all sizes, nationality, styles and from the ages 16 to 60. Out of a possible 38 girls who would have done the 24 who were the most courteous and intelligent were selected.

The finishing touches are being put on

the interior decorations of Uptown and Robert E. Powers who designed all the decorations says, "This theatre marks a new era in West Coast Theatre decoration, it breaks away from any style which has been formerly used and is strictly classical in treatment. The outer lobby is Spanish Renaissance, the ceiling of which is very elaborate and has more work on it and cost more than has ever been spent on a theatre lobby in the west."

"The interior of the theatre is a blending of Spanish and Italian Renaissance, the walls being old Italian plaster which is wavy in texture. The five dome ceilings in the mezzanine are all hand painted murals. The walls are two-toned effects of red and tan. The carpets are of special design and manufactured in the east especially for the Uptown Theatre. The Galphins Grills for the organ are very beautiful and very fine work, covered with pure gold leaf. All the furniture is specially hand carved for the foyer."

Mr. Powers says, "This theatre is the most elaborate and expensive that the West Coast Theatres, Inc., have built from the decorative standpoint. We believe that it will set a precedent for future theatre construction."

Dunlap Among Attractive Iowa Small Houses

E. T. Dunlap, owner and manager of the Dunlap Theatre at Hawarden, Iowa, has one of the prettiest little theatres in the state. Mr. Dunlap designed and built the structure which houses the Dunlap Theatre, a two story brick building in which the second floor and store space on each side of the theatre is devoted to office rooms. This only serves to add to the effect of the theatre with its facade stretching out over the sidewalk. The lobby and interior of the theatre are up to date in every way in construction and equipment. The Dunlap Theatre seats 401.



Theatre-goers of Eau Claire, Ill., will find comfort in the new State theatre, recently added house to the F & R circuit. The auditorium seats 1,300 with additional capacity in the balcony and loges. V. B. Valteau, well known theatre operator, is the manager.



In Step with Progress

To satisfy the seating requirements of the modern theatre calls for resources in production, in engineering skill, and in the art of design, such as only years of concentrated industry and experience can give.

In these respects the American Seating Company has, during recent years, kept pace with the rapid strides made by the Amusement industry. Installations, not dreamed of twenty-five and fifty years ago are today "all in the day's work."

Interior of the new Embassy Theatre on Broadway, New York, of which Gloria Gould, society leader is managing director. Seated by the American Seating Company. Thomas W. Lamb, Architect.

Lower picture shows another interesting view of the new Embassy Theatre

American Seating Company

NEW YORK
113 W. 40th St.

CHICAGO
10 E. Jackson Blvd.

BOSTON
77-D Canal St.

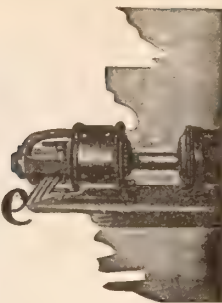
PHILADELPHIA
1211-K Chestnut St.





Projection

Optics, Electricity, Practical Ideas & advice



Inquiries and Comments

PERSPECTIVE Part II



HE degree of enjoyment experienced when viewing motion pictures depends, in a large way, upon the faithfulness with which the cinematographer reproduces the scenes upon the film. For the enlightenment of those projectionists who may be troubled with doubts as to just what manner of person a cinematographer is, we wish to say that the cinematographer of today is the cameraman of yesterday.

It should now be evident to even the most unlearned that the motion picture industry has progressed along lines other than those connected solely with projection. But for that matter it was only recently that the erstwhile "operators" of the country shed their skins to assume the truly awe-inspiring mantle of "projectionist."

The costs of progress are indeed heavy but names are names and as such they serve a useful purpose so we can do nothing else but abide by them.

Important Link

Nevertheless, the cinematographer forms a very important link in the producing machine for upon his skill depends the appearance of the finished article. That is, before the projectionist gets in his work.

It behooves the projectionist, therefore, if his sphere of influence extends at all beyond the confines of the "operator's box," to familiarize himself to a slight extent with the work of the man who is responsible for the photographic reproduction which the projectionist has in his care and is about to reproduce again, this time on the screen.

Since no practical device is, as yet, available which, when used in the motion picture system, will give the illusion of "depth," reliance must be placed upon the skill of the cinematographer in photographing the scenes, to see that they give a faithful representation of the original. To do this requires a complete knowledge, on his part, of "perspective."

Phases of Perspective

It appears that the subject of perspective is quite complicated and an article by J. F. Young, entitled "Perspective" which appeared in a recent issue of *The Photographic Journal* (London) brought out some additional "kinks" which are well worth knowing.

We shall take the liberty of quoting rather liberally from Mr. Young's article.

He tells us that the photographic picture must be produced in accordance with very

definite laws; and it is easy to prove mathematically.

First, that the picture produced in a pin-hole camera must be a true perspective representation of the picture portrayed, i. e., it is produced in accordance with and subject to the laws of the science known as "perspective."

Secondly, that this is true when a lens is used instead of a pinhole, provided the lens is "rectilinear," i. e., reproduces straight lines without distortion.

The first grasp towards understanding the subject is to grasp this thoroughly and to realize that here we have one of the many limitations imposed on the photographer by the nature of his processes.

The artist painting a scene, gradually builds up a picture which appears to him to be a fair representation of what he sees before him, modified in a greater or lesser degree to conform to his artistic ideals; and he will be seen constantly leaning back or stepping back to gaze at his work, so that it may produce the right effect when viewed from a position such as the spectator may be expected to choose when viewing the finished masterpiece. His picture, when complete, probably does not conform to the laws of perspective; indeed, we have it on Ruskin's authority that "no great painters trouble themselves about perspective; very few of them know about its laws."

The photographer is in a very different case to the painter. When he presses the button he gets a ready-made perspective picture. He probably expects this to resemble the scene at which he aimed his camera. If it does not and it frequently does not—he is somewhat taken back and talks vaguely of "false perspective," "wide angleism," and so forth. If he is sufficiently interested in his subject to wish to understand the reason for such anomalies, he finds that the dictum "no theory of perspective is accurate" has this element of truth in it; that no consistent and comprehensive exposition of the theory is at present available. To arrive at a complete theory it is necessary to consider new aspects of the subject which have so far been generally ignored.

Divisions of the Subject

Apart from the question of the influence of the lens, already touched upon, the subject can be divided as follows, into four main heads all closely associated of which the two former are satisfactorily dealt with in ordinary text books on perspective, while the other two have hitherto received little attention:

1. The properties of the ordinary plane perspective picture.
2. The influence of the position and shape of the sensitive surface.
3. The effect of changing the standpoint from which the picture is viewed.
4. The relation between the perspective picture and "what we see." This last topic involves some study of vision in its two aspects, physical sensation and mental judg-

ment, the latter introducing some elements of uncertainty, the nature and extent of which our knowledge of the working of the human mind will enable us to discuss fairly thoroughly.

Dealing with the properties of the perspective picture, the point which needs emphasis beyond all else is this—that these properties are not mere matters of opinion or of observation; they are deductions from well-established data. So it is possible to foretell the exact form of the image of any object for a given position of the lens and the plate. The text-books on perspective deal almost exclusively with this branch of the subject, which has been exhaustively investigated.

Why Lines "Vanish" Laterally

The answer to such questions as "Why, if lines vanish laterally, do they not also vanish vertically?" is, that the form of the photographic picture is predetermined by definite principles. Among other things, parallel lines which are parallel to the photographic plate appear still parallel in the picture. As the plate is generally vertical, all vertical lines remain parallel; as already stated, this property is not peculiar to vertical lines, and the suggestion that parallel lines necessarily vanish (i. e., converge) laterally is unfounded. To the eye, of course, parallel lines always appear to converge, whether vertical or not.

It is not always possible, however, to detect the convergence of vertical parallel lines as will be evident from the following example. In a landscape, the difference in the apparent widths at the top and bottom of the tower 80 ft. high and a quarter of a mile distant will be less than a quarter of one percent, which, of course, is much too small to be detected.

Giant Steamship to Have Projection Equipment

The largest and fastest high-powered passenger steamship ever to be built in the United States will have, as a part of the equipment designed for the comfort and enjoyment of her passengers, facilities for the showing of motion pictures both in the lounge and on the open deck.

The ship is the *Malo'o*, Hawaiian for Flying Fish, which is now being built for the Mat on Navigation Company at Cramp's Shipyard, Philadelphia. She will be launched this coming spring and will be placed in service on the San Francisco-Honolulu run in the spring of 1927.

Both of the motion picture booths will be provided with electrically driven exhaust blowers, doors, and other equipment to meet the requirements of the National Board of Fire Underwriters. The booth in the lounge will be built-in steel structure lined with magnesia and galvanized sheet iron. The screen will be designed to roll up and lie concealed within a false beam aft of the fireplace.

You can check up

There is no question about the popular demand for photographic quality on the screen. Your patrons expect it.

Eastman Positive is the film that carries the quality of the negative through to the screen.

And you can check up—the black-lettered identification “Eastman” “Kodak” is in the transparent margin. Look for it.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

Dr. Kellner, Optical Expert of Bausch and Lomb, Dies

Dr. Herman Kellner, long associated in an important capacity with the Bausch and Lomb Optical Co., died at his home at Rochester, on Jan. 28.

Dr. Kellner was one of the world's foremost optical experts and was very well known in the motion picture industry. His efforts in solving problems dealing with the optics of projection contributed much toward its present degree of perfection. Also Dr. Kellner was a very active member of the Society of Motion Picture Engineers, holding various offices and contributing valuable papers and discussions at their annual conventions.

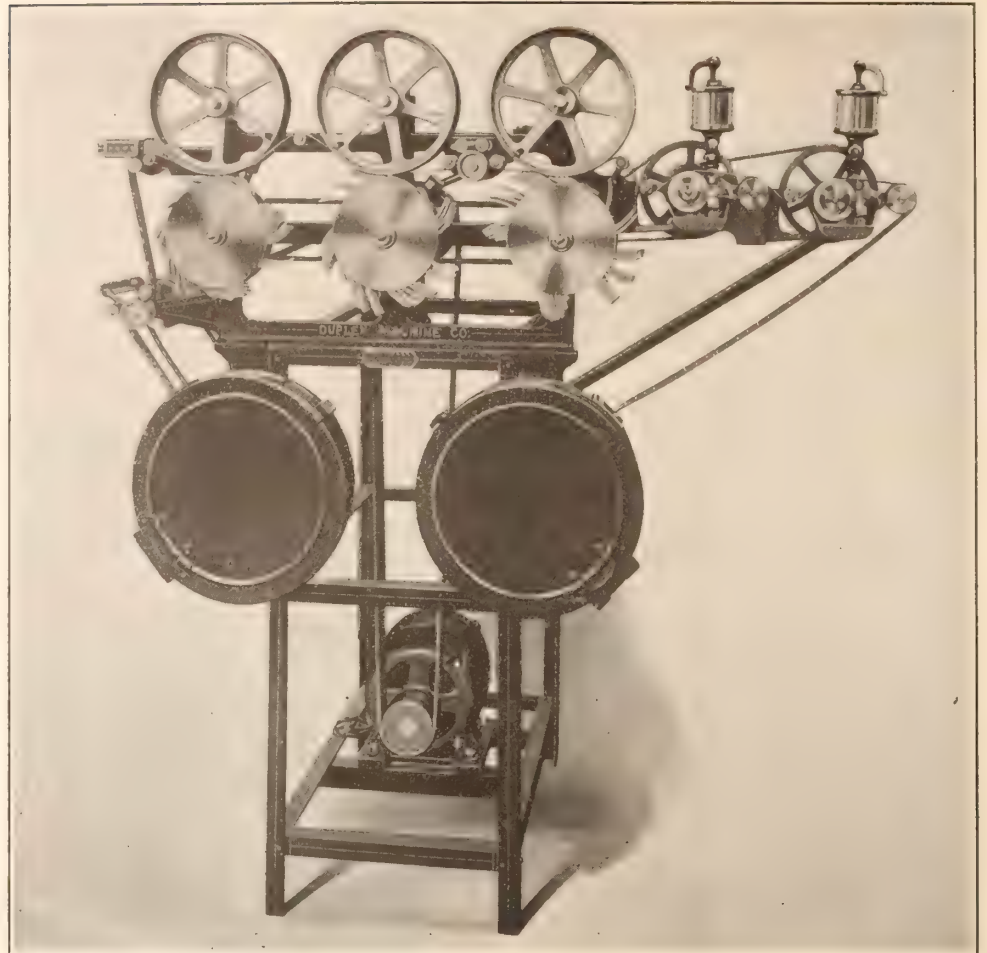
Dr. Kellner's genial personality and ready wit will be missed by all those who were fortunate enough to have known him.

Automatic Ticket Announce Manager's Register

A new electrical device just completed by the Experimental Department of the Automatic Ticket Register Corporation, N. Y. City, is creating widespread interest among exhibitors.

This device is known as a remote control register which records in the private office of the proprietor or manager the sale of each priced ticket as the sale is tabulated in the ticket machine located in the box office.

E. S. Bowman, treasurer, states that formal announcement giving full details of this new Gold Seal product will appear in an early issue of the MOTION PICTURE NEWS.



The Duplex Polishing Machine, made by the Duplex Motion Picture Industries, has many special features that make it of great value wherever used, it is claimed. The mechanism is clearly shown in this reproduction

An Amazing Difference!

Pictures that on the average screen are dull, shadowy and tiresome, snap out clear, lively and bright on a Super-Lite Screen.

That is because practically all the light that falls on the silvery surface of a Super-Lite Screen is reflected.

Super-Lite Screens give the equivalent of higher intensity light sources at a fraction of their cost. They are made from fine, sturdy material and last for years.

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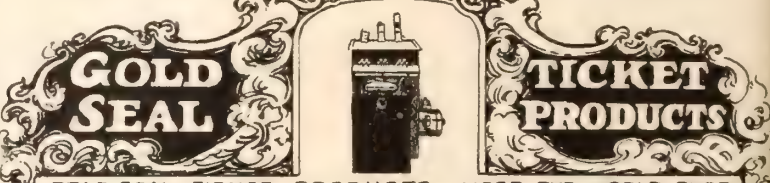
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Advance Trailer Service is Expanding Rapidly

I. Schwartz, President of the Ad-Vance Trailer Service Corporation, New York City, announces the second anniversary of the company.

Two years ago this company came into the field producing a trailer service and has been pleased with the manner in which it has been accepted by the exhibitors all over the country. At present this company is serving approximately twenty-five hundred accounts, amongst them several of the largest circuits.

Among the improvements made by the company during this period, is the giving to the exhibitor of seven different openings and closings a year, so that there is a complete absence of monotony upon the screen.

Goldstein Bros. Plan New Springfield Theatre

Goldstein Brothers Amusement Company of Springfield, Mass., are having plans drawn for a new motion picture theatre to cost approximately \$1,000,000, to be erected in Springfield early in the spring.



Main floor and balcony of the Capitol theatre, Taylorville, Ill.



Wallace Beery using an Eyemo camera, a new type of portable standard motion picture camera that has been put on the market by Bell & Howell Co.

The State Street Baptist Church has been purchased by the company as a site for the theatre and this structure will be razed. Originally it was planned to convert the church into a theatre but that plan has been abandoned and an entirely new building will be erected.

The new theatre will have a seating capacity much larger than was originally planned for by conversion of the church into a 1500 seat playhouse. The new building will be four stories high and the street front will contain stores and offices in addition to the theatre lobby. The entrance to the theatre will be from State street. Details of the plans are being worked out.

Arctic Nu - Air Appoints Milwaukee Agent

E. G. Tunstall and Walter Hicky, well known in Milwaukee film exchange circles, have been granted the Wisconsin state rights for the Arctic Nu-Air cooling system. Both Tunstall and Hicky are former Milwaukee exchange men. They left here some time ago to join the company with which they are now associated, and at that time were granted state rights in New England and New York. Their acquisition of state rights in Wisconsin may mean that either may return to Milwaukee.

Theatre Construction

We are in a position to analyze any theatre proposition from every angle. If you contemplate building a theatre, get in touch with us before you arrange for plans and specifications; we can save you money, due to our special knowledge of theatre construction. We are prepared to analyze your proposition, prepare sketches, submit an estimated cost, prepare plans and specifications and supervise construction, so that the ultimate cost will not exceed the estimated. We will prepare you a statement showing the probable net returns on the investment and advise as to methods of finance. We can handle your proposition from inception to completion, turning the theatre over to you complete in every detail, ready to operate. Send us your proposition for analysis.

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Ask for Cat. 7

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61 Barclay St., New York

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents.

Wanted

OPERATOR AND ELECTRICIAN with 9 years' experience wants job: will go anywhere. Operator H. E., Box 282, Mason City, Ia.

AT LIBERTY. Manager: live wire; 10 years' theatrical and motion picture experience; exploitation, advertising and ideas. Box 460, Motion Picture News, New York City.

PROJECTIONIST of wide city experience seeks position in small town at once; prefer states of New Jersey, New York or Pennsylvania; willing to accept moderate salary; highest kind of references; 8 years with present employer; write me and I will give you more details about myself. Address, Chief, Motion Picture News, 729 7th Ave., New York City.

AT LIBERTY—After Feb. 15, high-powered publicity director, theatre manager and advertising expert; a showman with years of experience, with all leading Broadway theatrical producers and circus enterprises; have no equal in the show business, as a strong opposition billing agent; thousands of would-be publicity men now using my original ideas; will locate any place in United States where I can get a reasonable salary for good services; age, 39; excellent appearance; producer of stage presentations; reference, any recognized showman in the world. Wire or write, Chas. A. Koster, 5331 Skillman Ave., Woodside, Long Island.

MANAGER or assistant; five years' experience with Broadway motion picture house; excellent references. Box 630, Motion Picture News, New York City.

RECOGNIZED Theatre Manager at liberty next week owing to consolidation of theatres; have managed cinema, two-a-day and combination houses; highest references; producer presentations, special weeks and events with box office value; exploitation expert. Box 625, Motion Picture News, New York City.

WANTED.—Theatre, 400 or more seats in mid-west town of 5000 or more population. Theatre, 6646 Parnell Ave., Chicago.

For Sale

ORGAN.—See D'Art Ridge for bargains in used Wurlitzers, Seeburgs, Fotoplayers, Cremonas, Kimballs, Bartolas, Robert Mortons, Reproducos, Electric Pianos and Music rolls. Have you an organ, piano or music roll to sell? List them with D'Art Ridge, 845 S. Wabash (6th floor), Chicago.

CLOTH BANNERS.—\$1.40, 3 x 15 feet, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Paper Banners. Associated Advertisers, 111 W. 18th St., Kansas City, Mo.

WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested, communicate with patentee. I. I. Hance, Meriden, Conn.

FOR SALE.—Motion picture theatre; town of famous summer resort of over 5,000; fully equipped; seats 700; only theatre in Tannersville, N. Y. J. J. Byck.

FOR SALE.—300 new veneer green finish theatre chairs; always a large stock of used chairs on hand; immediate shipment; lowest prices. Theatre Seating Co., 845 S. State St., Chicago, Ill.

MOTION PICTURE THEATRE AND EQUIPMENT. Two machines; long lease; only theatre in county seat of 1500; leaving state; must sell at once; reasonable; one-half cash, balance, terms. Mrs. Lillian M. Braswell, Eddyville, Ky.

FILM SALESMEN

Do you want to make \$25 to \$100 more a week? Can offer you very attractive proposition. Write or see us immediately.

PUBLICITY CLOCK CO., INC.
105 W. 40th St., New York

The image displays a collage of newspaper advertisements for the film "Lady Windemere's Fan" by Ernst Lubitsch. The ads are from various theaters, including Rialto, Orpheum, Blue Mouse, and Circle. Each ad features the title, cast members (Irene Rich, Ronald Colman, Bert Lytell, May Mayov), and promotional text like "The Toast of the Town" and "The Season's Greatest Hit". The ads are arranged in a grid-like fashion, showing different layouts and designs used by various newspapers.

Representative newspaper displays which have been used for "Lady Windemere's Fan" (Warner Bros.) are shown in the layout above. The treatment for the most part has consistently followed a straight "billing" formula, designed to feature title, author, director and past. The displays shown above were used by the following theatres: Circle, Cleveland; State, Pittsburgh; Orpheum, Chicago; Blue Mouse, Portland, Ore.; Broadway, Charlotte, and the Rialto, Washington, D. C.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6091 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist.	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp.	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P. Schulberg (S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict.	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O.	5669 feet	
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O.	6006 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp.		
Let's Go Gallagher	Tom Tyler	S. R.	1901 feet	Jan. 9
Live Wire, The	Johnny Hines	Film Book. Offices	5182 feet	Oct. 3
Lost World, The	Special Cast	First National	7000 feet	Sept. 12
Man of Nerve	Bob Custer	First National	9700 feet	Feb. 21
Man Who Found Himself	Bob Custer	F. B. O.	4452 feet	Nov. 28
Mystic, The	Thomas Meighan	Paramount	7168 feet	Sept. 5
Never the Twain Shall Meet	Pringle-Earle	M-G-M	6239 feet	Sept. 12
New Champion, The	Stewart-Lytell	Metro-Goldwyn	8143 feet	Aug. 8
Not So Long Ago	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Once In a Lifetime	Betty Bronson	Paramount	6849 feet	Aug. 8
Outlaw's Daughter, The	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Parisian Nights	Josie Sedgwick	Universal	4375 feet	Dec. 19
Part Time Wife	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Plastic Age, The	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Pretty Ladies	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Primrose Path, The	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Ridin' the Wind	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Scandal Street	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Sealed Lips	Kennedy-Welch	Arrow	6923 feet	Nov. 14
Seven Days	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Shore Leave	Lillian Rich	Prod. Dist. Corp.	6974 feet	Sept. 12
Siege	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Son of His Father, A	Virginia Valli	Universal	6424 feet	June 20
Souls for Sables	Special Cast	Paramount	6925 feet	Sept. 19
Speed Madness	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Spook Ranch	Frank Merrill	Hercules Film	4579 feet	
Steppin' Out	Hoot Gibson	Universal	5247 feet	May 2
Sun Up	Sterling-Revier	Columbia	5267 feet	Dec. 19
Tearing Loose	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Teaser, The	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Three Wise Crooks	Laura La Plante	Universal	6967 feet	May 30
Timber Wolf, The	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Trouble With Wives, The	Buck Jones	Fox	4869 feet	Sept. 26
Wall Street Whiz, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
What Fools Men	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
Wheel, The	Stone-Mason	First National	7319 feet	Oct. 10
White Outlaw, The	Special Cast	Fox	7325 feet	Aug. 2
Wild Horse Mesa	Jack Hoxie	Universal	4830 feet	June 27
Wild, Wild Susan	Special Cast	Paramount	7221 feet	Aug. 22
With This Ring	Bebe Daniels	Paramount	5774 feet	Aug. 15
	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	7460 feet	Nov. 14
Bobbied Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4800 feet	
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros.	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr.	Artclass Pict.	5012 feet	
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	"Lefty" Flynn	F. B. O.	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp.	6084 feet	Sept. 5
Hurricane Horseman, The	Wally Wales	Artclass Pict.	4440 feet	
In Search of a Hero	Richard Holt	Gerson Pictures		
Iron Horse, The	O'Brien-Bellamy	Fox Film Corp.	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O.	6712 feet	Oct. 17
Lew Tyler's Wives		B. P. Schulberg (S.R.)		

Feature	Star	Distributed by	Length	Reviewed
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Claron Photoplays	4903 feet	
Man on the Box, The	Sydney Chaplin	Warner Bros.	7282 feet	Oct. 10
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O.	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazier	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp.	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros.	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp.	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Claron Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp.	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict.	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O.	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 19
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib.	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros.	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels	
Duand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	L. Barrymore-H. Hampton	Assoc. Exhib.	5561 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib.	5600 feet	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib.	5400 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib.	5500 feet	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp.	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist.	4614 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp.	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros.	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr.	Artclass Pict.	4728 feet	
Satan in Sables	Lowell Sherman	Warner Bros.	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros.	6286 feet	Dec. 19
Shadow on the Wall	Crichton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp.	6500 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick	5070 feet	Sept. 19
S.O. S. Perils of the Sea	Elaine Hammerstein	Columbia Pict. (S.R.)	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick	6800 feet	Jan. 2
Under the Rouge	Tom Moore	Assoc. Exhib.	6500 feet	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp.	7733 feet	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	Dec. 5
Wild Girl	Louise Lorraine	Truart (S. R.)	5800 feet	
Wyoming Wild Cat, The	Tom Tyler	F. O. B.	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Claron Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5900 feet	
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compson	Assoc. Exhib.	6022 feet	Nov. 21
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4500 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5709 feet	Dec. 19
Don't	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet	
Fate of a Flirt	Dorothy Revier	Columbia Pict.	5823 feet	Jan. 23
Flood, The	Special Cast	Truait (S. R.)		
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana-Agnew	M-G-M		
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S. R.)	4865 feet	
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	5794 feet	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The				
Lord Jim	Percy Marmont	Tiffany (S. R.)	6500 feet	
Lover's Island	Hampton-Kirkwood	Paramount	6702 feet	Nov. 21
Madam Behave	Eltinge-Pennington	Assoc. Exhib.		Jan. 23
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5417 feet	Nov. 14
Masked Bride, The	Mae Murray	Prod. Dist. Corp.	5437 feet	Dec. 5
Midnight Flyer, The	Landis-Devore	Metro-Goldwyn	5699 feet	Dec. 12
Morals for Men	Tearle-Mills	F. B. O.	6200 feet	Jan. 9
North Star, The	Strongheart (dog)	Tiffany (S. R.)	6500 feet	Dec. 5
Northern Code, The	Eva Novak	Assoc. Exhib.	5 reels	Jan. 16
Pals	Louise Lorraine	Lumas	5920 feet	Jan. 9
Perfect Clown, The	Larry Semon	Truait (S. R.)	5800 feet	
Pinch Hitter, The	Glenn Hunter	Chadwick	5600 feet	Dec. 26
Pleasure Bayers, The	Irene Rich	Asso. Exhibitors		Dec. 12
Prince of Peps	Richard Talmadge	Warner Brothers	7202 feet	
Sally, Irene and Mary	Special Cast	F. B. O.	4911 feet	Jan. 2
Smilin' at Trouble	"Lefty" Flynn	Metro-Goldwyn	5564 feet	Dec. 19
Soul Mates	Special Cast	F. B. O.	5175 feet	Dec. 19
Splendid Road, The	Anna Q. Nilsson	M-G-M	6000 feet	Jan. 6
Streak of Luck, A	Buffalo Bill, Jr.	First National	7646 feet	Dec. 12
That Royle Girl	Dempster-Fields	Artclass Pict. (S. R.)	4884 feet	
Three Paces East	Gondal-Ames	Paramount	10253 feet	Dec. 19
Thundering Through	Buddy Roosevelt	Prod. Dist. Corp.	7369 feet	Jan. 2
Time the Comedian	Cody-Busch	Artclass Pict.	4527 feet	
Triple Action	Pete Morrison	Metro-Goldwyn	4557 feet	Dec. 20
Tumbleweeds	Wm. S. Hart	Universal	4800 feet	Nov. 14
Two Fisted Jones	Jack Hoxie	United Artists	7254 feet	Nov. 28
Wages for Wives	Special Cast	Universal	4555 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6352 feet	Dec. 5
Woman of the World, A	Polia Negri	Fox	6515 feet	Nov. 28
Womanhandled	Richard Dix	Paramount	6353 feet	Dec. 26
		Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Barrier, The	Kerry Barrymore	Metro-Goldwyn		
Bartholomew	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M		
Blue Streak, The	Rich. Talmadge	F. B. O.		
Braveheart	Rod LaRocque	Prod. Dist. Corp.	7256 feet	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp.		
Cowboy and the Countess, The				
Dance Madness	Buck Jones	Fox	6 reels	Jan. 9
Danger Girl, The	Windsor-Nagel	Metro-Goldwyn	6393 feet	Feb. 6
Demon, The	Priscilla Dean	Prod. Dist. Corp.	5660 feet	Feb. 6
Desperate Moment	Jack Hoxie	Universal	4539 feet	
Enchanted Hill, The	Hawley-Von Eltz	Ginsberg Dist. Corp.	5781 feet	Jan. 9
Exquisite Sinner, The	Special Cast	Paramount	6326 feet	Jan. 9
Fifth Avenue	Nigel-Adoree	Metro-Goldwyn		
Fighting Edge, The	De La Motte	Prod. Dist. Corp.	5503 feet	Feb. 6
First Year, The	Harlan-Miller	Warner Brothers		
Flaming Waters	Special Cast	Fox	6038 feet	Feb. 6
Gilded Butterfly, The	Special Cast	F. B. O.	5700 feet	Jan. 30
Golden Cocoon	Special Cast	Fox	6200 feet	Jan. 16
Girl from Montmartre	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Hands Up	La Marr-Stone	First National		
Hearts and Fists	Raymond Griffith	Paramount	5883 feet	Jan. 16
His Jazz Bride	Bowers-de la Motte	Assoc. Exhib.		Jan. 23
Hoodoo Ranch, The	Prevost-Moore	Warner		
Husband Hunters	Buddy Roosevelt	Artclass Pictures	4800 feet	
I Do	Harold Lloyd	Tiffany	6500 feet	
Just Suppose	Richard Barthelmess	Assoc. Exhib.		
Lady from Hell	Blanche Sweet	First National	7 reels	Jan. 30
Little Giant, The	Glenn Hunter	Assoc. Exhib.	6 reels	Feb. 6
Lure of the Wild	Jane Novak	Universal	6850 feet	Jan. 30
Mannequin	Special Cast	Columbia (S. R.)	5684 feet	
Man Rustlin'	Special Cast	Paramount	6981 feet	Jan. 2
Marrying Money	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Memory Lane	Boardman-Nagel	Truait (S. R.)	5800 feet	
Outsider, The	J. Logan	First National		Jan. 23
Prince of Broadway	George Walsh	Fox	5424 feet	Jan. 30
Phantom of the Forest	Thunder (dog)	Chadwick	5800 feet	Jan. 2
Queen O'Diamonds	Evelyn Brent	Lumas Film	5800 feet	Feb. 6
Reckless Lady	Belle Bennett	F. B. O.	5129 feet	Feb. 6
Roaring Rider, The	Wally Wales	First National	7336 feet	Feb. 6
Rocking Moon	Bowers-Lashman	Artclass Pictures	4800 feet	
Sea Beast, The	John Barrymore	Prod. Dist. Corp.	6000 feet	Jan. 23
Shadow of the Law	Bow-Lewis	Warner Bros.	6393 feet	Jan. 30
Sky High Corral	Art Acord	Assoc. Exhib.		
Splendid Crime	Daniels-Hamilton	Universal		
Steel Preferred	William Boyd	Paramount	6000 feet	Dec. 26
Stella Maris	Mary Philbin	Prod. Dist. Corp.	6680 feet	Dec. 26
Stop, Look and Listen	Larry Semon	Universal	5786 feet	Jan. 30
Sweet Adeline	Charles Ray	Pathe	5305 feet	Jan. 30
Thrilling Youth	Billy West	Chadwick	6000 feet	
Too Much Money	Nilsson-Stone	Rayart (S. R.)	5000 feet	
Traffic Cop, The	"Lefty" Flynn	First National		Jan. 23
Trip to Chinatown, A	Special Cast	F. B. O.		
Under Western Skies	Norman Kerry	Fox		
Western Pluck	Art Acord	Universal		
What Happened to Jones	Reginald Denny	Universal	4207 feet	Feb. 6
When Loves Grows Cold	Mrs. Rudolph Valentino	Universal	6700 feet	Dec. 19
Where the Worst Begins	Ruth Roland	F. B. O.		
White Mice	Jacquelin Logan	Truait (S. R.)	5800 feet	Dec. 12
Without Orders	Leo Maloney	Associated Exhib.		
Yankee Senor, The	Tom Mix	Claron Photoplays	4900 feet	
Auction Block, The	Boardman-Ray	Fox	5 reels	Jan. 16
		M-G-M		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Beautiful Cheat, The	Laura La Plante	Universal		
Beyond the Rocks	"Bob" Custer	F. B. O.		
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.		
Cohens and the Kellys, The	Special Cast	Universal		
Cave Man, The	Prevost-Moore	Warner Bros.		
Dancer of Paris, The	Special Cast	First National		
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Dangers of a Great City	Special Cast	Fox		
Desperate Game, The	Pete Morrison	Universal	4400 feet	Dec. 12
Devilkin	Norma Shearer	M-G-M		
Dixie Merchant, The	Special Cast	Fox		
Double Fisted	Jack Perrin	Rayart (S. R.)	5000 feet	
Driftin' Thru	Harry Carey	Pathe	5 reels	Jan. 30
Far Cry, The	Sweet-Mulhall	First National		
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet	
Grand Duchess and the Waiter	Menjou-Vidor	Paramount	6314 feet	Feb. 6
Half-Breed Hostler, The	Bob Custer	F. B. O.		
Heavy Odds	Leo Maloney	Claron Photoplays	4900 feet	
Irene	Colleen Moore	First National		
Johnstown Flood, The	Special Cast	Fox		
Ibanez Torrent	Garbo-Cortez	M-G-M		
King of the Turf	Special Cast	F. B. O.		
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Light Eternal	Norma Shearer	M-G-M		
Little Irish Girl, The	Special Cast	Warner Bros.		
Made for Love	Leatrice Joy	Prod. Dist. Corp.		
Man Upstairs, The	Monte Blue	Warner Bros.		
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp.	6117 feet	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib.		
Money Talks	Special Cast	M-G-M		
Morganson's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
My Own Pal	Tom Mix	Fox		
Night Cry, The	Rin-Tin-Tin	Warner Bros.		
Night Watch, The	Special Cast	Truait (S. R.)		
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Rainbow Riley	Johnny Hines	First National		
Road to Glory, The	Special Cast	Fox		
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib.	6800 feet	Feb. 6
Silent Witness, The	Louise Lorraine	Truait (S. R.)	5800 feet	
Sky High Corral	Art Acord	Universal		
Speed Limit, The	Raymond McKee	Lumas Film	6000 feet	
Thrill Hunter, The	Special Cast	Columbia		
Tough Guy, The	Fred Thomson	F. B. O.		
Trumpin' Trouble	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Bow-MacDonald	Assoc. Exhib.		
Under Western Skies	Norman Kerry	Universal	7 reels	

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truait (S. R.)	5800 feet	
Bat, The	Special Cast	United Artists		
Blue Blazes	Pete Morrison	Universal	5000 feet	Jan. 23
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp.		
Chip of the Flying U	Hoot Gibson	Universal		
Coming and Going	Buffalo Bill, Jr.	Artclass Pictures	4800 feet	
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Love Toy, The	Lowell Sherman	Warner Bros.		
Manhood	Special Cast	Fox		
Marriage	Special Cast	Fox		
My Old Dutch	Special Cast	Universal		
Oh, What a Nurse	Syd Chaplin	Warner Brothers		
Play Safe	Monty Banks	Assoc. Exhib.		
Red Dice	Rod LaRocque	Prod. Dist. Corp.		
Six Shooting Romance	Jack Hoxie	Universal	4837 feet	Jan. 30
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Test of Donald Norton	George Walsh	Chadwick		
Transcontinental Limited	Special Cast	Chadwick (S. R.)		
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Special Cast	Chadwick (S. R.)		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Border Sheriff, The	Jack Hoxie	Universal		
Combat, The	House Peters	Universal		
Fighting Shadows	Leo Maloney	Claron Photoplays	4900 feet	
Isle of Retribution, The	Special Cast	Film Book. Offices		
Other Women's Husbands	Blue-Prevost	Warner Bros.		
Racing Blood		Lumas Film (S. R.)		
Rustlers Ranch	Art Acord	Universal		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Streets of Sin		Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Click of the Triangle T	Hoot Gibson	Universal		
Footloose Widow, The	Irene Rich	Warner Bros.		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros.		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros.		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Sally in our Alley	Mary Philbin	Universal		
Sign of the Claw	Thunder (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Claron Photoplays (S. R.)	4900 feet	
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Escape, The	Pete Morrison	Universal		
Gilded Highway, The	Dorothy Devore	Warner Bros.		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros.		
Passionate Quest, The	Marie Prevost	Warner Bros.		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros.		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Yellow Contraband	Leo Maloney	Claron Photoplays (S. R.)	4900 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Account of Monte Cristo	"Aesop Fable"	Bischoff, Inc.	2 reels	
Air Cooled	Alice Ardell	F. B. O.	1 reel	
Alice Blues	Alice Ardell	F. B. O.	2 reels	
Alice Plays Cupid	"Helen & Warren"	Winkler (S. R.)	2 reels	
Alice the Jail Bird	Al Alt.	Winkler (S. R.)	2 reels	
All Abroad	Al Alt.	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt.	Universal	2 reels	
Are Golfers Cuckoo?	Special Cast	Tennek Film Corp.		
Bachelor's Babies	Charles Puffy	Universal	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	"Dinky Doodle"	F. B. O.	1 reel	
Bankrupt Honeymoon, A	"Aesop Fable"	Fox		
Barnyard Follies	Jimmie Adams	Pathe	1 reel	Sept. 5
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie	"Our Gang"	Educational	1 reel	Jan. 30
Better Movies	"Our Gang"	Pathe	2 reels	Nov. 7
Between Meals	Pathe	Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reels	
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bonehead Age, The	"Aesop Fable"	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Brotherly Love	Smith-Bennett	Educational	1 reel	Jan. 23
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	"The Gumps"	Universal	2 reels	
Camel's Hump	Edna Marian	Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	
Caretaker's Daughter, The	Charles Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen & Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murohy	Universal	2 reels	
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	"Aesop Fable"	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Criss-Cross Cruise, A	"Hodge-Podge"	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc.	2 reels	Oct. 31
Custard's Last Wallop	Jack Richardson	Tennek Film Corp.		
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	"Aesop Fable"	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus	Charles Chaplin	Film Book. Offices	1 reel	
Dinky Doodle in the Hunt	Charles Chaplin	Film Book. Offices	1 reel	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	
Don't Butt In	Cliff Bowes	Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	
East Side, West Side	Arthur Lake	Fox	2 reels	Dec. 12
Ebony Clean Up	L. B. Cornwell (S.R.)	Universal	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York	Edna Marian	Fox	2 reels	
English Channel Swim, The	"Aesop Fable"	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	"Cartoon"	Educational	1 reel	
Felix the Cat in Blunderland	"Cartoon"	Educational	1 reel	
Felix the Cat in Eats Are Wets	"Cartoon"	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	"Cartoon"	Educational	1 reel	
Felix the Cat on the Farm	"Cartoon"	Educational	1 reel	
Felix the Cat Fans the Flames	"Cartoon"	Educational	1 reel	
Felix the Cat Flirts with Fate	"Cartoon"	Educational	1 reel	
Felix the Cat Kept on Walking	"Cartoon"	Educational	1 reel	Jan. 23
Felix the Cat on the Job	"Cartoon"	Educational	1 reel	
Felix the Cat Spots the Spooks	"Cartoon"	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	"Cartoon"	Educational	1 reel	
Felix the Cat Trips Thru Toyland	"Cartoon"	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A	Lupino Lane	Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28

Feature	Star	Distributed by	Length	Reviewed
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabby's Seat	"O. Henry"	Fox		
From Rags to Riches	Billy Bevan	Pathe	2 reels	Dec. 19
Funnymooners	Ralph Graves	Pathe	1 reel	
Going Good	Wanda Wiley	Universal	2 reels	
Gold Rush, The	"Aesop Fable"	Pathe	1 reel	
Good Cheer	"Our Gang"	Pathe	2 reels	Jan. 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gosh Darn Mortgage, The	Billy Dooley	Pathe	2 reels	
Great Open Spaces, The	"Aesop Fable"	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold	Neeley Edwards	Tennek Film Corp.		
Haunted House, The	"Aesop Fable"	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	"Fat Men"	F. B. O.		
Helpful Al	Al Alt.	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	"Aesop Fable"	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc.	2 reels	Sept. 12
Hold Everything	Perry-Cooley	Fox	2 reels	
Hold Tight	Special Cast	Pathe	1 reel	Dec. 12
Hold Your Hat	Alice Ardell	F. B. O.	2 reels	
Honeymoon Hotel, The	Al St. John	Educational	2 reels	
Honeymoon Squabble, The	Neeley Edwards	Universal	1 reel	
Honor System, The	Edna Marian	Universal	2 reels	Jan. 23
Horse Laugh	"Aesop Fable"	Pathe	1 reel	Nov. 21
Hot Cakes for Two	Chas. Puffy	Universal	1 reel	
Hot Dog	Alice Day	Pathe	2 reels	Jan. 23
Hot Doggie	Arthur Lake	Universal	1 reel	Jan. 23
Hot Feet	Walter Hiers	Educational	2 reels	Nov. 14
Hotsy Totsy	Cliff Bowes	Educational	1 reel	Nov. 14
How the Bear Got His Short Tail	Alice Day	Pathe	2 reels	Dec. 26
How the Elephant Got His Trunk	Pathe	Film Book. Offices	1 reel	
Humming Birds, The	Buddy Messenger	F. B. O.	1 reel	
Hungry Hounds	"Aesop Fable"	B'way Dist. Corp.	2 reels	
Hurry, Doctor	"Aesop Fable"	Pathe	1 reel	
In Deep	Ralph Graves	Pathe	2 reels	
Inventors, The	Cliff Bowes	Educational	1 reel	Oct. 10
Isn't Love Cuckoo	Inventors	Tennek Film Corp.		
Jiminy Crickets	Raymond McKee	Pathe	2 reels	Dec. 5
June Bride, A	Neeley Edwards	Universal	1 reel	
Just Spooks	"Aesop's Fable"	Pathe	1 reel	
Keep Trying	"Dinky Doodle"	F. B. O.	1 reel	
Kick Me Again	Cliff Bowes	Educational	1 reel	
Klynick, The	Charles Puffy	Universal	1 reel	
Ko-Ko Nuts	"Hey Fellas"	Davis Dist.	2 reels	Sept. 5
Ko-Ko Packs 'Em In	"Cartoon"	Red Seal	1 reel	Sept. 5
Ko-Ko Steps Out	"Cartoon"	Red Seal	1 reel	Nov. 14
Ko-Ko on the Run (Out-of-Inkwell)	"Cartoon"	Red Seal	1 reel	Nov. 14
Laughing Ladies	Special Cast	Red Seal Pict.	1 reel	Oct. 3
Lame Brains	Pathe	Pathe	2 reels	Dec. 5
Licketty Split	Alice Ardell	F. B. O.	2 reels	
Lighter Than Air	Lige Conley	Educational	2 reels	Feb. 6
Lion and the Monkey, The	"Aesop's Fables"	Pathe	1 reel	Jan. 30
Little Brown Jug, The	"Aesop's Fables"	Pathe	1 reel	Oct. 10
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards	Baby Peggy	Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Maidie Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks in Her Sleep	"The Gumps"	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	"Krazy Kat"	Winkler (S. R.)	1 reel	
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	"Aesop Fable"	Pathe	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars	Charles Puffy	Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Eddie Gordon	Fox		
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	"Fat Men"	F. B. O.	2 reels	
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	"Our Gang"	Pathe	2 reels	Dec. 12
Oo-La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	"East Side"	Fox		
Peacemakers, The	"Helen & Warren"	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
The Phoney Express	Charles Puffy	Universal	1 reel	
Pie Eyed Pie	"Krazy Kat"	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt.	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Rainbow's End, The	"Felix the Cat"	Educational	1 reel	Dec. 19
Raisin' Trouble	"Felix the Cat"	Arrow	2 reels	
Rainy Knight, A	"Felix the Cat"	Pathe	2 reels	
Reporter, The	"Van Bibbers"	Fox		
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book. Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	Feb. 6
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Scandal Hunters	Al Alt.	Universal	2 reels	

Feature	Star	Distributed by	Length	Reviewed
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Sea Slumps	Big Boy	Educational	2 reels	
Shoes	Special Cast	Fox	2 reels	Aug. 29
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	"The Gumps"	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	"O. Henry"	Fox		
Soft Pedal	Charles Parrott	Pathe	1 reel	
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film Book. Offices	2 reels	
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks		Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	"Fat Men"	F. B. O.	2 reels	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp.	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	"Aesop's Fables"	Pathe	1 reel	Jan. 23
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	Feb. 6
Too Many Relations	"Helen and Warren"	Fox	2 reels	
Three Wise Goofs	"Fat Men"	F. B. O.	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Ugly Duckling, The	"Aesop Fable"	Pathe	1 reel	Sept. 26
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Charles Chase	Pathe	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 19
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 3
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wildcats of Paris	"Aesop Fable"	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable"	Pathe	1 reel	
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Woman of Letters, A	"Helen and Warren"	Fox		
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	
Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3

Short Subjects

Feature	Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes Oct. 24
All Astride (Sportlight)		Pathe	1 reel Jan. 30
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels
All Tied Up	"Fat Men"	Film Book. Offices	2 reels
All Wool	Mohan-Engle	Pathe	1 reel Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels Nov. 21
Angelus, The		Cranfield & Clarke (S. R.)	1 reel
Animated Hair Cartoons (Series)		Red Seal Pict.	1 reel Jan. 30
Are Parents Pickles?	Parrott-Ralston	Pathe	1 reel
At Home	"Our Gang"	Pathe	2 reels
Baby Be Good	"Juvenile"	Educational	3 reels Oct. 24
Bar-G Mystery (Serial)		Pathe	
Barrier Busters (Sportlight)		Pathe	1 reel Sept. 12
Boundary Line, The (Mustang Series)		Universal	2 reels Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels Dec. 5
Call of Hazard, The (Fred Humes)		Universal	2 reels
Clever Feet (Sportlight)		Pathe	1 reel
Colorful Fashions From Paris (Novelty)		Educational	1 reel
Crook Buster, The (Mustang)		Universal	2 reels
Cuba Steps Out (Variety)		Fox	1 reel
Egypt Today		Fox	1 reel
Fight Within, The	George Larkin	Universal	2 reels
Film Facts (Series No. 1)		Red Seal Pict.	1 reel Jan. 30
Flame Fighter, The (Serial) Herbert Rawlinson		Rayart	10 episodes
Flaming West, The (Mustang Series)		Universal	2 reels
Flashes of the Past		Pathe	2 reels
Flirting With Death		Red Seal Pict.	2 reels Sept. 26
Giraffe's Long Neck, The		F. B. O.	1 reel
Gold Trap, The (Mustang Series)		Universal	2 reels Oct. 10
Green Archer, The (Serial) Ray-Miller		Pathe	10 episodes Dec. 5
Grimming Fists (Fred Humes)		Universal	2 reels
Gunless Bad Man, The		Universal	2 reels
Hearts of the West	Edmund Cobb	Universal	2 reels Feb. 6
Her First Night in Philadelphia		Cranfield & Clarke	2 reels
Hero of Piperock	Corbett-Holmes	Universal	2 reels Jan. 30
His Pal		Chesterfield M. P. Co. (S. R.)	2 reels
In a China Shop (Variety)		Fox	1 reel
I Remember		Short Films Syn.	2 reels Sept. 26
Iron Trail Around (Variety)		Fox	1 reel Dec. 26
Just Cowboys (Mustang Series)		Universal	2 reels Oct. 10
Knicksnacks of Knowledge (Hodge Podge)		Educational	1 reel Nov. 14
Life's Greatest Thrills		Universal	2 reels Sept. 26
Lightning Hunch (Serial)		Arrow	
Lightnin' Strikes		Tennek Film Corp.	2 reels
Magic Hour, The		Cranfield & Clark	1 reel Dec. 19

Feature	Distributed by	Length	Reviewed
Magical Movies (Hodge Podge)	Educational	1 reel	
Man With a Scar, The (Fred Humes)	Universal	2 reels	Jan. 30
Marionettes (Hope Hampton)	Educational	1 reel	Dec. 5
Marvels of Motion (Series)	Red Seal Pict.	1 reel	Sept. 5
Montana of the Range	Josie Sedgwick	Universal	2 reels Feb. 6
Mother Goose's Movies (Hodge Podge)	Educational	1 reel	Feb. 6
My Bonnie (Ko-Ko Series)	Red Seal Pict.	1 reel	Oct. 3
My Own Carolina (Variety)	Fox	1 reel	Aug. 29
Outings For All (Sportlight)	Pathe	1 reel	
Parisian Modes in Color	Educational	1 reel	Jan. 30
Perils of the Wild (Serial)	Universal	10 episodes	
Queen of the Hills	Josie Sedgwick	Universal	2 reels
Raid, The (Mustang Series)	Universal	2 reels	Oct. 10
Range Law (Mustang Series)	Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)	Universal	2 reels	
River Nile, The (Variety)	Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)	Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopic)	Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)	Universal	2 reels	Nov. 21
Rustlin' Kid, The (Mustang Series)	Universal	2 reels	
Scarlet Streak, The (Serial) Jack Daugherty	Universal	10 episodes	
Shadows of the Tiger	Tennek Film Corp.	2 reels	
Shakespeare (Gems of the Screen)	Red Seal	1 reel	
Shooting at Time (Sportlight)	Pathe	1 reel	
Shootin' Wild (Mustang Series)	Universal	2 reels	Oct. 24
Silvery Art	Red Seal	2 reels	Sept. 26
Sky Skidder, The	Bischoff	10 episodes	
Sky Tribe, The (Variety)	Fox	1 reel	
Songs of Ireland (Music Film)	Pathe	1 reel	
Starting an Argument (Sportlight)	Pathe	1 reel	
Story Teller, The (Hodge Podge)	Educational	1 reel	Oct. 3
Strenuous Life, The (Sportlight)	Pathe	1 reel	
Taking Chances (Mustang Series)	Universal	2 reels	
Then and Now (Sportlight)	Pathe	1 reel	
Toiling for Rest (Variety)	Fox	1 reel	
Too Many Bucks (Mustang Series)	Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)	Universal	2 reels	Dec. 19
Tricked (Mustang Series)	Universal	2 reels	Sept. 12
Uncle Tom's Cabin	F. B. O.	1 reel	
Uprising Generation (Sportlight)	Pathe	1 reel	Feb. 6
Walloping Wonders (Sportlight)	Pathe	1 reel	
What Price Touchdown (Sportlight)	Pathe	1 reel	
Whirlpool, The (Variety)	Fox	1 reel	
White Paper (Variety)	Fox	1 reel	
With Pencil, Brush and Chisel (Variety)	Fox	1 reel	
Wild Beasts of Borneo	Educational	2 reels	Sept. 12
Wild West (Serial) Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	Pathe	2 reels
Winking Idol, The (Serial) Desmond-Sedgwick	Universal	10 episodes	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Atlantis		First National		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Barriers of Fire	Monte Blue	Warner Bros.		
Battling Butler	Buster Keaton	M-G-M		
Beau Geste		Paramount		
Beauty	Special Cast	M-G-M		
Because I Love You	Pola Negri	Paramount		
Behind The Front	W. Berry-Hatton	Paramount		
Behind the Screen	Special Cast	M-G-M		
Bellamy the Magnificent	Special Cast	M-G-M		
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Beverly of Graustark	Marion Davies	M-G-M		
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 21
Black Pirate, The	Douglas Fairbanks	United Artists		
Blind Goddess, The	Special Cast	Paramount		
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Border, Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6
Border Women	Special Cast	Phil Goldstone (S. R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O.		
Borrowed Plumes	Daw-Weich	Arrow		
Broken Homes	Lake-Glass	Astor Dist.		
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R.)		
Brown of Harvard	Jack Pickford	Metro-Goldwyn		
Call in the Night, A		Truart (S. R.)		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Charity Ball, The		Metro-Goldwyn		
Cigarette Maker's P				
...mance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Cleaner Flame, The		Arrow		
College Widow, The	Syd Chaplin	Warner Brothers		
Coney Island	Special Cast	M-G-M		
Courage of Captain Plumb	Special Cast	Davis Dist.-Vital		
Crashing Through	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Cyclone Bob	Bob Reeves	Anchor Film Dist.		
Cyrano de Bergerac	Special Cast	Atlas Dist. (S. R.)	9500 feet	July 18
Danger Line, The	Special Cast	Astor Dist. (S. R.)		
Dangers of a Great City		Fox		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist. (S. R.)	5 reels	Oct. 24
Dead Command, The	Special Cast	M-G-M		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2
Desert Gold	Holt-Dove	Paramount		
Desert Healer	Stone-Bedford	First National		
Deserts' Price, The	Buck Jones	Fox	5709 feet	Dec. 19
Detour		Prod. Dist. Corp.		
Devil Horse, The	Rex (horse)	Pathe		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.		
Do Clothes Make the				
Woman?	Mrs. Valentino	F. B. O.		
Don Juan	John Barrymore	Warner		
Dumb Head		Tiffany (S. R.)	6500 feet	

Feature	Star	Distributed by	Length	Reviewed
Earth Woman, The	Priscilla Bonner	Davis Dist.-Vital		
East of the Setting Sun	Constance Talmadge	First National		
Eden's Fruit		B. P. Schulberg (S.R.)		
Enemy of Man	Dorothy Revier	Columbia	5508 feet	Jan. 30
Ermine and Rhinestone		H. F. Jans (S. R.)		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.		
False Pride		Astor Dist.		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford (S. R.)		
Fighting Buckaroo, The	Buck Jones	Fox		
Fighter's Paradise, The	Rex Baker	Phil Goldstone	5000 feet	
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11
Fighting Fate	Billy Sullivan	Rayart (S. R.)	4991 feet	Feb. 6
Fighting Heart, The	Frank Merrill	Bud Barsky Prod.		
		(S. R.)	5000 feet	
Fighting Smile, The	Bill Cody	Inde. Pict. Corp. (S.R.)	4630 feet	
Fighting Thorobreds	Billy Sullivan	Rayart (S. R.)	5000 feet	
Fine Manners	Gloria Swanson	Paramount		
Flames	Special Cast	M-G-M		
Flaming Frontier, The	Special Cast	Paramount		
Fleet Foot	Marilyn Mills	Davis Dist.-Vital		
Flyin' Thru	Al Wilson	Davis Dist.-Vital		Nov. 7
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)		
Forest of Destiny, The		Gotham Prod. (S. R.)		
Forever After	Corinne Griffith	First National		
For Heaven's Sake	Harold Lloyd	Paramount		
Fort Frayne	Ben Wilson	Davis Dist.	5000 feet	Aug. 29
Four Stragglers, The	Special Cast	M-G-M		
Get Off the Earth	Raymond Griffith	Paramount		
Friends	Special Cast	Vitagraph		
Frisco Sal	Special Cast	M-G-M		
Frivolity		B. P. Schulberg (S.R.)		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp. (S.R.)	4700 feet	
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Glorying the American Girl		Paramount		
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7
Goose Man, The	Special Cast	M-G-M		
Greatest Show on Earth		Paramount		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Harem Girl, The	Special Cast	Astor Dist. (S. R.)		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26
Haven, The	Special Cast	M-G-M		
Hell's Four Hundred	Margaret Livingston	Fox		
Her Big Adventure	Special Cast	Kerman (S. R.)	4800 feet	Jan. 16
Her Honor, The Governor		F. B. O.		
High Steppers	Special Cast	First National		
His Woman	Special Cast	Whitman Bennett	7 reels	
Horses and Women		B. P. Schulberg		
Honeymoon Express, The	Special Cast	Warner Bros.		
Human Mill, The	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truett (S. R.)		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Inevitable Millionaires				
The	M. Moore-Devore	Warner Bros.		
In His Arms	Special Cast	M-G-M		
In Praise of James				
Carabine	Special Cast	M-G-M		
Jason	Special Cast	M-G-M		
Justice of the Far North		C. B. C. (S. R.)	5500 feet	
Kid Boots	Eddie Cantor	Paramount		
Kiki	Norma Talmadge	First National		
Killer, The	Marilyn Mills	Davis Dist.-Vital		
La Boheme	Gish-Gilbert	Metro-Goldwyn		
Lady of the Harem, The	Special Cast	Paramount		
Lady of Leisure	Special Cast	M-G-M		
Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Lawless Love	Al Ferguson	Davis Dist.-Vital		
Law or Loyalty	Lawson Harris	Davis Dist. Div.	4800 feet	Nov. 14
Lena Rivers	Special Cast	Arrow	6521 feet	
Les Miserables		Universal		
Let's Get Married	Richard Dix	Paramount		
Life of a Woman		Truett (S. R.)	6500 feet	
Lightnin'		Tiffany (S. R.)	6500 feet	
Lightning Jack	Jack Perrin	Ambassador Pict. (S. R.)	5000 feet	
Lightning Passes, The	Al Ferguson	Fleming Prod. (S. R.)		
Lights of Mojave, The	Ken Maynard	Davis Dist.-Vital		
Little Bit of Broadway	Ray-Starke	Metro-Goldwyn		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
Little Irish Girl, The	Special Cast	Warner Bros.		
Lodge in the Wilderness		Tiffany (S. R.)	6500 feet	
Long Odds	Marilyn Mills	Davis Dist. Div.		
Loyalties	Special Cast	Fox		
Lovey Mary	Bessie Love	M-G-M		
Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17
Lunatic at Large, The	Leon Errol	First National		
Lying Wives	Special Cast	Ivan Abramson (S.R.)	7 reels	May 2
Man and the Moment		Metro-Goldwyn		
Man Four Square	Buck Jones	Fox		
Man With a Thousand				
Faces	Special Cast	M-G-M		
Mare Nostrum	Special Cast	M-G-M		
Married Cheats		Fox		
Memories	Ramon Novarro	M-G-M		
Men of Steel	Milton Sills	First National		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Flames		Columbia Pict. (S. R.)		
Midnight Specie		Truett (S. R.)		
Miss Brewster's Millions	Bebe Daniels	Paramount		
Million Dollar Doll		Assoc. Exhib.		
Millionaire Policemen	Special Cast	Ginsberg Dist. (S. R.)		
Mismates	Doris Kenyon	First National		
Miss 318	Special Cast	M-G-M		
Miss Nobody	Colleen Moore	First National		
Miss Modiste	Corinne Griffith	First National		
Moana		Paramount	7 reels	Jan. 30
Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Monte Carlo	Special Cast	M-G-M		
Mr. Batling Butler	Buster Keaton	M-G-M		
My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Mystery Club, The	Matt Moore	Universal		
Mysterious Island	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
Nell Gwyn	Dorothy Gish	British National	6 reels	Feb. 6
Nervous Wreck, The		Prod. Dist. Corp.		
New Klondike, The	Thomas Meighan	Paramount		
Nine and 3-5 Seconds	Charles W. Paddock	A. G. Sten, Inc.	5600 feet	Nov. 12
Nocturne	Special Cast	M-G-M		
Non-Stop Flight, The		F. B. O.		

Feature	Star	Distributed by	Length	Reviewed
North of Nome	Special Cast	Arrow	5491 feet	
Nutcracker, The	E. E. Horton	Assoc. Exhib.		
Old Ironsides		Paramount		
Old Soak, The	Jean Hersholt	Universal		
On With the Show	Lowell-Russell	Lowell Prod.	7 reels	
Open Book	Special Cast	M-G-M		
Ordeal, The	Special Cast	M-G-M		
Padlocked	Special Cast	Paramount		
Palace of Pleasure		Fox		
Paris	Charles Ray-E. Boardman	Metro-Goldwyn		
Paris at Midnight	Special Cast	Prod. Dist. Corp.		
Partners Again	Sidney-Carr	United Artists		
Passionate Youth	Special Cast	Truett (S. R.)	6 reels	July 11
Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
Plumes	Special Cast	M-G-M		
Poker Faces	Special Cast	Universal		
Poor Girl's Romance, A	Special Cast	Film Book. Offices		
Prince of Pilsen	Anita Stewart	Prod. Dist. Corp.		
Prowlers of the Night	Fred Humes	Universal		
Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Quality Street		Metro-Goldwyn		
Quo Vadis	Emil Jannings	First National		Nov. 28
Red Clay	William Desmond	Universal		
Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Red Mill, The	Marion Davies	M-G-M		
Return of a Soldier	Special Cast	Metro-Goldwyn		
Road That Led Home, The		Vitagraph		
Rogue's Riches	Special Cast	Astor Dist. (S. R.)		
Rolling Home	Reginald Denny	Universal		
Romance of an Actress		Chadwick		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rust	Special Cast	M-G-M		
Rustling for Cupid		Fox		
Sagebrush Lady, The	Eileen Sedgwick	Chesterfield M.P. Corp.	5000 feet	Feb. 6
Sailors' Wives		First National		
Salvage		Truett (S. R.)	5800 feet	
Sandy	Madge Bellamy	Fox		
Savage, The	Ben Lyon	First National		
Scarlet Letter, The	Special Cast	M-G-M		
Sea Horses	Special Cast	Paramount		
Sea Wolf, The	Ralph Ince	Ralph Ince Prod.	7500 feet	Dec. 19
Second Chance	Nilsson-Frazier	First National		
Self Defense	Aileen Percy	Arrow Film Corp.		
Separate Rooms	Special Cast	Fox		
Seventh Heaven	Special Cast	Fox		
Seward's Polly	Special Cast	M-G-M		
Shadow of the Mosque	Odette Taylor	Cranfield & Clarke		
	(S. R.)		6200 feet	
Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
Share and Share Alike	Jane Novak	Arrow	5569 feet	
Shenandoah		B. P. Schulberg (S. R.)		
Shipwrecked	Owen-Schildkraut	Prod. Dist. Corp.		
Shootin' Square	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet	
Siberia	Special Cast	Fox		
Siegfried		Ufa		Sept. 12
Silence	H. B. Warner	Prod. Dist. Corp.		
Silken Shackles	Irene Rich	Warner Bros.		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Sky Rocket, The	Peggy Hopkins Joyce	Assoc. Exhib.		
Smith of Cornell	George Walsh	Chadwick		
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Song and Dance Man, The	Tom Moore	Paramount	7 reels	Jan. 30
Sons of the Sheikh	Rudolph Valentino	United Artists		
Sparrows	Mary Pickford	United Artists		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Star Maker, The	Philbin-Bushman	Universal		
Strange Bedfellows		Metro-Goldwyn		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Temptress, The	Special Cast	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dist.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
Thoroughbred	George O'Brien	Fox		
Thoroughbred, The	Special Cast	Truett	5481 feet	Sept. 19
Three Pals	Marilyn Mills	Davis Dist. Vital		
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tony Runs Wild	Tom Mix	Fox		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Tough Guy, The	Fred Thomson	F. B. O.		
Trailing Shadows	Edmond Lowe	Fox Film		
Travelin' Fast	Jack Perrin	Ambassador Pict.		
	(S. R.)		5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 15
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. 28
Unknown Soldier, The		P. D. C.		
Up and At 'Em	Jack Perrin	Ambassador Pict.		
	(S. R.)		5000 feet	
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Viennese Medley	Special Cast	First National		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Wedding March, The		Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory		Fox		
When We Were Twenty				
One	Special Cast	M-G-M		
Whispering Canyon		Ginsberg Dist. Corp. (S. R.)		
Whispering South	Special Cast	P. D. C.		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Wife, The	Special Cast	M-G-M		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth		Principal Pict. (S. R.)		

Feature	Star	Distributed by	Length	Reviewed
With Kit Carson Over the Great Divide.....	Special Cast.....	Sunset Prod. (S. R.).....		
Wives at Auction.....	Special Cast.....	Astor Dist. (S. R.).....		
Wives of the Prophet.....	Special Cast.....	Lee-Bradford (S. R.).....	6600 feet.	Jan. '9
Wives for Rent.....	Valli-O'Malley.....	Universal.....		
Wolf Hunters, The.....	Special Cast.....	Davis Dist. Div.....		
Woman Who Did Not Care.....	Special Cast.....	Gotham (S. R.).....		
Women and Wives.....		Metro-Goldwyn.....		

Feature	Star	Distributed by	Length	Reviewed
World of Promise, The.....		Fox.....		
World's Illusion, The.....		Metro-Goldwyn.....		
Worst Man of the Troop.....	Wilson-Gerber.....	Davis Dist. Div.....		
Worst Woman, The.....	Special Cast.....	B. P. Schulberg (S. R.).....		
Wrong Coat, The.....		Tiffany (S. R.).....	6500 feet.	
Yellow Fingers.....	Olive Borden.....	Fox.....		
Yoke, The.....	Special Cast.....	Warner Brothers.....		
You Too.....	Special Cast.....	M-G-M.....		

Newspaper Opinions on New Pictures



William V. Mong, appearing in the Banner production "Brooding Eyes," released through Henry Ginsberg Distributing Corporation.

"The Last Edition"—F. B. O. Pantages, San Francisco

Herald: "Pantages audiences are getting an insight into newspaper methods and at the same time full measure of thrills this week. 'The Last Edition' is fine entertainment. Lewis is noted for good character work, and particularly suited for the role of the pressman."

"The Sea Beast"—Warners, Warners, New York

The Daily News: "You may spend all the praises at your command and still feel that you haven't done the piece more than half justice. We doubt if there has ever been a picture with more magnificence of scene."

Telegraph: "John Barrymore justified his reputed desire to abandon purely romantic roles by presenting at Warners' Theatre last night one of the most powerful and virile characters ever seen on the screen. 'The Sea Beast' is a fine achievement for Barrymore and from the standpoint of production a tremendous victory for Warner Bros."

Herald Tribune: "We are sure 'The Sea Beast' is a magnificent production. It is so big. If anyone ever doubted it before he must now admit that John Barrymore is as great a make-up artist as Lon Chaney."

American: "Another saga of the seas opened last night at Warners' Theatre. 'The Sea Beast' is a grim tale. The whaling episodes are well worth seeing. Their realism is splendid."

The Sun: "The Warner Bros. have a picturesque, melodramatic success. The scenes of the ships are all effective as are those of the wild crews, the storms and

the whales. Barrymore gives what is called a superlative characterization."

The Mirror: "There is the smell of the sea in the picture. Indeed 'The Sea Beast' is more than a fish story. It's a whale story. It is all John Barrymore. You will be thrilled or you will be upset by this photoplay. It steers no half way course."

Evening World: "Barrymore's portrayal of madness is a strikingly excellent piece of acting. 'The Sea Beast' is well worth seeing."



Jane Novak, who appears in "Lure of the Wild," a Columbia production.

The Telegram: "The temptation is strong to call it a whale of a picture. You'll have to forgive us if we yield to it. For on viewing the picture you'll understand why. The picture is greater than 'Down to The Sea in Ships.'"

"The Skyrocket," Associated Ex., St. Francis, San Francisco

Bulletin: "The prophecy is that the picture will be an unqualified box-office success. Flappers packed the house yesterday, from the top row to the drums. True, there were escorts, sweethearts, husbands and fathers present, but in theatre parlance it was a 'flapper audience.' Gloria Swanson has nothing on Peggy when it comes to swanky garb. Ermine gowns, chinchilla capes, white fox collars on night robes, and what not. It's a sort of fashion show, with the spotlight steady on the one girl. Miss Joyce has a sharply defined screen personality. Her greenish eyes are wide apart, a great desideratum; her eyebrows are arched in half circle; she is blonde—a blondness with an impact, allure in short the je ne sais quoi."

Daily News: "A new star, and one of exceeding brilliance, has

flashed across the screen heavens. The star is Peggy Hopkins Joyce. Peggy Hopkins Joyce is a name that is not new to the columns of the daily press or the stage. Her love affairs and ventures in matrimony have used up much printer's ink. But for the first time in her career her adventures, fictional this time, are recorded in imperishable film.

Interesting adventures they are, too. Adela Rogers St. Johns, who wrote 'The Skyrocket' has seen to that. Then Marshall Neilan has further abetted Miss Joyce's bid for screen recognition by faultless direction and an uncanny ability to bring out every ounce of the star's acting ability while using her exceedingly good looks and graces to the utmost."

Chronicle: "People, of course, are interested first in Miss Joyce herself. She is as beautiful as report makes her, and is of the type that just now has the call in screen stars—Vilma Banky, Constance Bennett, Dolores Costello. She is as blonde as a baby, has a quite lovely profile and an



Joseph Schildkraut, featured in "The Road to Yesterday," a Prod. Dist. Corp. release.

equally beautiful front face on which there is nearly always a shade of sadness. One would say that she is a pensive beauty, but her face lights up wonderfully when she smiles, which is seldom. The picture is cruelly truthful as to studio and screen star life, without exaggeration, and seemingly without malice. It shows how quickly a name can be made or marred, and to what extravagance the suddenly rich stars go to show their wealth."

Daily Herald: "Because the newspapers have been more or less filled with the doings of Peggy Hopkins Joyce, of late, one is led

to suspect that audiences are attracted more from curiosity than any other motive to the St. Francis, where 'The Skyrocket' with Miss Joyce, in her first picture role, is showing. If that is the case, they will have their curiosity sated, and be entertained as well, for 'The Skyrocket' is a good picture... Miss Joyce is revealed as a screen actress of ability, is quite sure of herself, and manages to transmit to the spectator a very fair share of the emotions which she feels in this story of Hollywood."

"Dance Madness"—M-G-M., Capitol, N. Y.

Telegraph: "The screen at the Capitol this week is graced by an airy little comedy called 'Dance Madness.' It has been directed with such a light and clever hand, and is acted with such charm that it is wholly delightful. It is as light as a bubble, but as when you watch a bubble, you are continually waiting for it to blow up. And 'Dance Madness' blows up properly and with the right effect just at the right moment."

Post: "Claire Windsor as the clever wife of 'Dance Madness' looks very handsome with her blonde hair bobbed and uncurled, and even handsomer yet in the black wig. Mr. Nagel appears to enjoy himself hugely in this, something of a departure from his usual upright young man role. The picture serves excellently as frothy entertainment of the farcical variety."

Journal: "It is a lightly entertaining story written for the screen by S. Jay Kaufman. The settings are lavish, and Claire Windsor is lovely with her new bob."

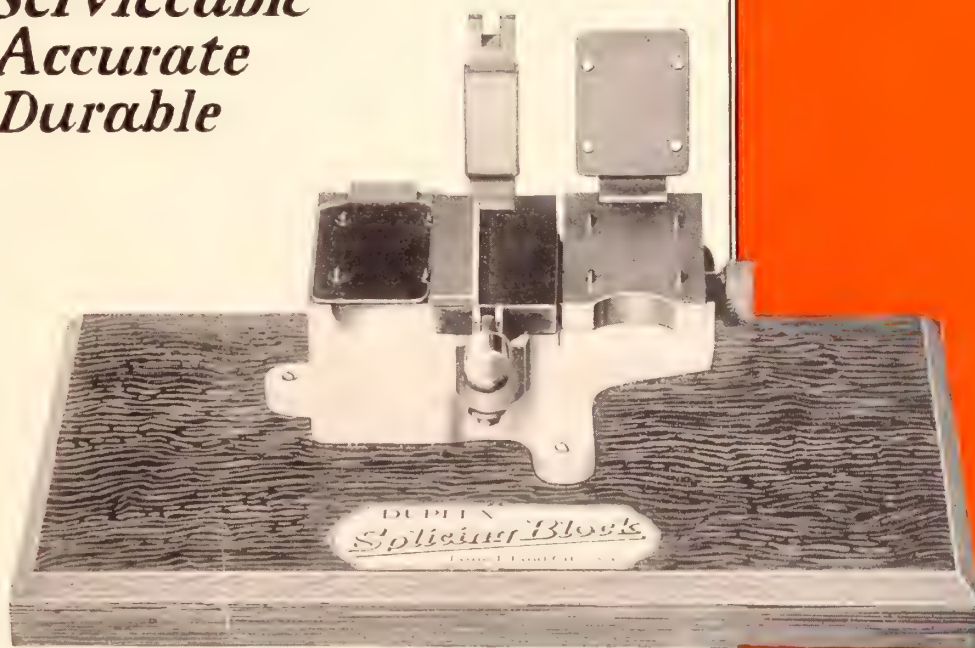


George Fawcett, who appears in the A. G. Steen production, "Nine and Three-fifths Second".

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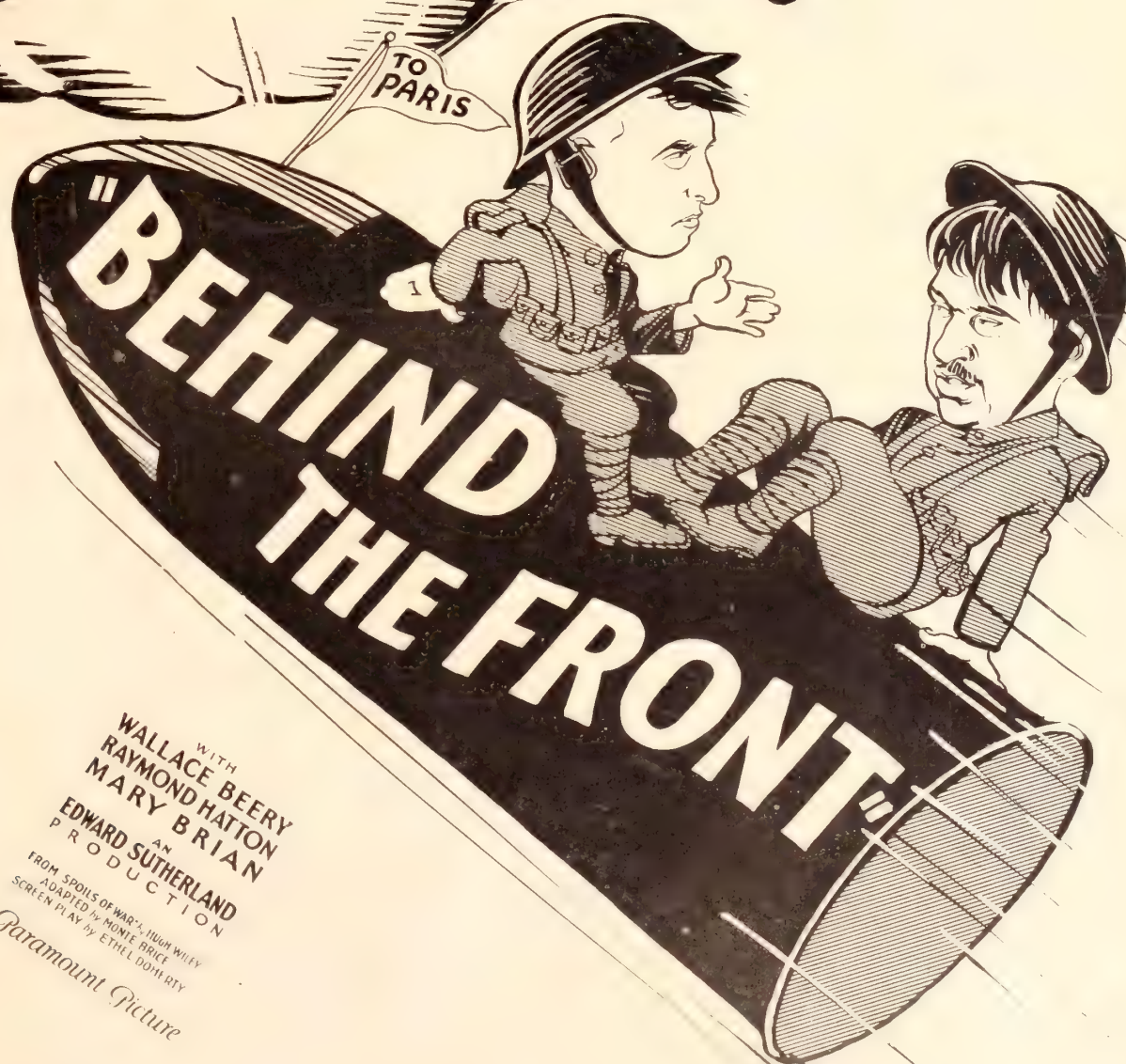
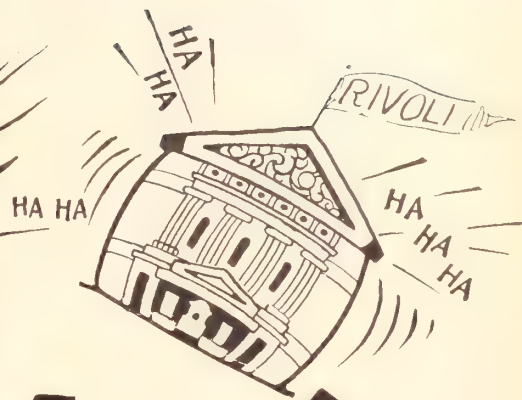
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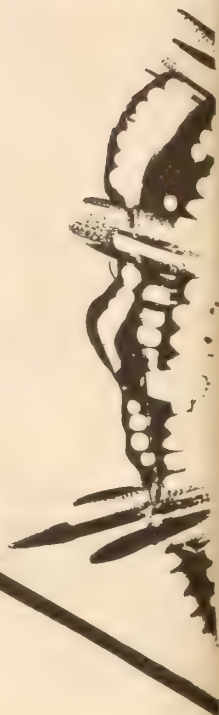


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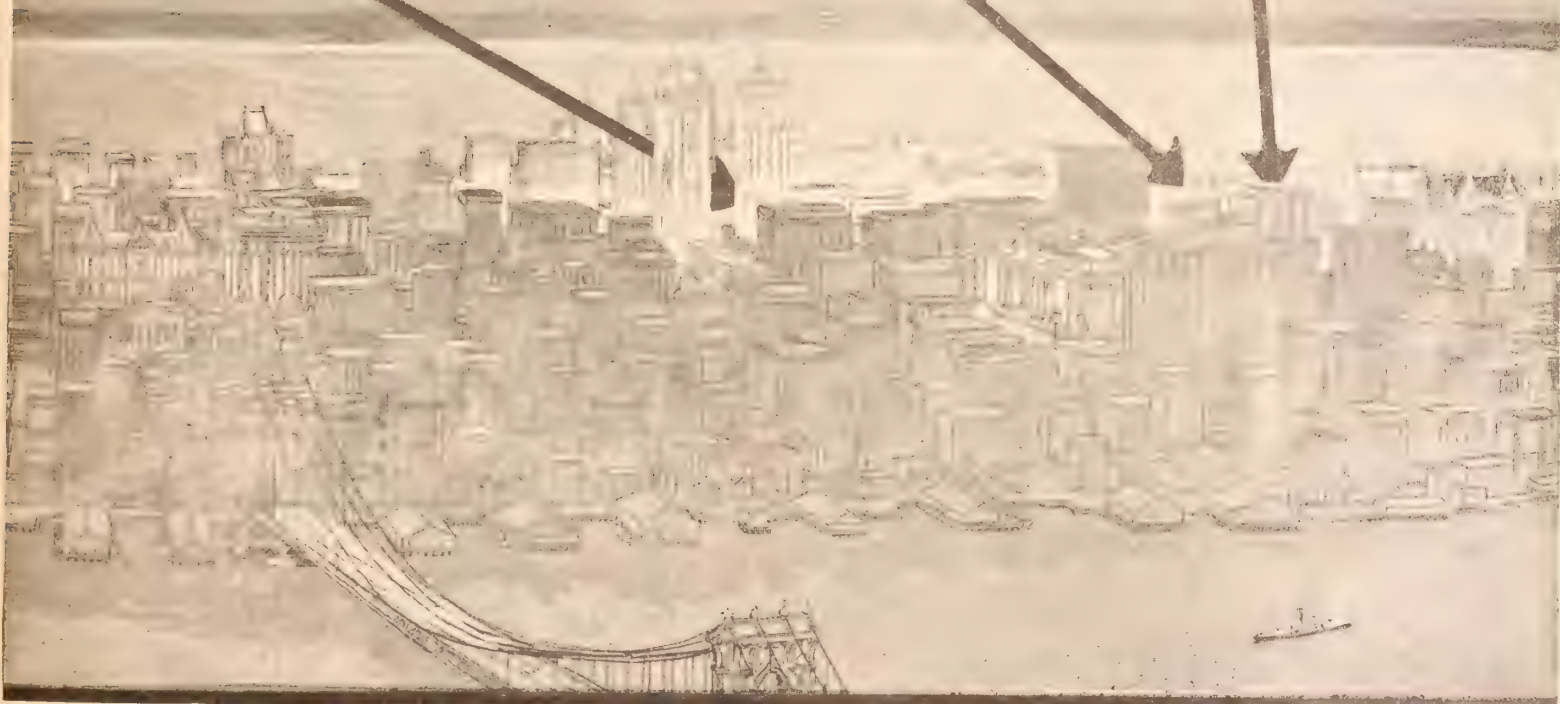
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P. K. Butterworth, Lyric Theatre, Minnedosa, Minn.

e Answers to the Question — **The Best the Business?"**

"BOY, UNIVERSAL HAS THE PICTURES THIS year. Made money with everyone."

W. H. Hall, Gem Theatre, Memphis, Tex.

"I AM 100 PER CENT UNIVERSAL BECAUSE they have been 100 per cent with me. My motto is Universal from now on."

H. D. Youse, Pantheon Theatre, Markel, Ind.

"I AM NOW 100 PER CENT UNIVERSAL AND I will always be one of your good accounts."

L. J. Bennett, Liberty Theatre, Mason City, Ill.

"BEYOND DOUBT THE BEST PROGRAMS I have been able to secure . . . every one a picture that pleased all classes."

G. E. Foosher, Fungo Theatre, Golden Pond, Ky.

"UNIVERSAL COMEDIES FILL A LONG FELT want and their features never fail to please."

A. W. Martin, Legion Theatre, Blunt, S. D.

"VERY GRATEFUL TO YOU FOR THE SPIRIT you have shown in the matter of the small town exhibitor."

J. P. Vinyard, Star Theatre, Winslow, Ind.

"YOUR PICTURES ARE AS GOOD AS ANY and your treatment of the exhibitor is fair and more reasonable than competitors."

W. H. Dean, Ideal Theatre, Windfall, Ind.

"ACCEPT MY HEARTY CONGRATULATIONS on your evident willingness to cooperate with the exhibitor."

Max Patterson, Star Theatre, Waynesboro, Va.

"I HAVE ALWAYS USED UNIVERSAL PICTURES as far back as 1915."

T. H. Hartley, Border Theatre, Rock Island, Que.

"I BELIEVE I HAVE BOUGHT THE FINEST line of pictures there is to be found on the market."

C. H. Bills, Opera House, Lenora, Kan.

"HAVE FOUND UNIVERSAL PICTURES TO be almost 100 per cent for the small town exhibitor and Universal is the whitest exchange to do business with."

J. S. Kenneaster, Mystic Theatre Clovis, Cal.

"THANK YOU FOR ASSISTING EXHIBITORS who need assistance such as myself."

Cameo Theatre, Brewster, N. Y.

"I HAVE PLAYED UNIVERSAL PICTURES for some time and you are giving us as good and consistent pictures as anybody."

M. C. Madison, Rex & Elk Theatres, Rexburg, Ida.

"I WISH YOU SUCCESS IN EVERY WAY AND hope you can keep up the good work."

John H. Wetz, Rialto Theatre, Middletown, Ind.

"UNIVERSAL DOES NOT OWN MY THEATRE but they make it possible for me to own it."

D. M. Hix, Garden Theatre, So. Charleston, O.

"BOTH PICTURES AND SERVICE ARE ABOVE the average."

L. J. Graffort, Cosmo Theatre, New Carlisle, Ind.

"WE HAVE ALL BEEN GRACIOUSLY THANKFUL to you in the past, but you have certainly come to the front for us this time. More power to you."

Ed. Buckley, Idle Hour Theatre, Olivia, Minn.

"YOU ARE TO BE CONGRATULATED FOR giving exhibitors such a square deal. I am for you one hundred per cent."

Opera House, Newark, Del.

"HAVE BEEN USING UNIVERSAL PICTURES for eight or ten years and have always found them to be of the highest type of entertainment."

J. Nowatske, Park Theatre, Mukwonago, Wis.

"MR. LAEMMLE, YOU DESERVE A LOT OF credit for saving the small town exhibitor."

L. A. Hutnick, Fairview Theatre, Fairview, N. J.

"YOURS IS THE BEST POSSIBLE SERVICE TO be found in the reach of the exhibitor."

John W. Priour, Casino Theatre, Hebbbronville, Tex.

"FOR GOOD, CONSISTENT BUSINESS THE Universal product is hard to beat."

F. Beatty, Garden Theatre, St. Clair, Mich.

GOING BIG!

TELEGRAM
 NEWCOMB CARLTON, PRESIDENT
 GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RIGHT LETTER
 If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

1926 JAN 19 PM

Received at 49 NL

KANSASCITY MO 19

BILL MORGAN

PRODUCERS DISTRIBUTING CORP 469 FIFTH AVE NEW YORK NY

MADAM BEHAVE OPENED OUR GLOBE THEATRE WITH WONDERFUL BUSINESS THE

THEATRE FAIRLY SHOOK WITH LAUGHTER MANY TIMES DURING ENGAGEMENT

SUNDAY BUSINESS LAST NIGHT ALSO VERY GOOD COMMENTS OF PATRONS AS

THEY LEFT THEATRE PROVES PICTURE MEETS WITH THEIR IMMENSE

APPROVAL WE ARE LOOKING FOR A RECORD BREAKING WEEK REGARDS

FLYNN BROTHERS.

"opened
 Globe Theatre,
 Kansas City -
 wonderful
 business"
 Flynn Bros.



FIGUEROA THEATRE
 LOS ANGELES, CAL.

AL CHRISTIE'S "MADAM

FIGUEROA SAT JAN 9

al Christie's
 COMEDY HIT

MADAM

BEHAVE

Featuring
 Julian Flinge
 Ann Pennington

Directed By
 SCOTT SIDNEY

HOW GOOD A CHARLESTON DANCER ARE YOU?
 AMATEUR CHARLESTON CONTEST
 JAN. 9 to 15

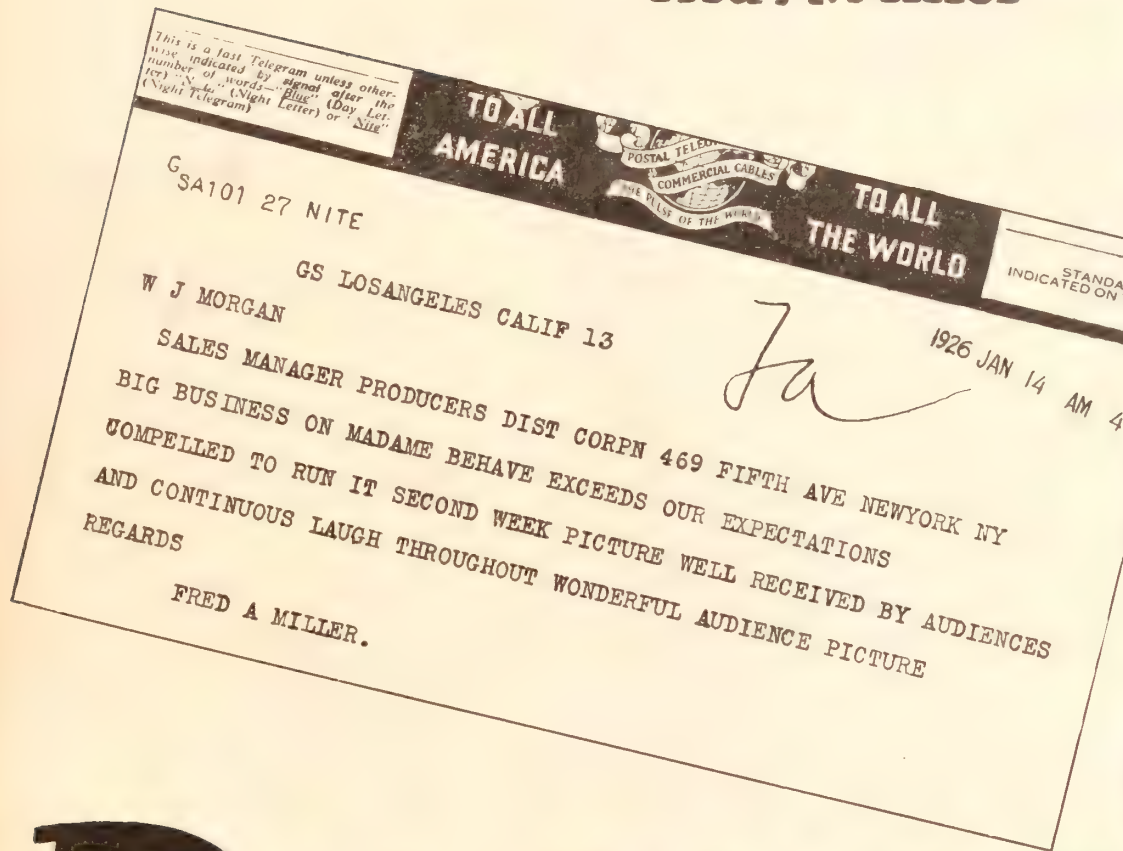
ADAPTED BY
 F. MCGREW WILLIS
 FROM THE FRENCH FARCE BY
 JEAN ARLETTE
 DIRECTED BY
 SCOTT SIDNEY

RELEASED BY
PRODUCERS

Producers Distributors International Corporation
 413 West 46th Street
 New York, N. Y.

"held over" two weeks at Figueroa Theatre, Los Angeles"

Fred A. Miller



BEHAVE

WITH JULIAN ELTINGE
AND
ANN PENNINGTON

DISTRIBUTING CORPORATION

F. C. MUNROE, President RAYMOND PAWLEY, Vice-President and Treasurer JOHN C. FLINN, Vice-President and General Manager

Member of Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President

FIGUEROA
AT SANTA BARBARA
EDDIE JANIS AND HIS FIGUEROA BAND
GOLDEN STRAIN
"MADAM BEHAVE"
JULIAN ELTINGE
ANN PENNINGTON

FIGUEROA
AT SANTA BARBARA
EDDIE JANIS AND HIS FIGUEROA BAND
GOLDEN STRAIN

FIGUEROA
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ANN PENNINGTON

FIGUEROA
AT SANTA BARBARA
EDDIE JANIS AND HIS FIGUEROA BAND
MADAM BEHAVE
JULIAN ELTINGE
ANN PENNINGTON

Full newspaper ad campaign, showing series of ads for advance, then just preceding the show, Saturday, the opening day, Sunday, and for the week of the run.



*Richard Harding Davis'
Famous Novel Brought
To Flaming Life!*

RED revolution — blazing love — tropic heat — lazy palms — moonlight — ruby nights! What a setting for adventure — adventure as only Richard Harding Davis could picture it. Boy, this picture is built of ACTION — the kind of action that spells dollars in the box-office. Book it for a certainty —
— NOW !

Jacqueline Logan *in* "WHITE MICE"

A Pinellas Films Inc. Production - Directed by E.H. Griffith

Presented by Royal W. Wetherald

Distributed by

ASSOCIATED EXHIBITORS Inc.

Oscar A. Price Pres.



Pierre J.
Fortier

The first
of a big brand new
series of
Super-Westerns!

Fred

AND HIS WOND

"THE





Thomson

ERFUL HORSE -- SILVER KING

IN

TOUGH GUY

Story by
Frank M. Clifton

Directed by
David Kirkland

Distributed by
F. B. O.

Film Booking
Offices of America
1560 Broadway, New York
Exchanges Everywhere

HE'S hit the entertainment bullseye again! Fred Thomson's splendid acting, his unqualified fearlessness, his buoyant, breezy personality and the remarkable cleverness of his horse, Silver King, have gone a long way towards winning for him his amazing popularity but—there is another big factor that is pulling people to box-offices of theatres showing his pictures!

HE GETS AN ABSOLUTELY NEW TWIST INTO EVERY ONE OF HIS PRODUCTIONS!

In "The Tough Guy" he has lived right up to expectations! He has made a bang-up, hundred horsepower super-Western, with all the thrill, the action, the adventure, the excitement belonging to this type of picture, **AND HE HAS MADE A DELIGHTFUL COMEDY AS WELL!** He has made a picture that will add immeasurably to his own popularity and make a host of new friends for the theatres playing it!

Exclusive Foreign Distributors
R.C. Lippert Corporation
New York

MARCH IS F. B. O. MONTH



E x h i b i t o r s !

Here Is A Real Box Office Attraction!

*The Coming Comedy Queen and Filmdom's
Pocket Edition of Laurette Taylor!*

HAZELE HARMON

In Person and on the Screen

Presenting a Beautifully Staged and Costumed
Miniature Musical Comedy on The Stage entitled:

“Bits of Business”

In Conjunction With One of The Greatest Two Reel Mirth Provoking Comedies Ever Produced

“Chased Women”

Supported by a Stellar Cast of Stage and Screen Luminaries

*This is just the attraction you have been waiting to offer your patrons, one of filmdom's real important
finds in a gorgeous stage spectacle combined with her appearance on the screen.*

**Fatten that bank account of yours by communicating
with us at once for information concerning open dates**

**No House Is Too Small and None Too Big for the
First Big Box Office Bet of 1926**

Watch for the Best Short Subject Comedy Sensation of the season

HAZELE HARMON

IN

“Carrie of the Chorus”

*A Series of Twelve Two Reel Riotous Comedies
Interested Distributors Communicate at Once!*

Ready to Play Anytime and Anywhere. Call, Write, Wire!

IRWIN RICHARD FRANKLYN

245 West 47th Street, New York



For Season 1926 ~ 1927

No.
14

WILLIAM FOX presents

DAVID
BELASCO'S

great stage
success

The Return of **Peter Grimm**

The most widely discussed play
that ever hit the boards

Everywhere, newspapers called it
"extraordinary" and devoted col-
umns to its theme.

small child advises and steers those
he loves into the realms of hap-
piness.

It tells of old Peter — beloved by
all — who dies yet lives.

A mighty thought — a marvelous
production.

For again and again he comes back
—and through the medium of a

One of the biggest pictures on the
FOX program.

Watch
next week
for

NO. 15

Fox Film Corporation.

You'll go many a
day before you
find such a
money maker
as —

This—the most winning—and speediest
of all the fine money makers this great
box-office star has ever made.

Every reel shouts a "Sell-Out" for
any theatre.

WILLIAM FOX
presents

Tom Mix

in

MY OWN PAL

A 1926 typical Tom Mix Picture De Luxe
with OLIVE BORDEN—Tom Santschi
Virginia Marshall and TONY—The Wonder Horse
Story by Gerald Beaumont.

J. G. BLYSTONE PRODUCTION.

Action! Love! Thrills~It's a wow!

Fox Film Corporation.



FOX showmanship judgment again hits the nail on the head

The first PETER B. KYNE story 'The GOLDEN STRAIN'—as picturized by FOX—is *cleaning up everywhere!*

It's a big money maker! The whole industry now knows what FOX showmanship judgment always knew—the name of PETER B. KYNE

gives to the screen another great "S.R.O." creator—and in his stories—the finest material for motion pictures that have been contracted for in years.

Everybody is rushing for KYNE-FOX pictures.

The second **PETER B. KYNE** *picture*

**"RUSTLING
for CUPID"**

GEORGE O'BRIEN

ANITA STEWART
RUSSELL SIMPSON
FRANK McGLYNN Jr.

**IRVING
CUMMINGS**
production

The third
**PETER B.
KYNE**
picture

**"The
SHAMROCK
HANDICAP"**

A racing story
of Erin's Isle and
California ~

JOHN FORD
production

Fox Film Corporation



Not So Much DANGER

After All

*Under the caption "DANGER"
Danny says in Film Daily:*

There is much hullabaloo and fuss these days. Over "presentations," special acts, "revues," etc., for motion picture houses. One first run house vies with the other. In trying to present a bill to aid in putting over the feature. One tries to outdo the other. Just where it will end is questionable.

Presentations, special features, all such trimmings are fine. But don't overlook this, please: that people who go to picture houses want to see pictures. That is why they go to such places.

But don't you think you are unduly worried, Danny; and you, too, Mr. James? You know that nothing can, that nothing will, ever take the place of pictures.

If the "presentation craze" were spreading to any extent into the second, third and subsequent run houses, Short Features would be the first pictures to show it through diminished bookings.

But RIGHT NOW one hundred new exhibitors every week are joining the thousands of showmen running *Educational Pictures*.

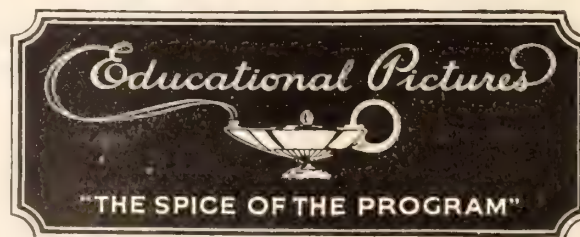
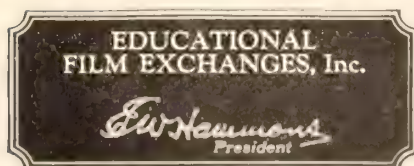
*And Arthur James writes
in Motion Pictures Today:*

Presentation, prologue, preliminary and all the rest of the names given to that which precedes the showing of the feature motion picture on the screen, has about reached the height of its foolishness. By example and by promotion the idea of a big show spread from Broadway to Chicago, from Chicago to the West Coast and then all over our motion picture theatre map.

. . . . It still is an important factor in—and only in—the largest houses.

The picture now, as always, is first and last the attraction. Short lengths, novel in character and with picturesque or comedy values, help tremendously, but they, also, are pictures.

Member,
Motion Picture Producers and Distributors
of America, Inc.
Will H. Hays, President





WILLIAM S. HART

IN

"TUMBLEWEEDS"

Story by **HAL G. EVARTS**

Adapted for the screen by **C. GARDNER SULLIVAN**

Directed by **KING BAGGOT**

New York Liked "Tumbleweeds"

"We believe 'Tumbleweeds' will have a long and vigorous box office life. New York audiences liked it."—M. P. News Editorial.

"New York liked 'Tumbleweeds'."—Trade Review.

NOW BOOKING

UNITED ARTISTS CORPORATION

Mary Pickford

Charles Chaplin

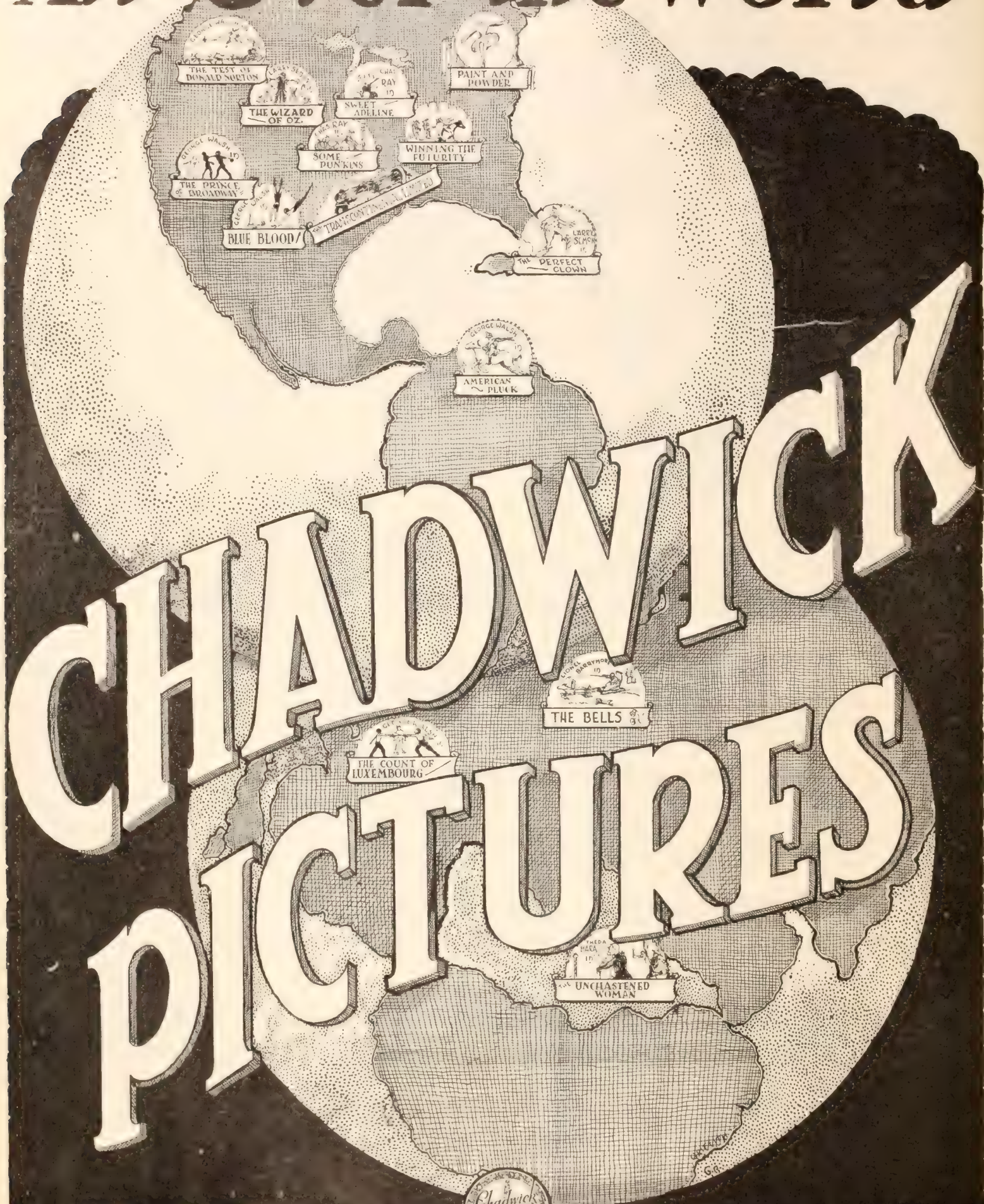
Douglas Fairbanks

D.W. Griffith

*Joseph M. Schenck,
Chairman Board of Directors*

*Maurice Abrams
President*

All Over the World



CHADWICK PICTURES

CHADWICK PICTURES
CORPORATION
I. E. Chadwick, President



"Each Production An Achievement"

729 SEVENTH AVENUE
NEW YORK CITY

What You Can Save By Changing To Incandescent Lamp Projection

In hundreds of theatres the use of the Incandescent Lamp has cut the cost of projection from **35% to 75%**. When you can save hundreds of dollars a year on your current bills, and at the same time *improve* your projection, is it not a matter of good business to do so?

The following table shows the annual savings that a **900 Watt Edison Mazda Incandescent Lamp** makes over arc lights of various amperages. For instance, if you are operating a 50 amperage arc by rheostat control, ten hours a day, current rate 8c, a k.w. hour, you can save **\$1,280.00** a year by replacing your arc with a 900 Watt Edison Mazda Incandescent Lamp. If your arc control is by motor generator, compensator, or rectifier, your saving would be **\$623.00** per year. If you operate five hours a day, your annual saving would be half as much in each case.

Study
This
Table
of
Savings

ARC LAMP		MAZDA LAMP	SAVING PER YEAR (3650 HOURS) (10 HOURS DAILY) IN OPERATION OF MAZDA LAMPS AT		
Amperes of Arc	Wattage of Arc and Control Equipment	Wattage of Lamp and Control Equipment	10c. Kw-hr.	8c. Kw-hr.	6c. Kw-hr.
ARC CONTROL BY RHEOSTAT—LINE VOLTAGE 110 CONTROL OF MAZDA LAMP BY TRANSFORMER					
25	2750	990	\$605.00	\$477.00	\$349.00
30	3300	990	806.00	637.00	468.00
35	3850	990	1006.00	798.00	589.00
40	4400	990	1208.00	959.00	710.00
45	4950	990	1408.00	1120.00	830.00
50	5500	990	1608.00	1280.00	951.00
55	6050	990	1808.00	1441.00	1071.00
60	6600	990	2009.00	1602.00	1192.00
ARC CONTROL BY MOTOR-GENERATOR, COMPENSATOR, OR RECTIFIER CONTROL OF MAZDA LAMP BY TRANSFORMER					
25	1625	990	\$195.00	\$149.00	\$102.00
30	1950	990	313.00	243.00	173.00
35	2275	990	432.00	338.00	244.00
40	2600	990	551.00	433.00	315.00
45	2925	990	669.00	528.00	386.00
50	3250	990	788.00	623.00	458.00
55	3575	990	909.00	719.00	530.00
60	3900	990	1025.00	813.00	600.00

Based on a lamp cost of \$0.06 per hour and a carbon cost of \$0.05 per hour

Apply
These
Savings
to Your
Theatre

Mail This
Coupon

Study this savings account. See what you could save by changing to Incandescent Lamp Projection. Consider also the advantages to be gained by the improvement it will make in the appearance of your pictures in the screen. In the light of good business do not put off these savings another season.

Install Incandescent Lamp Projection now. It will pay for itself in a short time.

The whole story of Incandescent Lamp Projection is told in an interesting booklet prepared for theatre owners. A copy of this booklet will be sent to you free on request. **Fill out and mail the coupon.**

EDISON MAZDA LAMPS
A GENERAL ELECTRIC PRODUCT

Publicity Dept.
**EDISON LAMP WORKS,
HARRISON, N. J.**

Please send me your free booklet
on Incandescent Lamp Projection.

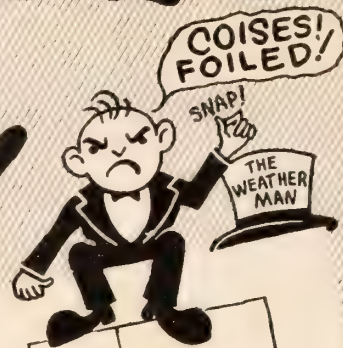
Name

Address

Theatre

Rain or Shine:

*they're all hot
after the "FAN"*



WESTERN UNION TELEGRAM

CLASS OF SERVICE DESIRED	
TELEGRAM	
DAY LETTER	
NIGHT MESSAGE	
NIGHT LETTER	

Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

Feb. 3 AM 1926

COPY WB HOLLYWOOD CALIF
WARNER BROS.
1600 BROADWAY NEWYORK NY

ERNST LUBITSCHS LADY WINDERMERS FAN BREAKING ALL RECORDS STOP
SUNDAY WAS BIGGEST DAY IN HISTORY OF HOUSE DESPITE HEAVIEST RAIN
IN THREE YEARS WHICH FELL ALL DAY AND NIGHT CROWDS STOOD IN LINE
WITH UMBRELLAS STOP BUSINESS CAPACITY EVERY DAY AND WILL BREAK
HOUSE RECORD BOTH FOR RECEIPTS AND LENGTH OF RUN CONGRATULATIONS
ON THIS ONE OF FINEST PICTURES I HAVE EVER SEEN
JOHN GORING MANAGING DIRECTOR FORUM THEATRE



THE GREATEST SOCIETY DRAMA OF THE YEAR

An ERNST LUBITSCH
PRODUCTION

"LADY WINDERMERE'S FAN"

from the play by OSCAR WILDE

May McAvoy

Irene Rich

Bert Lytell

Ronald Colman

(By arrangement with Samuel Goldwyn)

Directed by ERNST LUBITSCH

A WARNER BROS. PRODUCTION

VARIETY - JAN. 27

"SEA BEAST" AT \$24,113 LED ALL SPECIALS—BROKE WARNERS' TOP

Otherwise Nothing Sensational on B'way Last Week

VARIETY - FEB. 3

11 B'WAY HOUSES WITH PICTURES DID ALMOST \$250,000 LAST WEEK

In 2 Classes, Special and Regular—"Sea Beast" Again Led Specials with \$23,850; Great Business at \$2.20 Top—

Warner's—"The Sea Beast" (Warner Bros.) (1,360; \$1.10-\$2.20) (3d week). Fell slightly below opening week, but still played to capacity, getting \$23,850, great business for this house.

with
**DOLORES
COSTELLO**

Adapted by BESS MEREDYTH
from Melville's "Moby Dick"

Directed by MILLARD WEBB

A Warner Bros. Production

yessir!

It's the
same big
news, week
after week—

**JOHN
BARRYMORE**

in

The

SEA BEAST

*tops all specials !
now on Broadway •*

P. S. New York is
packed with big
pictures.

"The SEA BEAST"
leads at the box office
'Nuff said!

John McCormick presents

Colleen Moore

in **IRENE**

3 great shows in one!
~ a comedy wow!
~ a dramatic gem!
~ and the whole world of fashion on parade!

Adapted from the famous musical comedy triumph,
James Montgomery, Author, Harry Tierney and Joseph McCarthy, Composers, with
Lloyd Hughes
George K. Arthur
and Charlie Murray
Directed by Alfred E. Green
June Mathis, Editorial Director

**THE BEST-KNOWN
SHOW IN AMERICA**

**41 Key-Cities play "Irene"
simultaneously, week of
February 21st.**

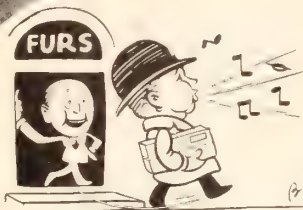
**More power to their box-
offices, bedad!**

A First National Picture

Members of Motion Picture Producers and Distributors of America Inc. ~ Will Hays, President

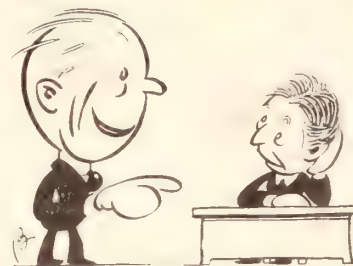


Do you remember when—



—you made so much money with “The Child Thou Gavest Me” that your wife wanted a new fur coat? That was a John M. Stahl Production, too.

—you bragged to your opposition about all the money you made on “One Clear Call”? You’ll never forget that John M. Stahl Production.



—someone told you that John M. Stahl was making “Why Men Leave Home” and you rushed over to First National to get it first?

—you packed them in with “The Dangerous Age” and you had to buy a new S. R. O. sign? That was another John M. Stahl Production.



—you counted the profits on “Husbands and Lovers.” How can you forget? That was a John M. Stahl picture.

—you jumped for joy when your house records were broken by “Fine Clothes.” That was a John M. Stahl production.



then —→

-wait till you've played



The John M. Stahl
Memory Lane
Production

Presented by Louis B. Mayer
and Conrad Nagel

With Eleanor Boardman
An original play by John M. Stahl and Benjamin Glazer
Cameraman PERCY HILBURN



You'll never forget it!

Motion Picture News

Volume XXXIII

ALBANY, N. Y., AND NEW YORK CITY, February 20, 1926

No. 8

Specialties

I ATTENDED a most interesting luncheon last week. It was called by a Bank President and there were present the top executives of a department store, a baking company, a textile concern, a large carpet mill, etc.

The subjects of chain stores, installment buying, retail buying, synthetic products, exports, etc., came up. It was interesting right along to note how intimately some of these various business questions of the moment applied to the picture business.

* * *

Finally the Bank President put to each man this question: "How is the independent doing, in your particular field?"

The answer was unanimous; and it was, it seems to me, strikingly fitted to the independents in the motion picture business — independent theatres, independent distributors, independent producers.

* * *

Said each man: "There's plenty of room in my field for the independent, plenty of opportunity. And every independent is doing well — *provided he deals in specialties.*"

In other words, provided he specializes, and does that or deals in those goods which the big fellows do not or cannot — at least so well.

The speakers did not theorize; they talked facts, experience and hard sense.

* * *

The independent theatre owner can deal in personality as, perhaps, the chain theatre manager cannot. Knowing his people, having full power to book, he can offer pictures more acceptable to them. He can *specialize* as the manager cannot who is a cog in a management machine. He can make his theatre radi-

ate enterprise—the result always of individual initiative—as against the more or less standardized tone of the chain amusement shop.

Said the department store owner: "We cannot hope to instill in the heads of our departments the same personality contact with customers that the successful small and specializing merchant has. I can run a special shop right alongside my own store, or any department store, and do better business than the department in the department store does with that same line of goods."

* * *

And so it is with the independent distributor who can specialize in films not handled by the national distributor and who is in better and closer contact with the customer; and so it is with the independent producer who can beget his own brain-child and rear it better than the offspring of a big studio.

* * *

The trouble with the motion picture business is that everyone wants to be a trust.

* * *

And everyone wants to do what the other fellow is doing.

Yet all the time, slowly but surely, the business is classifying itself — into theatres, pictures, presentations — slowly because of the resistance of the trade itself, surely because the public classifies itself as to the entertainment patronized, and every amusement business in the past has had to classify itself accordingly. So will motion picture entertainment

W. A. Johnston

THE month which signalizes the twentieth anniversary of Carl Laemmle in the motion picture industry was started off propitiously on Friday evening of last week at the Hotel Commodore, New York City, when more than a thousand persons gathered to do honor to the Universal chieftain. Employees and executives of the home office, the Big "U" exchange and the laboratory were included but there was a sizable delegation of executives from other companies, editors and publishers of the fan and trade press, exhibitors from various parts of the country and other prominent persons.

It was the first appearance in public of Laemmle since his return from abroad and he received congratulations from all sides on the rounding out of his twentieth successful year in an industry in which he has been a trail blazer and a leader.

Will H. Hays was a guest of honor, and extended warm congratulations to Laemmle. Al Steffes, Frank Rembusch and other out-of-town exhibitors gave a national aspect to the evening.

An unusual human interest touch was given the affair by the presence of Charles E. Chasteen, Laemmle's first motion picture employe. He was the first operator at the Whitefront theatre in Chicago, where Laemmle embarked in business on February 26th, 1906. The two had a jovial reunion. Chasteen recalled how a mistake on his part, in letting a film slip out of his hands one day, forced Laemmle to buy a picture outright—his first step as a distributor.

The Grand Ballroom of the Commodore was gaily decorated for the occasion. Supper was served at 11:30. The undraping of a twenty-foot portrait of Laemmle brought forth rousing cheers, as did the presentation of a silver loving cup by the employes of the Fort Lee laboratory. A man impersonating "The Phantom of the Opera" presented Laemmle with a box of flowers from the New York exchange. The foreign department gave him a hand illuminated and leather bound Resolutions, congratulating him on his twentieth film anniversary. A program of entertainment followed and dancing was resumed after supper.

All in all, it was a colorful event and a picturesque reminder of the youth of this industry, since we are just observing the twentieth anniversary of a man who started in it when there was precious little to the industry.

All honor to the man who has behind him a record of twenty years of fair dealing, independence and constructive progress—Carl Laemmle!

* * *

IRVING THALBERG, the youthful production executive who has played such an important part at the Metro-Goldwyn-Mayer studios, made an announcement this week which confirms a development that we have felt to be inevitable for some time.

"Out of the 50 pictures that will make up our program for the season of 1926-1927," he said, "there will be from 15 to 20 specials—and by specials I don't mean merely high grade program releases but genuine specials, pictures of the calibre of 'The Big Parade,'

AN EDITOR

The Week in Review



King Vidor, John Gilbert and Irving Thalberg of Metro-Goldwyn-Mayer arrive in New York City.

'The Merry Widow' and the like. Each of our stars will have at least two such specials, and these pictures will all be made with every resource we can put back of them."

That confirms our own belief, which we have stated here from time to time, that the picture of the future must and will be the picture with a theme, the picture with planning and thought back of it. "Just a picture" is no longer enough.

Thalberg himself is the best answer to those who have marveled at the consistent entertainment and character in the output of M-G-M the past year. Only 26 years of age, he has the enthusiasm of youth, a tremendous faith in the possibilities of the screen, a keen mind and a rare balance of artistry and showmanship. He is in New York for a brief conference with Nicholas Schenck and "Bob" Rubin regarding the new schedule.

Among the specials which he listed for the 1926-27 group were: "La Boheme," which Vidor just completed with Lillian Gish; "Mare Nostrum," which Rex Ingram produced at Nice, France; "The Magician," which he will next make; "Romance," a picturization, probably in color, of Joseph Conrad's unforgettable story; "A Message to Garcia," based on Elbert Hubbard's world know essay, and for which research has been going on for three years; "The Trail of '98," based on the Robert W. Service story; "Old Heidelberg," two Sabatini stories, "The Strolling Saint" and "Gates of Doom," "The Understanding Heart," a new story by Peter B. Kyne which began in this month's Cosmopolitan magazine; an elaborate version of "The Red Mill" with Marion Davies; a refilming of "Polly of the Circus" with Norma Shearer, to be an "epic of the circus," developed up as no other circus picture has been; and many others, some of which are not yet far enough along for announcement.

Thalberg is a warm advocate of the original screen story, though he does not recommend this as a general policy for all companies as yet.

ON BROADWAY

By William A. Johnston

King Vidor, who accompanied Thalberg to New York, and who will probably be here for the opening of "La Boheme," has many interesting stories to tell of the making of that picture and "The Big Parade." Particularly significant was the enthusiasm among the cast and staff as he described the making of the latter picture. Most of the great pictures—perhaps all—seem to have come about in that way. A story that fires the players with optimism and stirs their imaginations, the big theme that grows and expands as the weeks go on—and presently another picture that will stir the nation has been born.

* * *

FOX is going right ahead with big plans of which there have been ample indications in the past few months. This week Jimmy Grainger announced a record deal—the climax of six months of negotiations. He has signed the important Hoblitzelle Circuit, controlling key runs to the Southwest, to a five year contract for the entire Fox product. If this doesn't set a new mark, then we don't know what would.

This gives Fox first-runs in the first-class Hoblitzelle houses in Dallas, Fort Worth, San Antonio, a decided move in the battle for key outlets and changes in the theatre map; and its significance will be at once apparent to those who are closely following the situation.

Also, it is another proof of the top speed at which the Fox sales force, under Mr. Grainger's very able direction, are functioning. With W. R. Sheehan speeding up and developing the production side of the company, and Jimmy Grainger putting over such deals as the with Hoblitzelle, the Fox organization is in a very happy position indeed.

* * *

TALKING with Joe Brandt about the independent field, past, present and future. Joe is a pioneer and a practical one. Probably no man knows the exhibitor and exchange field better than he, because he gets his knowledge constantly by contact. He's always afield, in fact. He believes in action, not talk. Says there's too much of the latter.

Answering the eternal question of "What's wrong with the State Rights field?" he says:

"Start off by eliminating the word 'State Rights.' Bury it and forget it. There's no more State Rights.

"What you have today is a coterie of independent producers. Just a few of them are good producers and to be relied upon to deliver just what they say they will—in quantity, and a good level of quality. Those producers know their market, are experienced in production, and are well and carefully financed.

"They deal through a number of independent exchanges—the best. Here, again, there are compara-

tively few well founded, experienced and successful exchanges. And these—not the fly-by-nighters—deserve the exhibitor's support.

"The independent exchange is still the best way of marketing films—as it was in the early days of Metro and before that with the Sales Company regime. But they should be co-operative and have some kind of a national organization and strength."

It is the intention of Columbia—and Joe Brandt and Jack Cohn are bending their best energies to it—to bring their exchanges into a co-operative franchise regime, with the important objective in view of federating them into a compact national system—perhaps within the year.

WITH "Nell Gwyn," made in England, "Mare Nostrum," made at Nice—each picture featuring but one American player; with Hollywood the home of directors, actors and writers from England, Sweden, Germany, France, Australia, Mexico, the Balkans, Russia, Italy—and where not; with books in use from every country in the world—it does look like the International film was at last arriving.

GREAT NECK, Mamaroneck and Rye are becoming the popular try-out towns. At Irving Lesser's Playhouse, Great Neck, "Partners Again" and "Nell Gwyn" have recently been shown.

"Partners Again," production by Henry King, is pronounced by all to be the best of Samuel Goldwyn's three Potash and Perlmutter pictures. The Great Neck audience roared its appreciation of the automobile sequence in the early part of the picture.

"Nell Gwyn" has had lots of plaudits, and does not need ours. We are glad that Famous Players has taken this British production, pleased at J. D. Williams' success; and Herbert Wilcox, the producer, certainly deserves a lot of commendation for this well directed, well acted picture.

* * *

THE Capitol Theatre of Chicago has just recently completed its first year of operation; and the result is most interesting.

I heard of this theatre last winter, while in Chicago. It was built "way out on the prairie," or, as others expressed it, "out in the woods"—at 79th Street and Halsted. It was considered a foolhardy enterprise, to put 3,000 seats and nearly two millions in such a location. Some laughed at it.

Then it opened. The interior was beautiful—the novel and alluring effect of the open sky. And the crowds began coming—as they will to beautiful theatres. The architect means a lot, in the theatre business. The architect in this case was John Ellerson.

The orchestra was good, the presentation good, the pictures good; and the crowds kept coming. And so, after a year of operation, the theatre shows a fine profit—so good that the owners are building and planning other theatres.

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Speaking Editorially

THE big news of the week is the ratification of the new Standard Exhibition Contract by Mr. Hays and exhibitor leaders from all parts of the country. Both sides declare it a great improvement—not perfect, of course, but a distinct step forward.

This is constructive work. It demonstrates, among other things, what can happen when men meet each other sincerely around a table—a situation that almost invariably results in the end of talk and the beginning of action.

In this case, action was not only begun; it was carried through to a definite conclusion. The best indication that something real was accomplished is shown in the statements by exhibitor leaders. Without exception, they are pleased.

* * *

THE machinery has been created for still further progress by the appointment of an Advisory Committee, composed of Messrs. Woodhull, O'Reilly, Steffes and E. V. Richards—a selection of exhibitor leaders who represent diverse interests and groups. This committee is to go ahead and, in consultation with Mr. Hays and his associates, work for continuing improvement.

In addition, an Advisory Commission, consisting of Henry W. Taft and Judge Moses H. Grossman, will act as arbitrators in case the exhibitors and the Hays group are unable to agree on further changes in the contract.

A DETAILED statement of the changes now agreed upon appears elsewhere in this issue. They should be read carefully by every exhibitor because the new contract will go into effect as soon as copies can be printed and sent to distributors.

ALL the people who participated in the ratification conference deserve praise for their achievement, which comes after two and a half years of argument.

The M. P. T. O. A., for the first time, officially accepts the contract—and this, in itself, is an important development. Those familiar with the situation know of the earnest and untiring efforts on contract and arbitration matters made by Joe Seider, the M. P. T. O. A. Business Manager. He has carried the burden and should now, we think, feel that it has been very much worth while.



Director Robert Kerr and company shooting "A Trip to Chinatown" for Fox Films. Harry Woods is seated at the extreme left. Anna May Wong is holding the megaphone. Robert Kerr, Earle Fox, Marie Astaré and Wilson Bengé may also be seen.

In common with many others in the industry, we hope, also, that the conference on the contract, at which gathered exhibitor leaders of several groups, may pave the way to exhibitor harmony all along the line. Let's see a strong, unified national organization. We have the proof that when exhibitors set their minds to it, constructive results of the greatest importance will follow.

* * *

ASPECIAL article in this issue by Edwin Schallert points out how recent studio expansion in Hollywood presages stabilization and improvement in pictures. This is an interesting angle—not hitherto presented. There is every promise that future product is going to be far better, on the average, than ever before.

Mr. Schallert shows how additions to studio equipment are keeping pace with, or have been the forerunners of, gain in screen quality.

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Hoot Gibson and "Pal" do a sun-fish" to celebrate completion of work on their most elaborate production, "The Flaming Frontier" (Universal).



Carmel Myers, who is said to give a splendid performance in "The Devil's Circuit" (Metro-Goldwyn-Mayer) shows that she can chin herself with one hand.



Louise Fazenda, who is to be starred by Warner Bros. at last, in a comic Valentine pose with one dog who has not yet appeared on the screen.

PICTURES AND PEOPLE

ONCE again the Naked Truth Dinner given by the A. M. P. A. has come and gone. One thousand and one persons fortunate enough to obtain tickets (some four hundred others were not) foregathered at the Astor hotel, New York City, last Saturday night and made merry until came the dawn.

The entertainment was happily shortened, and the only features that interrupted the drinking and dancing were the annual newsreel (always a subject to look forward to and better than ever this year) and the introduction of celebrities by Nat G. Rothstein, master of ceremonies.

A national flavor was given the event this year by the presence of a host of out-of-town exhibitors, including the theatre leaders in New York for the contract conference with Will H. Hays.

Two orchestras provided music for the thousand and one dancers, and the affair broke up at a late hour, voted one of the most successful of the long series.

FROM now forth, Truckee, Calif., has but one cinema idol—Pola Negri. The Polish star went to that city on location recently for scenes in "The Crown of Lies," and the natives expected a temperamental and tempestuous lady who would "high hat" them all.

Not so. From now on Pola is "Truckee's Own." Half the citizens of the town were pressed into service as atmosphere, and Pola ate stew with them and took part in their winter sports like one to the manner born.



Dorothy Dwan, playing in "Stop, Look and Listen" for Pathe, pauses to pay tribute to the Great Emancipator's birthday.



Lya de Putti, Paramount's latest stellar acquisition, who will arrive in this country from Germany next month. Her latest is "Variety." (Photo by Binder, Berlin.)



Administration building of the Associated Studios, Los Angeles, which were recently acquired by P. A. Powers to house the West Coast production units of Associated Exhibitors.



Reginald Barker, leading director of outdoor pictures, who has returned to the Metro-Goldwyn-Mayer studios and is resuming work there.



Advance stills for the Fox Films version of "Sandy," made in advance of production to serve as illustrations in newspapers featuring the Elenore Meheran story at the present time.

"SANDY" ADVANCE STILL
 SOMETHING of a departure in motion picture practice is represented by the advance stills on "Sandy," three of which are reproduced here. The story has just gone into production by Fox Films, but the fiction version is now running in newspapers throughout the country and it was desirable to have publicity stills of the important incidents in advance of making the picture. So Harry Beaumont, the director, had the leading players pose the punch scenes before the still camera in advance of starting production. He went over the script with them and planned the stills just as carefully as scenes. Madge Bellamy, Leslie Fenton, Gloria Hope, Harrison Ford and Bardson Bard took part.

The finished photos, which are strikingly dramatic, have been sent to the 100 newspapers carrying the Elenore Meheran story to be used as illustrations.

Meanwhile, the "Sandy" company has gone to a magnificent Italian villa in Santa Barbara to film exteriors for the picture. Carmel, a famous California artists' colony, has also been used as a background for many remarkable scenes.

FELIX EN TOUR
 ELSEWHERE on this page we are reproducing a group of snapshots portraying highlights in the recent globe-trotting tour undertaken by Pat Sullivan, creator of Felix, the Cat, and Mrs. Sullivan. Wherever Sullivan went, he found Felix already on the job, adding to the mirth of nations.

In England, where Felix is little short of a national idol, Sullivan sat through a performance of "Trips Through Teyland" at the Marble Arch Pavilion, one of London's finest. While in the United Kingdom the delineator of Felix was entertained not only by Ideal Films, Ltd., his distributors, but by Tom Webster, John Hassall,



Snapshots of the recent world tour of Pat Sullivan, creator of the Felix, the Cat cartoons released by Educational; 1. The s. s. Narkunda headed for Australia. Felix refuses to be left behind. 2. Mr. and Mrs. Sullivan greeted by Hawaii in Honolulu harbor. 3. Felix takes a ride in a Port Said taxi. 4. Dropping off a keg of Xmas cheer for the wireless operators at Cocos Island, including a drawing of Felix. 5. Buddhist temple, Colombo, Ceylon, with the Sullivans at the foot. 6. "Vive la France!" Pat at Port Said. 7. Bazaar merchants at Port Said rope the Sullivans in. 8. The wells at Aden, Suez, dry as a prohibitionist's dream.

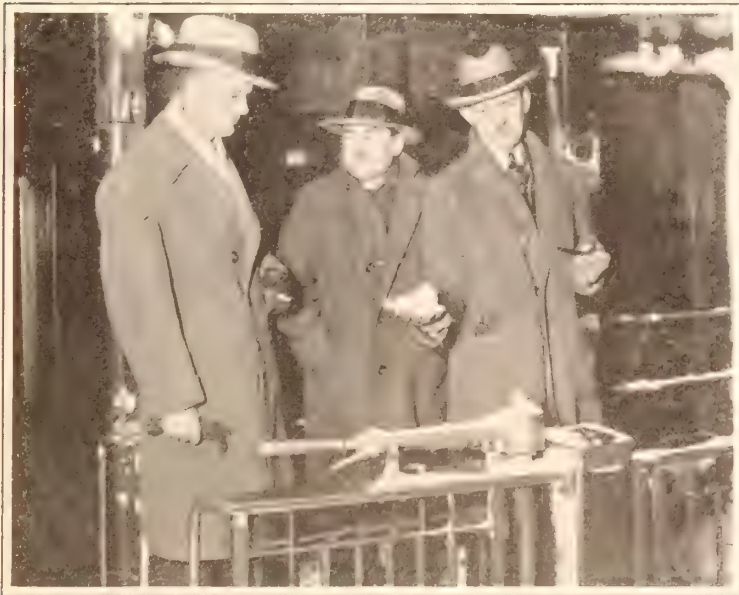
R. A., and G. E. Studdy, who draws the "Bonzo" cartoons—all leading artists.

Sydney, Australia, is Sullivan's home town, and he was greeted there by Hugh D. McIntosh, Tom Mutch, minister of education, his father and brother—and a brass band. His presence in the Antipodean region resulted in a marked stimulation of interest in Felix, both in film and newspaper form.

On the island of Hilo, Hawaii, Sullivan found a Felix film running in a small native theatre, run by a Japanese, which uses a calcium light in the absence of electricity.

Aboard the S. S. Narkunda, a Felix sketch was raffled and then auctioned for charity, bringing in a total sum of 53 pounds, 10 shillings, or about \$250.

Passing Cocos island at Christmas time, a keg of fruit, candy and presents was dropped overboard for the wireless operators stationed on that lonely spot, visited by ships but twice a year. Before it was cast overboard, Sullivan tacked a sketch of Felix on one end. A radiogram received later from the operators read: "Thanks for the presents and the picture of Felix. It's in good condition and we have hung it already." Even in that barren and distant spot, Felix was immediately recognized and accorded a place of honor.



Charley Chase, Pathe comedian (right), arriving in New York for a visit accompanied by Leo McCarey, director, is met at Grand Central station by W. B. Frank, Eastern manager for Hal Roach (left). Chase will remain for a month or so.

GREAT colorful strides forward have been made in the practical application of color to the screen, and no better illustration may be given of what that means to the screen than the reception accorded two Hope Hampton subjects in color released by Educational, "Parisian Modes in Color" and "Marionettes."

W. Ward Marsh, the well and favorably known critic of the Cleveland Plain Dealer, said recently, in part:

"I have seen 'Parisian Modes in Color' and also another short picture called 'Marionettes,' featuring Miss Hampton and done entirely in color. 'Parisian Modes' is sponsored by McCall's magazine . . . It should prove a delight to the feminine eye. It is what may be called the last word in a fashion revue . . . It is released by Educational. For that matter, so is 'Marionettes.' This short subject, exquisitely colored, deals with the well known affair between Pierrot and Columbine, with Miss Hampton appearing as Columbine. Her lighter colorings lend themselves particularly well to this kind of photography, and . . . interest was held by the beauty in the settings and the costumes."

It should also be remarked that "The Black Pirate" promises to bring us another advance in color technique. Albert Parker, the director of this Fairbanks vehicle, states that a method has been developed of producing a brown undertone beneath the brighter colors, giving an "antique," mahogany tone to the picture, softening and enriching the chromatic hues.



Norma Shearer, Metro-Goldwyn-Mayer star, arrives in her home city Montreal, and is welcomed by local theatre men; left to right: Art Larente, Regal; Miss Shearer; Maurice Davis, Regal; George Rotsky, Palace; George Ganetakes, managing director, United Amusements Corp.

WELCOMING HAYAKAWA

SESSUE HAYAKAWA, the Japanese actor, who has been abroad for some years, opened in a new play, "The Love City," the other night in New York. The audience looked like a cross-section of the film colony. Among those at the premiere were: Mae Murray, Nazimova, William Farnum, Thomas Meighan, James Kirkwood and Lila Lee, Norma Shearer, Hope Hampton, Ben Lyon, May Allison, May McAvoy, Marie Prevost, Johnny Hines, Aileen Pringle, Lois Wilson, John Emerson and Anita Loos, Jesse L. Lasky, Adolph Zukor, Mrs. Marcus Loew, and Hiram Abrams. Valentino and Pauline Frederick attended the play later in the week, and others are dropping in nightly. Many of Hayakawa's pictures are still well remembered for the artistry and finesse which his performances invariably showed.

*SEA HORSES

ONLY one asterisk popped out of the hat in obedience to the magic wand of the National Board of Review. The solitary merit mark went to Paramount's "Sea Horses," a romance of the South Seas.



Will H. Hays and Judge Kenesaw M. Landis, who occupy rather similar positions in the motion picture and baseball world, were interested visitors at Universal City not so long ago; left to right: Reginald Denny, Judge Landis, Marian Nixon, Will Hays, Henry McRae and William Seiter.



First contract signed for film service for the new Roxy theatre building in New York; left, James R. Grainger of Fox, right, S. L. Rothafel, signing up for Fox News.



The Hal Roach rascals appearing in the "Our Gang" comedies for Pathe release bring a valentine for Little Mary, the sweetheart of the gang.



June Mathis, who has signed to produce for First National, and Balboni, the director, greeted on their arrival in New York by Florence Strauss, Eastern scenario editor.



Ruth Taylor of the beauty brigade appearing in Mack Sennett comedies for Pathe release, makes a charming and delightful Valentine.

O "THREE FACES EAST" TRIUMPHS

ONE of the most critical audiences that could have been assembled was brought together on the evening of February 3rd at the Hotel Plaza, New York City—and acclaimed "Three Faces East" as a masterpiece of photodramatic art in no uncertain terms.

The occasion was the annual carnival of the Film Mutual Benefit Bureau, sponsored by prominent society leaders, and the audience embraced members prominent in the social, financial and industrial worlds, as well as leading persons in the film industry.

"Three Faces East" was given a genuine ovation, and made an impression such as pictures rarely achieve. Dr. Hugo Riesenfeld provided it with a musical setting which contributed in no small matter to the effect created by the picture.

Following the screening 26 society debutantes appeared in impersonations of screen stars. First prize was awarded Jane Kirkland impersonating Jetta Goudal in "Three Faces East," and second prize went to Nancy Glave as Syd Chaplin in "Charley's Aunt."

FOX AIDS CRIPPLES

ONE of the most unusual and inspiring pictures of true bravery ever filmed has been made by Fox Films for the Institute for Crippled and Disabled Men, under the title "Thumbs Up," and was given its premiere on February 3d at the home of Mrs. Arthur Curtiss James in New York. This organization was founded in 1917 by the Red Cross for the purpose of aiding cripples by teaching them trades, furnishing them with artificial limbs and finding them employment, and is supported by voluntary contributions.

"Thumbs Up" shows all the work done by the Institute from the time a cripple enters until he leaves to take a job. The star is William Collins, a former railroad conductor who lost both legs in an accident and was helpless for 10 years. The Institute furnished him with two artificial limbs and taught him motion picture operating.

OFF FOR SUNNY CLIMES

C. GRAHAM BAKER, one of our best scenarists, departed on Friday for California, stopping off, en route, for the New Orleans Mardi Gras. Ostensibly he is on a vacation, but he has already received offers from two large companies, and it is not unlikely that New York's loss will be Hollywood's gain for at least a year.

THE YOUNG VISITER

DOROTHY GISH will leave shortly for Hollywood to visit her sister Lillian before sailing for England to make three pictures for Herbert Wilcox, successors to "Nell Gwynn." She will find Lillian at work on one of her most interesting vehicles—"The Scarlet Letter" under the direction of Seastrom.



Anita Garvin, a member of the stock company at the Educational-Comedy studios, poses as a Japanese Valentine in the latest thing in kimonos.



Margaret Quimby, the Universal player, in a picturesque Valentine pose apparently representing a broken heart, or something of the sort.



Sue O'Neil, one of the decorative players in Hal Roach comedies for Pathe, in a big-hearted pose apropos of St. Valentine's Day.

New Contract O. K'd by Hays and Exhibitor Leaders

Hailed As Step Forward; Effective at Once

THE long-awaited new Standard Exhibition Contract was agreed upon at a luncheon Saturday, February 6, given by Will H. Hays, and attended by officials of important exhibitor organizations throughout the country.

The new document, which was hailed by all parties concerned as a forward step, goes into effect at once, it was announced, and will be fully operative by March 1.

The exhibitor leaders in attendance were:

R. F. Woodhull, Dover, N. J., President, Joseph M. Seider, New York City, business Manager, and A. Julian Brylawski, Washington, D. C., Chairman of the Administrative Committee of the Motion Picture Theatre Owners of America; Charles L. O'Reilly, New York City, President of the Theatre Owners Chamber of Commerce; W. A. Steffes, Minneapolis, Minn., President, Motion Picture Theatre Owners of Minnesota; H. M. Riehey, Detroit, Mich., General Manager, Motion Picture Theatre Owners of Michigan; R. R. Biechele, Kansas City, Mo., President, Motion Picture Theatre Owners of Kansas and Missouri; Frank Rembusch, Indianapolis, Indiana, President, Motion Picture Theatre Owners of Indiana; Jules Michael, Buffalo, N. Y., President, Motion Picture Theatre Owners of New York State, Buffalo-Albany Zone; H. A. Cole, Marshall, Texas, President, Motion Picture Theatre Owners of Texas.

At the same time arrangements were made for the further consideration of the matter with an Advisory Committee, aided by an Advisory Commission if necessary.

The following signed statement was issued by those participating in the conference:

"The undersigned have today approved a new Standard Exhibition Contract. This contract shall be put into use immediately. Concurrent with this approval an arrangement has been effected for the appointment of an Advisory Committee to consult with the Motion Picture Producers and Distributors of America relative to still further improving the contract, if possible. This Advisory Committee consists of the following: Charles L. O'Reilly, R. F. Woodhull, W. A. Steffes, and E. V. Richards.

"In addition there has been designated an Advisory Commission consisting of Hon. Henry W. Taft and Judge Moses H. Grossman, who shall be jointly consulted by the Advisory Committee and the Motion Picture Producers and Distributors of America in the event such Advisory Committee and the Motion Picture Producers and Distributors of America are unable to agree on any further changes which may be decided advisable.

"The contract agreed upon today is mutual and contains many substantial improvements. It is our purpose sympathetically to interpret its provisions, to carry it out and to aid in efforts to improve it."

Commenting on the new Standard Exhibition Contract, Joseph M. Seider, Business Manager of the M. P. T. O. A., said:

The Exhibitor Statement

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R. F. Woodhull
W. A. Steffes
E. V. Richards
Joseph M. Seider
A. Julian Brylawski
H. M. Riehey
R. R. Biechele
Frank Rembusch
Jules Michael
H. A. Cole
R. F. Woodhull

"The new contract is a good contract. It does not lack mutuality. Although there are clauses that favor the distributors which we could not induce the distributors to waive, yet there are an equal number of clauses that favor the exhibitor.

"I sincerely hope that the contract will be given a fair trial and that its terms will be carried out earnestly and honestly by both distributors and exhibitors; and that neither of them will become too technical in the interpretation of the clauses."

At the request of MOTION PICTURE NEWS, Mr. Seider made the following analysis of the changes and additions to the contract:

"The new contract that will be used by practically all distributors and theatre owners consists of twenty-four clauses. The name of this contract has been changed from Uniform Exhibition Contract to the Standard Exhibition Contract.

"An important elimination from the old form contract is the consideration clause. This clause provided for the payment of a deposit as a consideration of the contract. Through this elimination deposits have been practically abolished.

"The clauses of the new contract without any change are as follows:

"Third Clause—Time and Place of Exhibition.

"Fourth Clause—Payment of Fixed Sums.

"Seventh Clause—Protection and Run.

"Thirteenth Clause—Assignment and Sale of Theatre.

"Nineteenth Clause—Waiver.

"Twentieth Clause—Arbitration.

"Twenty-first Clause—Representations.

"Clause 1—Warranty as to Form.—This clause guarantees that the contract is in every respect a Standard Exhibition Contract that has been agreed upon with the exception of any specific guarantees that may be mutually added but these exceptions must be noted in a blank provided in the warranty. This will serve a double purpose,—first, the theatre owner need not read through the entire contract, but simply by reading this clause he can tell at a glance whether there have been any clauses added. Because of this warranty, no clause in the Standard Exhibition contract can be deleted by any distributor.

"Clause 15—Warranty as to Advertising.—This clause provides for a warranty by the distributor that the photoplays do not contain any advertising for which he is compensated.

"Clause Second.—This clause has been greatly simplified and it now provides that the pictures contracted for must be delivered and played within one year. The year to commence from the first date of showing of the first picture contracted for.

"Clause Fifth—Percentage Bookings.—This clause has been changed to provide that where a picture is played on a percentage basis the distributor shall have access for a period of sixty days to the box office records and books relating to the receipts during the run of the picture played on percentage. It also provides for daily settlement during the percentage run. I have before me a galley proof of the contract form furnished by the Motion Picture Producers and Distributors of America, Inc., and find two provisions in this relation, although agreed upon, not included. These provisions are, that where an exhibitor fails to lift or play a percentage picture the amount of damage sustained by the distributor by reason thereof shall be determined by the Arbitration Board and, two, where the distributor fails to deliver a picture under the contract providing for percentage payment the exhibitor shall be entitled to damage determined in a like manner. I believe that these two provisions have been left out through error.

"Clause Sixth—Payment on Account.—Through no space being provided in this clause for the amount of deposit, it practically makes the practice of demanding deposits inoperative.

"Good Contract," Says Seider, of Changes

"Clause Eighth—Delivery of Prints.—This clause is unchanged, in fact has been rewritten so that its meaning is clear.

"Clause Ninth—Selection or Designations of Play Dates.—This clause affects only second or subsequent run theatres. First run theatres are exempted.

"Where a photoplay is available on February 1st, notice of availability must be given to the exhibitor not later than January 15th. Within fourteen days after the mailing of the notice the exhibitor shall select the date or dates within the period February 1st to March 1st. If the dates so selected are not available and other dates within the period February 1st and March 1st are available the exhibitor shall select one of them. If he fails to do so, the distributor may, by giving two weeks' notice, specify the dates on which the exhibitor shall play the photoplay provided this date shall not be more than two weeks earlier or six weeks later than the first date requested by the exhibitor. If no other dates in the period from February 1st to March 1st are available the exhibitor shall, by written notice, designate the dates within the period of February 15th and April 15th. If the exhibitor fails to do so the distributor shall designate the dates within the same period giving the exhibitor two weeks' notice. If the exhibitor fails to make a selection of play-date within fourteen days after the mailing of notice of availability the distributor may at any time thereafter designate the date (not prior to the initial date of availability) by giving the exhibitor two weeks' notice. If the run prior to the contract holder had exhibited the photoplay and the contract holder fails to designate his play dates, thereby holding up subsequent runs, the distributor must designate the play date within the period of forty-five days commencing with February 1, the date of availability in this example. In such event the exhibitor loses his protection.

"Provisions (e) and (f) of this same clause are exchanged from the old contract.

"This availability clause provides particularly for two improvements, first, it brings to the second and subsequent theatre owners the opportunity to play photoplays nearer to the run of the first run theatre. He thereby benefits through the publicity given the photoplay by the first run, and eliminates the tendency of overbuying because of an inability to obtain play dates under the old availability clause. Secondly; when a distributor sends a notice of availability he must be in a position to furnish the play dates within the period embraced in the notice.

"**Clause Ten—Return of Prints.**—This clause has been changed so that where an

Important Changes Made in Arbitration Rules

THE Arbitration Clause in the contract has not been changed but the rules have been amended to provide as follows:

1. The number of arbitrators has been reduced from three to two for each side. Each side will have two peremptory challenges in addition to challenges for cause.

2. Either side has the right to an adjournment to the succeeding meeting upon notice to the secretary.

3. If an exhibitor appears to answer the complaint of a distributor, and the distributor loses, the board may include in its award the cost of transportation to the exhibitor and ten dollars for his other expenses.

4. The secretary of the Arbitration Board shall furnish the local exhibitor organizations with a calendar of cases.

exhibitor is damaged by reason of the failure of the exhibitor who holds a prior run to return the print, the exhibitor damaged will have a right to bring arbitration proceedings against the exhibitor who failed to return the print.

"Clause Eleven—Loss and Damage to Prints.—The price of prints lost, etc., has been reduced from 6c. to 4c. per linear foot. In the case of color prints the laboratory cost shall be paid. If a print is returned within sixty days the refund will be made. The sixty-day period has been increased from a thirty-day period.

"Clause Twelfth—Titles of Photoplays—Reissues.—The much debated question of charge of title has been clarified. The distributor has the right to change the title if the story or stars are not changed.

"Clause Fourteenth—Exhibition and Advertising.—The first and second part of this clause is the same as the old contract. A provision has been added which prevents a theatre other than the first house from advertising a photoplay until its run had been completed in the first run house.

"Clause Sixteenth—Taxes.—Much time and argument was spent on this clause. The clause now provides that where a tax is levied and the amount to be paid by the exhibitor is indefinite, the amount will be determined by the President of the Arbitration Society of America. This is a form of arbitration wherein the arbitrator is named in advance.

"Clause Seventeenth—Minimum Admission Charge.—This clause is the same as in the old contract excepting the words 'ten cents' are written in. This is in order that free shows will be eliminated.

"Clause Eighteenth—Delay in or Prevention of Performance.—This clause pro-

vides for certain exhibitors in the event of inability to perform by both the exhibitor and the distributor. While this clause is not as equitable as I would like it to be, yet for the first time the exhibitor is exempted from playing pictures if his inability is over a period of three months. This means that if the exhibitor's theatre burned down and he reopens after 5 months, he will not be compelled to play the old pictures on the contract but can get out and purchase new pictures and enjoy the benefit thereof.

"Clause Twenty-Second—Acceptance of Application.—This clause has been changed to provide that the contracts must be accepted without alteration. This will make it impossible for distributors to do as they have done in the past, hold contracts for a period of time and then return them with pictures stricken out. The time of acceptance has been reduced.

A better description is provided for in this schedule such as the space for the title of the photoplay, the star, director or author, also the space in the schedule for the protection period and the run.

"In the Cancellation Clause, what I still maintain was a joker has been eliminated. In the old contract the provision was that you could only cancel after the playing of the second photoplay, not after the playing of the third and fourth or fifth, but only after the second. The clause now provides for the cancellation, at any time after the playing of the second photoplay.

"Changes in the arbitration rules are given in a box elsewhere."

New York Theatre Concern Plans Expansion

Thomas J. Buckley, head of the Buckley Engineering Company and President of Filmland Players, Inc., operating the Filmland Theatre in the Flatbush section of Brooklyn, has recently announced plans for a proposed circuit of theatres in Brooklyn and Long Island. A new amusement corporation will be formed with Mr. Buckley as President and the other officers will be made up of prominent local business men. They will open the Bellburton Theatre, now under construction at Bayside, L. I., in the near future and another theatre site at Garrison Beach, has recently been purchased.

Fred Dollinger, who is at present manager of The Filmland Theatre will be the managing director of the new circuit. Dollinger claims that his associates have at least ten new theatre sites lined up in Brooklyn and on Long Island and that actual construction will begin in about a month's time as it is desired to have four of the new houses open by September 1926.

Motion Picture Companies Organized in N. Y.

Motion picture companies chartered during the past week by the secretary of state, and entering the business in New York state, included the following: Winkler Film Corporation, capitalization not stated, with Margaret J. Winkler, Charles B. and Nathan L. Mintz, New York city; Gromor Amusement Corporation, \$100,000, H. R. and William Grossman, New York city, H. H. Frieder, Jersey City; Mechanicville State Theatre, \$60,000, William E. Benton, Frank P. Williams, Irene D. Benton, Saratoga Springs.

Frank Rembusch Calls Off Conference

BECAUSE of the agreement between the Hays organization, the M. P. T. O. A. and allied group, over the standard exhibition contract, Frank Rembusch has decided to call off his conference called for French Lick to discuss the matter. The Indiana M. P. T. O., however, will meet there as scheduled on February 23rd.

New Stabilizing of Activity in Deal for Studios

Results Expected to Show in Products of Companies

By Edwin Schallert

EDITOR'S NOTE.—Mr. Schallert, who is editor of the *Los Angeles Times Pre-View*, writes exclusively for MOTION PICTURE NEWS in the trade field.

RESHAPING of the motion picture industry for a big new drive is now in progress. It can be safely predicted that the spring and summer will see an era of activity far surpassing that of any previous season. Far from feeling any reaction from the extra effort put forward during the past year in the making of big productions, or the superabundant flood of features, everything appears to tend toward a more prosperous and busier outlook.

The principal readjustment at present is in the building up of the physical resources of the industry to meet the increased and intensified demands of picture-making. Studio expansions and changes are the most striking right now, and will have a far-reaching influence for the better.

The most notable improvement will be in the nature of a stabilizing process. Providing permanent homes for their activities has long been a serious problem with the major organizations. The fact that they have been cramped for room has been a handicap in certain cases. The cost of maintaining quarters on property that has accumulated values out of proportion to its utility, has been regarded as something of a detriment, although this is reason much less important than the prominence given it in various announcements would indicate.

However, these causes all enter into the move recently made by Famous Players-

Loew to Build Three Houses in Texas

MARCUS LOEW announces three new theatres to be built in Texas, the first to be started in Houston and others to follow at Dallas and San Antonio. The deal for the Houston property was closed by Jesse Jones, of Houston, representing the Houston Properties Corporation and E. A. Schiller, representing Marcus Loew. The plans, drawn by architect H. C. Finn of Houston, call for a theatre with a seating capacity of approximately 3,000 and a ten story office building.

The theatres planned for Dallas and San Antonio will be constructed along the same lines. When completed the three will be added to the southern and southwestern link of the Loew chain of theatres, now extended throughout the United States, Canada, France, England and Egypt.

Lasky in purchasing the United Studios. The acquisition of that plant at a reputed cost of \$1,250,000 is a good business move. The studio is superior in its equipment and modern, and its location is at present not too close to the business district of Hollywood, as was the Vine Street property. At the same time it is very centrally situated.

First National has pioneered into a new field with the purchase of their property at \$1,500,000. The only company working in their immediate vicinity will be Universal, except, of course, that the Lasky ranch is in this same general locality. The region which they have selected for their \$1,500,000 investment is especially fortunate in the matter of sunlight, and freedom from fogs and mists, as it is pretty well inland. In the future, it is believed that other studios will be built in this section.

In line with this progress the prospects are for other companies to increase their holdings. Metropolitan Studios have already done so, with the purchase of more acreage, this deal not having been officially announced at this writing. Metropolitan already has four stages and is to build another. They will have room for several more on a newly acquired adjoining property.

United Artists will spend \$2,500,000 on studio additions. During the absence of Douglas Fairbanks and Mary Pickford, the Joseph Schenck units will occupy the Pickford-Fairbanks plant.

The Lasky studio on Vine Street is, of course, to be disposed of, and that eliminates one of the present aggregation of film plants. Its place will, however, be more than taken by the construction of the new First National studio, which will exceed it greatly in size. First National acquires sixty-four acres of ground by virtue of their deal, whereas the Famous Players studio occupies only ten at their plant on Vine Street.

The acreage of the various studios represented at present is given as follows: Metro-Goldwyn-Mayer, fifty-three acres; United Studios, now under control of Famous

Players-Lasky, twenty-six; Warner Brothers, including the old Vitagraph plant, thirty-five; Cecil De Mille, fifteen; Pickford-Fairbanks, eighteen; Fox, fourteen, exclusive of their large new Westwood property; Metropolitan fifty-one, including a holding in Westwood, purchased some time ago by the Christies, used for exteriors. At the Hollywood studio of the company, space is, of course, rented by Harold Lloyd and Corinne Griffith, both of whom are identified with other organizations.

The Universal studio comprises six hundred acres, which is greater than that of any of the others superficially considered. However, this includes the "back ranch," so-called, at the U.

Famous Players-Lasky and Fox possess additional acreage, which is used for location, that they control respectively by lease and ownership. Fox has long been using its Westwood property for exteriors and construction of a permanent nature is going on. The Lasky ranch comprises one thousand acres and the lease has some little time to run yet.

Stages of the various principal companies are listed as follows: Metro-Goldwyn-Mayer, twelve; United, seven; Warner Brothers, eight; Universal eight; Fox, six, and the others ranging from one or two up to four and five. The actual number of stages is no criterion to the square footage occupied by the stages, as Universal reckons their floor space twelve acres (approximately 450,000 square feet) whereas the acreage of the Metro-Goldwyn-Mayer stages is approximately six acres or 225,000 square feet.

By their purchase of the United Studios, the Lasky organization, while only increasing their number of stages by one, nearly double their floor space. Most modern stages are being built on a large scale, and the plans of Famous include a considerable addition when they occupy their new property.

Coal Belt Exhibitors Get Reduction

THE anthracite coal strike, which is now in its sixth month, is causing a still further curtailment of motion picture operations in the coal belt. Most of the large distributing companies with exchanges in Philadelphia are allowing exhibitors in the coal region a 25% reduction on their original contracts, due to the fact that business is suffering so severely from the protracted idleness of the miners. The Comerford Amusement Co. has either closed or curtailed shows in 28 theatres. To help relieve the hunger of families of striking coal miners in the Minersville district, Manager Charles Kear, of the Opera House, a motion picture theatre, put on a show at which the price of admittance for adults was a can of vegetables or soup, and for children, three potatoes. The townsfolk patronized the matinee liberally and the foodstuffs were given to the strikers' families.

Marie Prevost's Mother Killed in Auto Crash

MRS. H. PREVOST, mother of Marie Prevost, Warner film star, was killed in an automobile accident which occurred near Lordsburg, New Mexico, on the evening of February 5th and Al Christie and Vera Stedman, who were in the car, received minor injuries.

The accident occurred when the car, a heavy machine owned by Miss Stedman, overturned while traveling about thirty miles an hour. Mrs. Prevost suffered a broken spine and a fractured skull, dying before medical aid could be summoned. Christie and Miss Stedman sustained bruises and lacerations about the head and arms and were taken to a hospital near Lordsburg.

Christie has been taken to his home in Hollywood where he is convalescing rapidly but Miss Stedman is suffering from shock. The party was bound for Palm Beach, Fla., where Mrs. Prevost was to have been joined by her daughter.

Police Chief Goes Reformers One Better by Banning All Sunday Amusements

THE Kansas City territory's annual wave of blue laws appear to have begun. Although the proposals thus far are too ridiculous to cause serious consideration, exhibitors are not sleeping on the job. What is conceded to be the most radical example in Kansas history has been clamped down on Emporia, Kas., a town of 25,000 people.

Last week members of the Ministerial Association and representatives of various women's clubs went to Chief of Police LeRoy Hurt and wailed long and loud about enforcing the Sunday law pertaining to pool halls. The pool halls were closed. Then came the Chief's inning.

"The ministers and women have insisted that all laws be strictly enforced," said Chief Hurt. "They have declared that since we have taken oaths to see that the laws are obeyed it is up to us officers to enforce the anti-pool hall law. Well, we are going to go them one better. We are going to enforce all Sunday laws, regardless of how old they are, and that includes the playing of cards on the Sabbath, even if it is in one's own home." The chief intimated that his police would not hesitate to raid a private home, regardless of whose it was, if a card game was in progress on Sunday.

Sunday night bridge parties also will come under the ban. In other words, what appeared to be a laughing matter, may become ultra serious. But the biggest surprise comes from Cedar Rapids, Iowa, where a former vaudeville star is out to make that city a "9 o'clock town."

Miss Effie Cherry, member of the Cherry Sisters Vaudeville team of many years ago, has tossed her bonnet into the political ring again, taking out nomination papers for mayor for the primary in March. She was defeated two years ago for the same office. Miss Cherry has announced that she favors a law to silence the moaning of the saxophone at 9 o'clock and a measure to have orchestras play "Home Sweet Home" at that hour. Among other planks on her platform are cleaner motion pictures and no swearing in public.

Bill Asks Theatre Supervision

Jersey Measure Would Place Amusements Under Tenement House Department

A BILL was introduced February 8th by Assemblyman Siracusa, Majority Leader, at the request of Motion Picture Theatre Owners of New Jersey in the New Jersey Legislature providing for the supervision of theatres, carnivals and other amusements by the State Tenement House Department. This bill, it is hoped, will have the effect of eliminating unfair competition by the non-theatrical institutions with tax paying motion picture theatres.

This bill is in the nature of a code worked out by the State Tenement House Department and the M. P. T. O. of New Jersey, in compliance with the terms of Senate Bill

241 passed by last year's legislature.

Joseph M. Seider, President of the New Jersey unit of the Motion Picture Theatre Owners of America sets forth some interesting figures in this relation. There are at the present time in communities with a population under 10,000 in the State of New Jersey 195 theatres with a seating capacity of 185,807 and 65 halls with a seating capacity of 233,361. Thirteen of the 195 theatres are on the second floor, some of these with balconies. Twenty of the 65 halls are on the second floor and 3 on the third floor. Almost all of the 65 halls operate without fire-proof booths and without proper exits.

Fox Earnings Show Increase

Eleven Months Statement Shows \$1,000,000 in Excess Over the Previous Year

THE Fox Film Corporation financial report for the eleven months period from December 27th, 1924, to November 28th, 1925, shows net profits of \$2,527,241. This is equivalent to earnings of \$5.05 a share on a combined 500,000 shares of Class A and B stock.

With certain deductions there was available for dividends a balance of \$2,387,534. A total of \$750,000 was distributed in the form of cash dividends during the period. The profit and loss surplus on November 28th, 1925, amounted to \$12,404,438. Total assets amounted to \$26,655,000.

The balance sheet showed current and working assets valued at \$17,656,000, of which \$4,268,000 was in cash and \$500,000 in call loans. Inventories were carried at \$8,554,000 and land, buildings and equipment at \$7,862,000.

The net income compared with \$1,515,000

for the same period in 1924. The increase is said to be due largely to the signing of contracts in the latter part of 1924 and running into last year, which increased gross business between 40 and 60 per cent, and resulted in a net income of \$954,000 in September, October and November, 1925, compared with \$437,000 in the corresponding period of 1924.

Missouri, Kansas Theatres in Consolidation

Dispatches from Sedalia, Mo., announce that a \$500,000 merger involving twenty-five theatres in Missouri and Kansas has been consummated by the American Theatres Company with S. C. Carter of Nevada, Mo., and Lee Jones of Kansas City. Sedalia theatres involved are the Sedalia, Liberty and Strand.

Paramount Will Have Own Boston Exchange

Paramount is to own its own exchange building in Boston and with this in view, plans are under preparation for a modern structure on Berkeley street at the corner of Lawrence street, on the outskirts of Boston's Film Row.

The new building will probably be three stories high and is numbered 58-60-62 Berkeley street. It will be erected under the direction of the real estate department of the Paramount organization.

Richey in Conference With Chicago Exhib. Assoc.

General Manager H. M. Richey, of the Motion Picture Theatre Owners of Michigan, was in Chicago last week at the invitation of the Exhibitors Association of Chicago, and met with the nominating committee of that organization, which is conferring on plans for making the association a larger, stronger and better organization.

It is understood that the plans discussed include the state.

Eskimo Exhibitor Served by Famous-Lasky

William Kelly, manager of the Calgary, Alberta, branch of Famous-Lasky Film Service, Limited, is said to be the only film exchange official who regularly serves an Eskimo exhibitor. Manager Kelly ships films to this exhibitor in Northern Canada to a point 300 miles beyond the nearest railway, the prints being transported this distance by dog teams. This is the only Eskimo exhibitor on the continent, it is claimed.

West Penn. Owners Plan Convention Dates

The Motion Picture Theatre Owners of Western Pennsylvania have set the date for their sixth annual convention for April 19th and 20th in Pittsburgh. The following committee was appointed to arrange for convention headquarters: N. Friedberg, Harry Hayward, Nate Friedberg, William R. Wheat, M. Rosenbloom, M. B. Nadler and Fred J. Herrington.

News Reel Censorship Bill Due to Pass

IT is generally expected around the state capital at Albany, N. Y., that the bill introduced in both houses of the Legislature, eliminating news reels from censorship, will pass without any opposition. This belief is founded on the fact that the bill has been introduced by two prominent Republicans, and with both houses of the Legislature Republican in majority, it is only natural to assume that the bill will meet with favor.

Thus far no date has been set for any public hearing on the bill introduced two weeks ago, relating to admitting unaccompanied children between certain ages to motion picture theatres of New York state, outside of the metropolis.

The Hughes reorganization committee is scheduled to report to the Legislature about March 1, and according to a persistent rumor, the New York State Motion Picture Commission is scheduled to become a bureau in the Education Department.

Boston Financier Purchases F. B. O.

Joseph P. Kennedy Takes Over R-C Pictures Corporation, Film Booking Offices and Their Various Subsidiaries

ANNOUNCEMENT is made of the consummation of negotiations whereby control of R-C Pictures Corporation and Film Booking Offices of America and their various subsidiaries is transferred by Lloyd's bank and the Grahams of London, England, to Joseph P. Kennedy, Boston financier. The Corporations involved are generally known in the motion picture industry as "F.B.O."

The arrangement under which the transfer is effected was concluded by Mr. Kennedy and Lord Inverforth, representing Lloyd's and Grahams, who came to New York from London with Major H. C. S. Thomson, president and managing director of the companies, a few weeks ago. Thomson, who is a member of Grahams, will continue as president and managing director and the executive and operating personnel will remain unchanged. W. W. Lancaster, representing Lloyd's in America, will continue as a director.

The policy of the companies will continue unchanged. A production policy for the season of 1926-27, similar to the policy of the past season, had been adopted before

Reformers' Bills Lose in Congress

MEASURES to regulate the proper observance of Sunday were introduced in Congress and in 28 of the 42 State legislatures which were in session during 1925, it is stated by the Religious Liberty Association, a Seventh Day Adventist organization which has been active in fighting such legislation, in a report just issued. A total of 69 bills were introduced, it is declared.

During the year, the report continues, some of the States repealed almost all of the Sunday law restrictions, while others liberalized existing statutes. "Not a single bill that was introduced by the Lord's Day Alliance or the National Reform Association to strengthen existing Sunday laws passed in any of the State legislatures."

"The year 1926 promises to be a very fruitful year for the introduction of compulsory Sunday observance bills," the public is warned.

the transfer of control and will be carried out.

The corporations included in the transaction are R-C Pictures Corporation, Film Booking Offices of America, Inc., Film Booking Offices of Canada, Ltd., and F.B.O. Studios, Inc.

In commenting upon the transfer of control, Major Thomson made the following statement: "Grahams and Lloyds have long felt that, because of the fact that their interests are almost entirely confined to England and that these companies represented virtually their only big business interest in America, the development of the companies could best be carried out under resident control. The progress of these companies has been most decided during the last twelve months, their operations are chiefly in the United States and American control was considered a progressive and sound business step."

Mr. Kennedy, the new owner, was formerly president of the Columbia Trust company of Boston, Mass. was formerly connected with the Bethlehem Shipbuilding company and with Hayden Stone & Company, bankers and brokers of Boston and New York and is a director and trustee of many important New England enterprises.

Twenty New Houses for West Coast

Will Expend \$6,580,000 in Construction and Equipment in Adding to Present Chain; Other Theatre Expansion

AS an indication of theatre expansion and reconstruction throughout the country, West Coast Theatres, Inc., announces that at the present time, they are expending over \$6,580,000 in construction and equipment, adding 30,700 seats in their present enormous buildings.

The West Coast chain, totaling 168 houses in California is the largest chain in that state, still this group of houses is constantly being added to. At present there are under construction or sites secured for twenty new theatres. Those include eight in Los Angeles, one in South Pasadena, one in Huntington Park, one in Wilmington, one in Long Beach, one each in San Jose, Fruitvale and Taft and two in Oakland.

A motion picture theatre in Portland, Me. to cost in the neighborhood of \$700,000 is contemplated by Warner Brothers, according to reports current in Portland. Representatives of the company were in Portland for several days looking over property, particularly two properties on Congress street.

Costen of the Eastern Iowa Theatres Company visited the Premier office last week and announced that the Eastern Iowa Theatres Company is negotiating for the Gem Theatre at Oelwein as an addition to their chain. The Gem Theatre is owned by Ted Bryant who was also in Des Moines last week visiting the theatre exchanges.

The Ideal Theatre, Montrose, Pa., which has been operated by I. B. Thomas, has been taken over by the Comerford Amusement Co.

Purchase by interests allied with the Comerford Amusement Company, of Scranton,

which operates many theatres in the hard coal mining regions of Pennsylvania, of the Hand Estate property at 518-528 Spruce street, in the central business district of Scranton, has revived reports that the corporation will erect a new picture theatre there. It is reported the same interests are seeking to acquire an adjoining property. The purchasers are M. E. Comerford, head of the corporation; E. C. Amerman and Charles Ball, all of Scranton. The plot faces 40 feet on Spruce street and is 150 feet deep.

By purchasing the Coliseum and Alexandria Theatres in the Richmond district, San Francisco, Samuel H. Levin began a new city-wide circuit of neighborhood theatres with a nucleus of seven important district houses. Levin acquired the Coliseum and Alexandria from Herbert L. Rothchild, who bought the two theatres last November.

The new "theatre family" to be known as Samul H. Levin theatres now comprises two theatres under construction—the New Balboa, 38th Ave. and Balboa street to be opened February 20th; the Harding, Devisadero and Hayes streets, to be completed April 15th; Metropolitan, built by Levin with the Daylight Block on Union street, between Buchanan and Webster streets in 1924; West Portal, opened recently at the western end of Twin Peaks tunnel; and the Balboa, in Westwood Park.

Ben Black, musical director at the Coliseum and Alexandria Theatres during the past two years, will be in charge of all musical and stage attractions, according to Levin.

Charlotte is to have two palatial new theatres to cost at least \$1,500,000 before the end of the year, according to those having knowledge of the plans of the new theatre combine, the Publix Theatres corporation.

The lease of the Alhambra Theatre operated by the Publix subsidiary, expires December 31, it is said, and will not be renewed. By that time a new first run moving picture palace will have been built in Charlotte and the Alhambra will not be necessary to the company's plans, it is said. It is estimated that the new moving picture house will cost \$500,000.

The exact location of the theatre appears not to have been definitely decided even by the company.

Revised estimates are understood to have boosted the cost of the new Keith house at Sixth and North Tryon streets, also a Publix enterprise, from \$750,000 to well over \$1,000,000, the extra quarter million to be invested in features not considered in the first estimate. Both theatres, it is stated definitely, will be in operation by the new year.

Minneapolis Will Stamp Out "Bicycling"

The Minneapolis arbitration board has issued a warning that "bicycling" will be stamped out in the district if criminal prosecution has to be used to do it.

W. A. Steffes, leader among Northwest exhibitors, declared the practice belonged to the dark ages of filmdom and that it was likely to cause heavy loss to an innocent theatre owner.

Brown Reorganizes F. B. O.'s Publicity and Advertising Department

COLVIN W. BROWN, Vice President of F. B. O., in charge of distribution, announces that in conformity with the company's enlarged scope of activities for the coming season, a reorganization of F. B. O.'s Advertising, Exploitation and Publicity departments has been deemed necessary.

Hyatt Daab, for five years Director of Studio Publicity for F. B. O. on the West Coast, will be placed in charge of Advertising and Exploitation at the New York office. Daab is one of the best-known and best-liked publicists in Hollywood, and is a veteran New York newspaper man. His elevation to the new post comes as a reward for faithful and efficient service. Daab will supervise the elaborate advertising and exploitation campaigns F. B. O. has planned for the coming season.

Edward McNamee, a newcomer to the organization, but recently in charge of Sales Promotion, will continue in his present berth, with the Publicity Department added to his responsibilities as well. McNamee, like Daab, is also an ex-newspaper man, and has served with Fox and First National since coming to films.

Oklahoma City Wins Drive

New Jersey and Washington Second,
Third in First National Sales Contest

ACCORDING to figures just compiled by the sales cabinet, Oklahoma City has been declared winner of the sales drive inaugurated by First National which extended over a period of eleven weeks terminating January 30. New Jersey and Washington won second and third places with only a fraction of a point separating them.

Oklahoma City jumped into the lead the opening week of the drive and held first place throughout. Right up to the closing day it was a toss-up between New Jersey and Washington, with Dallas close behind, to see who would get second and third positions. During the last eleven days of action North Carolina forged ahead of San Francisco and Atlanta and ended four points behind Dallas.

E. D. Brewer, manager of the Oklahoma City Exchange will receive \$700, J. C. Vergesslich, manager of the New Jersey Exchange \$500 and Robert Smeltzer, manager of the Washington Exchange \$350.

Other awards will be divided as follows: Assistant Manager of Record, first branch

\$400, second \$300, third \$200; each salesman, first branch \$300, second \$200, third \$150; head booker first branch \$250, second \$175, third \$125; head cashier or bookkeeper, first branch \$200, second \$150, third \$100.

Other employees in the first branch will receive a sum equal to three weeks' salary, second branch a sum equal to two weeks' salary and the third branch a sum equal to one week's salary.

In addition to the three winners, six other branches came in for a share of the profits because they exceeded their quota. They are Dallas, Leslie Wilkes, manager; Charlotte, F. P. Bryan, manager; San Francisco, Charles H. Muehlman, manager; Detroit, F. N. North, manager; Atlanta, C. R. Beacham, manager and Boston, Thomas B. Spry, manager. In each of these exchanges, one week's salary will be given to the manager and to the members of the staff.

Florida Minister Presents Sunday Pictures

Sebring, Florida, is to have Sunday movies. This move is sponsored by Dr. O. S. Micheal, rector of the Church of the Good Shepherd, who will have full charge of the presentations. The first picture will be "The Little Church Around the Corner," it is stated, and other films of a like character will be presented each Sunday. This is the first time that shows have been given on Sunday in this city. The pictures will be shown in the Circle theatre, but no admission will be charged.

Publix Incorporates in St. Louis

Publix Theatre Corporation has taken out incorporation papers in St. Louis, Mo. with a nominal capitalization of \$500. Roland S. Baker, 415 Pine street, St. Louis, is given as the principal Missouri agent for the company.

City Council Sanctions Sunday Shows

The city council of Thief River Falls, Minn., has killed a proposal to prohibit Sunday shows. The argument was that residents would drive to other towns for their pictures.

Winnipeg Exhibitor Loses United Artists Suit

R. Kershaw, owner of the Osborne Theatre, Winnipeg, Manitoba, has lost out in his action against United Artists Corporation in which he sued for \$800 damages for alleged non-delivery of "The Thief of Bagdad." The County Court at Winnipeg gave judgment in favor of the defendant company and Mr. Kershaw took the case to the Court of Appeals which has now confirmed the decision of the lower court, dismissing the action.

The United Artists Corporation filed the original contract form which showed that the booking date had been omitted from the signed agreement. A letter was submitted, signed by Manager Charles M. Weiner of United Artists Winnipeg office, in which the dates of the proposed engagement were mentioned but in this same letter there was the printed clause that no verbal arrangement between salesmen and exhibitors would be recognized and that all agreements must be entered on the contract.

The Appeal Court judged that there had been no breach of contract and Mr. Kershaw is out the costs in the two actions, this being over \$1,100, it is said.

Cooney Brothers are Out of American Theatre Corp.

Cooney Brothers' houses and other Chicago theatres affiliated with the American Theatre Corporation have severed all connections with that organization, of which Joseph Hopp is president. The local houses mentioned above will continue to be booked by Charles Casanave and will retain the Straus Building offices which have been occupied by the American Theatre Corporation for some time past.

The withdrawal of the Chicago houses from the organization leaves nine out of town theatres as members, and no announcement has yet been made as to the future of the organization.

Invite Canada Owners to Pay Royalty

THE Canadian Performing Rights Society, Limited, with head office in Toronto, Ontario, and affiliated with the Performing Rights Society of London, England, has issued invitations to all exhibitors in Canada to become members of the society for the privilege of paying a form of royalty on all copyrighted music controlled by the Society, which runs to a considerable amount, it is stated.

A great many of the theatre managers in Canada have ignored the invitation, it is said, but this move on the part of the society is only a step forward in its plan to place the music in question on a royalty basis, it is stated. The Canadian Society secured a Federal charter from the Canadian Government some months ago to enable it to carry on operations in the Dominion as an incorporated company. The stock has no nominal or par value, according to the articles of incorporation. The Motion Picture Distributors and Exhibitors of Canada, Toronto, and other film organizations, as well as individual theatre men, are preparing for a fight in the matter.

Ingram Starts Filming "The Magician"

REX INGRAM is ready to start filming "The Magician," his next big picture for Metro-Goldwyn-Mayer. The opening shots are scheduled for February 15th. Interiors will be made at the Ingram studio in Nice, France, and the exteriors call for locations in England, Germany, Switzerland and Northern France.



Rex Ingram

The cast for "The Magician" will be headed by Alice Terry and Paul Waegner. They will be supported by a number of leading Continental actors and actresses. Miss Terry has been in Paris having her gowns and costumes designed for the picture. Waegner is in Nice and will appear in the early scenes of the Somerset Maugham story.

Fox Plans Houses in Three Cities

Huge Building Plans are Reported Contemplated in
St. Louis, Kansas City and San Francisco

ANNOUNCEMENTS from three big cities tell of contemplated building plans of the Fox Film Corporation. These cities are St. Louis, Kansas City and San Francisco. From St. Louis comes the unofficial report that the projected \$3,500,000 five thousand seat Fox Theatre and office-apartment building at Grand and Washington Boulevards will go through as originally planned.

During the past week final papers were signed whereby the Theatre Realty Company, a holding company for the Fox interests in St. Louis came into possession of the property fronting on Grand boulevard from Washington boulevard a distance of 244 feet with a frontage of 260 feet on Washington boulevard.

Involved in the transfer is the Humboldt building, two small buildings just west on Washington and the Midway Theatre building fronting on Grand boulevard. The entire deal is said to involve \$2,250,000.

The Humboldt building was purchased outright as were the two smaller buildings. The Midway Theatre property and 60 feet of vacant ground on Washington avenue was secured from the Sydney Realty Company under a 99-year lease at an annual rental of \$60,000 per annum. This lease expires on January 14, 1925.

The theatre the Fox interests contemplate building will be the largest in St. Louis surpassing by 1000 seats the St. Louis Theatre now the largest in the City. It unofficially was announced in Kansas City

Fox in Big Deal With Hoblitzelle

JAMES R. GRAINGER, general sales manager of Fox, announced this week that, as the result of six months' negotiations, he had secured the signature of Karl Hoblitzelle, President of the Interstate Amusement Corporation, controlling the Majestic theatres in Dallas, Fort Worth, San Antonio and Houston, Texas, the Majestic in Little Rock, Ark., and the Lyric, Birmingham, Ala., to a contract calling for 100 per cent run of Fox product for a period of five years beginning with next season's releases.

This is regarded as one of the most significant of recent developments in theatre movements and booking deals. Fox is assured first run representation for its entire product in the four Texas key cities; in Birmingham and Little Rock, other important key points.

that Fox will build a \$3,000,000 theatre, the location of which will be within two blocks of the proposed new \$4,000,000 Midland theatre, a Metro-Goldwyn house.

The announcement of the Fox house was made by S. W. Straus of the S. W. Straus & Co., New York and Chicago. Although Mr. Straus declined to name his client it generally is understood among Kansas City

real estate men that the theatre is to be built by Fox. The house, it practically is assured, will be at Thirteenth street and Grand avenue.

The theatre, it is understood, will have a frontage of an entire block on Thirteenth street between Grand avenue and McGee trafficway.

Construction of a \$1,600,000 theatre in San Francisco to be known as the Capitol and a \$3,000,000 hotel building, at Market, Larkin and Hayes streets, will start within the next six weeks, it was announced following the signing of contracts by which William Fox Film Corporation will lease the theatre from the builders, the Capitol Company, for 25 years for an aggregate of \$5,700,000.

A. P. Giannini, president of the Capitol Company, subsidiary of the Bancitaly Corporation, and E. M. Milnar, associate of Thomas R. Lamb, of New York, Fox Film Corporation architects, completed details of the arrangements, and the signed lease is on its way back to San Francisco from New York.

The theatre will be a sister house of the famed Capitol Theatre of New York, it is stated and will be one of the finest and most beautiful in the United States. It will have a seating capacity of 5200, of which 2800 will be on the ground floor. This is understood to be the first of a chain of such houses to be built along the Pacific Coast by the Capitol Company and to be taken over by the Fox people.

Important Developments in Europe

German "First National" Likely; Pommer's Plans; Scandinavian and Hungarian Congresses to Discuss Protective Action

VITAL developments of importance in the foreign market came to light this week, some of them definitely directed against American film supremacy abroad and others merely designed to strengthen production in certain countries.

A congress called by the Hungarian Films Association will devote itself exclusively to the problem of forming an all-European producers' alliance to combat American invasion, it is understood. Hungary is not, in itself, an important production centre but has apparently taken the lead in organizing opposition to the American export industry.

The film interests of the Scandinavian countries, Norway, Denmark, Sweden and Finland have taken similar action, and have called a congress for some time in May to consider the question of American competition. The Swedish Parliament has already the matter under grave discussion.

Sweden is likely to be hard hit by the American absorption of the German market, since Sweden obtained a substantial amount of business from German distributors.

China is proposing new import duties on many articles, and while films have not been specifically mentioned, this is indicative of the trend at the moment as regards taxing international trade. Analysis of the Department of Commerce figures shows

that exports fell off last year to seven countries, Spain, Sweden, Central America, China, Japan, the Philippines and British South Africa.

Reports from Berlin indicate that leading independent exhibitors may take steps to meet the situation created by the American alliance with Ufa. Some persons feel that Ufa will now be a company for the making of program pictures which will serve to obtain permits for the importation of American films, with little thought to quality. The exhibitor organization has fixed a membership fee of 3,000 goldmarks (about \$750) for each member, to provide funds.

MOTION PICTURE NEWS, thanks to a cable from its Berlin correspondent, was first with the news that Erich Pommer, for many years chief of Ufa production, had resigned from his post, on the official ground that he could not make his general production policies fit in with the new standard evidently set for Ufa through economic necessity and the latest American contracts.

Ufa's production will in future be run by Major Grau, who had been formerly head of the "Kultur-Abteilung," a department which he is going to keep under his direction even now when he is running the whole Ufa production. Herr Grau, who will be remembered to have been on an informative trip to New York and California some

months ago, enjoys the confidence of the German trade and will certainly be the right man to manage production which, although it won't be as ambitious as it has been under Pommer's direction and will have to be governed by economic rather than by artistic considerations, must needs still contain at least some photoplays of a more or less ambitious character.

Naturally it can be assumed that Erich Pommer, who is not yet 36 years of age, won't sit still now that he is free for another connection. Much speculation has been rife as to his future plans and, although nothing definite has been published yet, we are in a position to predict the most likely course on the strength of trustworthy first-hand information. We are informed that Pommer has been negotiating for quite a long time already with Baron von Lustig (who is one of the wealthiest German financiers) on the one hand and with the newly formed theatre syndicate on the other.

This syndicate, which has been occasionally mentioned in our German correspondent's reports, comprises something like 500 rather important German halls. And the idea underlying those negotiations naturally is to build up an organization very much on First National lines.

A development like this can rather safely be expected for the near future.

Goldwyn Will Produce "Barbara Worth" by Arrangement With Sol Lesser

BY an arrangement made with Sol Lesser Samuel Goldwyn has purchased the screen rights to "The Winning of Barbara Worth," the Harold Bell Wright novel, which, to date, has had a sale of about two million eight hundred thousand copies. The story is a romance dealing with the reclamation of the Southwest.

This will be the first of three productions which Goldwyn will make for release through United Artists for the 1926 schedule. Ronald Colman and Vilma Banky will be featured and Henry King will direct from a scenario written by Frances Marion.

"Beauty and Beast," a George Fitzmaurice production, which has been adapted from the Kathleen Norris serial by Frances Marion will be the second production. Ronald Colman and Vilma Banky will again be seen in the leading roles.

The third production will be a filmization of "The Garden of Allah," to be produced in conjunction with the Joseph M. Schenck organization. Schenck will contribute Norma Talmadge as star and the rights to the Robert Hichen's celebrated novel, while Goldwyn will contribute Henry King as director, Ronald Colman as featured lead and Frances Marion's scenario.

Lichtman Returns as Producer

Harley Knoles Author and Director of
"Charley's Niece" for Universal Release

AL Lichtman, well known film executive, has joined the ranks of producers and his first picture, an original story by Harley Knoles, who is also directing it, will be released by Universal.

The initial offering of Al Lichtman Productions is a comedy, "Charley's Niece." Mr. Knoles started work this week at the Tec-Art Studio, New York. Madge Kennedy will play the feminine lead, supported by Ethel Shannon, Little Billy, Creighton Hale, Flora Finch and David Butler.

Mr. Lichtman has been prominent in the progress of the film business for more than fifteen years. He was at one time General Manager of Distribution for Famous Players-Lasky and more recently held the same post for Universal. He retired from that organization eighteen months ago following a breakdown but has now completely recovered his health.

Harley Knoles, author and director of "Charley's Niece," has established a reputation with such films as "Little Women," "Stolen Orders," "Bought and Paid For,"

"Carnival" and "The Bohemian Girl." The latter two were produced in England for the Alliance Film Company.

The final touches have already been given to the script of "Charley's Niece" by Arthur Hoerl who adapted Mr. Knoles' story to the screen.

Immediately following the completion of "Charley's Niece," Mr. Lichtman will make an elaborate screen version of "The Cherry Tree," featuring a well known cast headed by George Jessel. This young actor is a success of the current theatrical season in the title role of "The Jazz Singer."

The office headquarters of Al Lichtman Productions are 1650 Broadway.

Small Town Exhibitors to Discuss Problems

John McGill, owner and operator of the Community Theatre in Port Orchard, Wash. last week began the organization of an "Out-of-Town Club," to be composed of small town exhibitors who will meet once a month in Seattle to talk over the welfare of their group. He is being assisted in the organization process by Clyde Walker, editor and publisher of the *Motion Picture Record* of Seattle.

Clarence Brown to Direct "Trail of '98"

Through an arrangement with Joseph M. Schenck Clarence Brown has been loaned to Metro-Goldwyn-Mayer to direct "The Trail of '98" a Robert W. Service novel for which Benjamin Glazer will do the continuity in collaboration with Irving G. Thalberg. Thalberg plans to give this picture an elaborate production.

Lynn Reynolds to Direct House Peters

Lynn Reynolds' next production for Universal will be "Prisoners of the Storm," with House Peters in the starring role. Eileen Percy and Allan Forrest have been signed for prominent supporting roles. Production will start within the next week.

Percentage Contracts Must be Played Full Time

The Philadelphia Arbitration Board in a recent ruling declared that contracts entered into on a percentage basis must be played the full duration of the time stipulated and that exchanges are entitled to a return figured on the basis of business actually done.

Pathe Exchange filed a claim for \$472 against Weber Brothers, former owners of the Grand Theatre, Hazelton, because the picture "The Freshman" was played only four days of a stipulated six-day engagement. The contract called for \$1000 guarantee and 50% of receipts in excess of \$3,000. The receipts were \$2,600 in four days. Figuring on a basis of average daily receipts it should have played to \$3,900 for the full week, giving Pathe one half of \$900. In making award of \$362, the Board figured that receipts for Friday of the week, which was the day after Thanksgiving, would be 25% less than the smallest day's business done and that Saturday would be 25% less than Thanksgiving.

Roxy Buys Victor Herbert's Music Library

S. L. Rothafel has purchased Victor Herbert's entire personal library for the new Roxy theatre now being erected at 50th and 51st streets and 7th Avenue, New York City.

The library contains Herbert's own melodies and the symphonic scores, orchestrations, classic and light comedy music owned by him during the many years he served as conductor of the leading orchestral organizations of the country.

Roxy acquired the music from Ella Herbert, daughter of the composer, to form the nucleus of the Roxy theatre library and for sentimental reasons.

Schools Need Not Employ Union Operators

Issuing their decision against the International Motion Picture Operators' Union's demand, the city officials of Seattle, Wash., last week decided that it was unnecessary for public schools or other educational institutions in that city to employ a member of the Operators' Union at \$3 per hour for the exhibition of educational or entertainment films in school buildings. The city declared that the machines could be operated for educational uses by regularly examined and authorized principals or manual training teachers, who have passed a proficiency examination in projection work.

Frank Lloyd Signed by Paramount

FRANK LLOYD, who in the past has produced such pictures as "The Sea Hawk," "Black Oxen," "Winds of Chance," and "Ashes of Vengeance," has been signed to a long term directorial contract by Famous Players-Lasky Corporation.

Lloyd will join Paramount at the termination of his present contract, under which he now has his last picture in production. He will be assigned to the production of a big special on the west coast for release in the Fall.



Al Lichtman, who has entered the production field.

Boston Film Board Names New Officers

Boston Film Board of Trade held its annual meeting early in the week and elected Henry P. Scully of United Artists and a brother of Manager Scully of Educational Films, Inc. as president succeeding Harry L. Asher of the American Feature Film Co.; first vice president, R. C. Croker of Pathe succeeding H. F. Campbell of the Fox exchange; second vice president, I. L. Walenstein of Film Booking Offices, succeeding J. L. Roth of Federated. Joseph H. McConville of Independent Films, Inc. was re-elected secretary; G. M. A. Fetke of Motion Picture Corporation was re-elected treasurer and Miss Martha W. Ferris was re-elected corresponding secretary.

Kansas-Missouri Owners to Plan Meeting

The place and date of the next convention of the M. P. T. O. Kansas-Missouri probably will be decided next week. Joplin, Mo., and Wichita, Kas., are among the cities being considered. The meeting will be in April. The formal admission of managers of producer-owned theatres into the organization, but without right to hold office, will be among the routine business to be transacted.

Quebec Empire Suffers Fire Loss

The Empire Theatre at Cowansville, Quebec, was destroyed by fire on February 6 and four families who lived in the apartments over the theatre were barely able to escape, the fire breaking out in the early morning hours.

Milwaukee Exhibitors Name New Officers

At a meeting of the Milwaukee Exhibitor Association held this week Max Krofta of the Idlehour was named president, Bert Fischer, vice-president; Ernst Langemack, treasurer and George Smith, secretary.

Fine Arts Studio Plans Expansion Program

FINE Arts Studio, the only motion picture leasing studio in Los Angeles this week announced an elaborate program of expansion which, it is stated, will cost in excess of \$200,000. This is due to the withdrawal of Hollywood Studios from the leasing field since its purchase by Famous Players.

In order to efficiently handle new producing units, one of the largest enclosed motion picture stages in the world, in the point of actual floor area, is now being constructed at Fine Arts and others are projected.

Present plans of the management of this 'lot' include the building of fifty additional dressing rooms, six new cutting rooms, four extra property rooms and work shops and an administration building fronting on Hillhurst Avenue for a length of 115 feet. Bids will shortly be called for and it is anticipated that the entire construction program will be carried out before summer.



Marie Prevost

CHRISTIE PURCHASES FARCE Gets "Up In Mabel's Room"

AL CHRISTIE has purchased screen rights to "Up In Mabel's Room," one of the outstanding farce successes of the speaking stage in recent years. It will be produced on a lavish scale with Marie Prevost in the role made famous on the stage by Hazel Dawn, and will be released through Producers Distributing Corporation.

As a stage farce Al H. Woods was the producer and the play had its premiere in January, 1915 at the Eltinge Theatre in New York. After a long Broadway run it met with success in all parts of the country. The story is the combined work of Wilson Collison and Otto Harbach, who have many successes to their credit. Details with regard to cast and director, other than that Miss Prevost will play the leading role, have not yet been divulged.

Plans Fixed for Music Week Picture Houses and Women's Clubs Will Cooperate With Committee

PLANS for a great national drive to increase appreciation for music in the United States were announced in New York this week by the National Music Week Committee, of which Otto Kahn is chairman.

Under the plan proposed the General Federation of Women's Clubs, the Music Week Committee, representing twenty-four national organizations with a membership totalling many millions, and the motion picture industry will join forces for a musical demonstration in the motion picture theatres of the country, prior to and during Music Week, which is set for May 2-8.

Mrs. Marx E. Oberndorfer, chairman of the music division of the General Federation of Women's Clubs, representing Mrs. John D. Sherman, president, presented preliminary plans for the campaign to C. M. Tremaine, secretary of the National Music Week Committee, and to Will H. Hays, president of the Motion Picture Producers and Distributors of America, Inc., both of

whom promised the full cooperation and support of their organizations.

According to Mrs. Oberndorfer, fifty musical selections which are generally known as popular classics and which are familiar to the ear throughout the country, will be chosen for use in the national music memory contest which is to be the feature of the campaign. Through local organizations, the General Federation will enlist the cooperation of the motion picture theatre managers so that these latter will play the selections during their showings for at least a month in advance of the contest week. In this way millions who attend the theatres will begin to know the music intimately.

At the same time, school supervisors and teachers will be asked to cooperate by having these selections played or sung in the classrooms, so that the children may thus become familiar with them. Other civic organizations, the radio stations, and churches are expected to cooperate.

Independent Films for Army

Report Reveals That No Discrimination is Being Shown in Bookings

THE complaint recently filed with the Independent Motion Picture Association of America by an independent distributor to the effect that the U. S. Army Motion Picture Service was discriminating against the independents, in favor of national distributors, has been taken up by the New York representative of the army service who has assured the association that the charges will be promptly and fully investigated and a report of the findings submitted without delay.

The U. S. Army Motion Picture Service has advised the I. M. P. A., that it is at the present time booking pictures for the army camps with about thirty independent exchanges throughout the United States, and play dates for independent product for February total 141.

Assurance has been given that the motion picture service branch of the War Department Theatres, will cooperate to the fullest extent with the independent and State right exchanges in any territory where pic-

tures are required, with a view to securing those best suitable for exhibition in the camps, and that there has been no thought of discriminating against any independent exchanges. Unfortunately the impression has gained ground that the complaint in this respect was general, while as a matter of fact it emanated from Atlanta territory and not from any other exchange centers.

All Comedy Bill Prospers in Kansas Town

Again the all-comedy bill has met with unquestioned success in the Kansas City territory. The initial attempt at this type of show in this territory was made several months ago. Last week the Photoplay theatre of Ashland, Kas., staged an all-comedy program and billed the town with this line: "Here's a chance to overhaul your giggle apparatus with a whale of a show, sprinting entertainment and laughs." The attendance was big.



Scenes from the Metro-Goldwyn-Mayer comedy drama "Dance Madness."

Irwin Franklyn Enters Production Field

IRWIN R. FRANKLYN, former picture publicist and exploitation man has entered the independent field and will make a series of twelve two-reelers titled "Carrie of the Chorus," starring Hazele Harmon, and featuring William Kent, former star of "Rose Marie."

The pictures will be adapted from Franklyn's series of stories, "The Memoirs of A Stage Doorman." No plans for distribution have yet been arranged.

Urbana Theatres Again Open Sundays

The motion picture theatres of Urbana, Ill., were open for business as usual on Sunday, February 7, as the result of the decision of Judge Smith in the Champaign County Circuit Court that a city ordinance prohibiting Sunday shows was illegal. He dismissed suits against the managers of the two local theatres.

Pathe to Release Carey Feature Feb. 21

Pathe has scheduled "Driftin' Thru," Harry Carey's first Pathe Western feature for release February 21st. The story is an original by Basil Dickey and Harry Haven, and the picture was directed by Scott Dunlap.

National Cinema Body Formed

American Cinema Association, Cooperative Group, to Produce, Distribute Pictures

THE American Cinema Association, a National cooperative organization for the production, distribution and exhibition of motion pictures, has been incorporated under the laws of Delaware with a capitalization of \$500,000. Allied in the or-

ganization are some of the foremost producers and exchange men and some 2,600 independent theatre owners of the United States.

The members present at the first meeting of the new company, during which its plans and purposes were outlined and adopted were: David Hartford and Edward Leszcynski, trustees of the David Hartford Productions of Detroit; A. J. Moeller and Harry S. Manus of the Moeller Theatre Service, New York; Gene Marcus of the Twentieth Century Film Company of Philadelphia; A. C. Snyder, Dependable Pictures, Boston; Ben Levine, Oxford Film Exchange, New York; William Hurlburt and Jack Saxe, Favorite Film Company, Detroit; Harry F. Crelle, Supreme Photoplay Productions, Pittsburgh; Ben F. Simpson, Pacific Coast Distributors, San Francisco; Joe Stern and M. Stern, Independent Film Company, Des Moines, and representatives of the allied distributors of Chicago, Indianapolis and Milwaukee.

The Board of Directors of the American Cinema Association is comprised of Gene Marcus, Philadelphia; William Hurlburt, Detroit; Joseph Stern, Des Moines and Omaha; Ben Simpson, San Francisco; Edward Leszcynski, Detroit; Joseph P. Wolff, Detroit; Adam J. Blake, Detroit; A. J. Moeller, Detroit, and Harry Manus, New York. The officers are A. J. Moeller, president; Joseph P. Wolff, vice-president; Harry S. Manus, 2nd vice-president; Adam J. Blake, secretary, and Edward Leszcynski, treasurer.

For the season of 1926-27 twenty-six features will be made for the new corporation under the general supervision of David Hartford. Twelve of these are already in course of preparation.

Paula Gould Goes to Universal

PAULA GOULD, for the last four years general press representative for F.B.O. in the east, has resigned, to join the Publicity Department of Universal Pictures Corporation. Miss Gould will assist Nat Rothstein on "The Flaming Frontier" campaign, and will, at its conclusion, be assigned to special work in the Publicity Department.



Paula Gould

Although Miss Gould is one of the youngest of the women publicists in the industry, she made an enviable reputation for herself when two years ago she was placed in full charge of all F.B.O. trade paper publicity, in addition to fan magazines and newspaper work, and acquitted herself creditably.

Miss Gould is well known in the trade, and is a contributor to several popular magazines and newspapers. She has four short stories already to her credit.



Scene from "The Night Cry," a Warner Bros. production.

Eckhardt is Named Fox District Manager

CLYDE W. ECKHARDT, for the past three and a half years assistant to Winfield R. Sheehan, general manager of Fox Film Corp., has been appointed district manager with supervision over the Chicago, Milwaukee and Minneapolis exchanges. His headquarters will be at Chicago.

George Denbow, at present in charge of the Chicago office, has been transferred to the home office as special sales representative.

Brooklyn M. P. T. O. Hold Annual Election

At a special meeting recently called by the M. P. T. O. of Brooklyn, N. Y., officers for the coming year were elected. Very few changes were put in effect, those which occurred affecting the board of directors only. Rudolph Saunders was again elected President, likewise M. S. McNamara as Vice-President, Abraham Phillips, Secretary, Louis Schiffman, Treasurer and Meyer Rosenthal, Sgt. at Arms. Max Pear replaces Harry Bernstein as a member of the Board of Directors and Samuel Fischer will take the place of Jack Blinderman. F. Stein and B. Idsen will serve instead of Messrs. Rubin and Zalkin. Other members of the Board are Elias Bernstein, Louis Rosen and Eugene Zerner. Mr. Zerner is also the business manager.

The installation dinner and dance will be held at the Hotel Bossert in Brooklyn on the night of February 10th. Among the guests of the evening will be Mayor "Jim-mie" Walker, Boro Pres. Jos. A. Guilder, Judge Harry E. Lewis, Dist. Attorney Chas. A. Dodd, Corp. Council Joseph Reilly, Judge James A. Dunne, Commissioner Edw. T. O'Loughlin, R. F. Woodhull, County Clerk Edw. E. Kelly, Joseph M. Seider and Judge A. I. Nova.

U. S. Pictures Dominate in Finland

More than three-fifths of all the motion picture films exhibited in Finland during the year 1925 were American productions, according to a statement just issued by the State Board of Censorship, states Vice Consul Frank P. S. Glassey at Helsingfors, in a recent report just released by the Department of Commerce. A total of 530 films were passed upon during the last calendar year, and 339 of these pictures were of American origin.

King Quits Cinematograph Association

According to announcement from London, William Gavazzi King has resigned as secretary of the Cinematograph Exhibitors' Association after long and valued service to that organization.

Sanford Productions Names New Representatives

Sanford Productions has appointed Joseph C. Reichenbach as the new eastern representative of the company. He has already assumed his new position.



Quartet of scenes from the Metro-Goldwyn-Mayer release, "Lo Boheme."

Reedsburg Owner Wins Award

H. G. Olson of Majestic Takes First Prize for Laugh Month Exploitation

FIRST prize of \$100 for the second week of the Laugh Month exploitation contest was awarded by the judges to H. G. Olson, of the Majestic Theatre, Reedsburg, Wisconsin. The second prize of \$50 went to F. V. Kennebeck of the North Star Theatre of Omaha, who also won second prize during the first week. Third prize was awarded to David J. Lustig of the Regun Theatre, New York City.

Olson's program at the Reedsburg Majestic included the Educational-Lupino Lane comedy, "Maid in Morocco"; the single reel novelty, "A Ride on a Runaway Train"; the one-reel color subject, "The Voice of the

Nightingale"; the Sing Them Again release, "Close Harmony"; a single reel Cameo comedy, "Sweet and Pretty," and a cartoon reel, "Felix the Cat on the Job."

The exploitation tieup with the Laugh Month campaign included a comprehensive lobby display, a ballyhoo consisting of a stretcher with a dummy of a man who "split his sides laughing at the Majestic Annual Fun Fantasy," special slides, numerous posters, a loud speaker device which transmitted laughter from inside the theatre to the street, as well as special music and announcements made by the manager; newspaper advertising and throwaways.

Famous Profits \$3,459,862

Statement for Nine Months Shows Increased Earnings to October Last Year

AFTER deducting all charges and reserves for Federal income and other taxes, Famous Players-Lasky, in its consolidated statement, including earnings of its subsidiary companies, reports net profits of \$1,408,330.19 for the three months, and \$3,459,862.90 for the nine months to September 26th, 1925.

At the last meeting of the Board of Directors the regular quarterly dividend was declared of \$2 per share on the common stock, payable April 1, 1926 to stockholders of record at the close of business on March 15, 1926.

The Famous Players profits for the first

nine months of 1925, which, as totaled at \$3,459,862, show an increase of \$538,020 over the same period in 1924. The current profits represent earnings of \$12.16 a share on the common, as compared with \$10.35 a share in the same period of 1924.

For the quarter ended Sept. 26, 1925, the net profit was \$1,408,330, after charges and Federal taxes, equivalent after allowing for dividend requirements on 8% preferred stock to \$5.10 a share earned on 243,341 shares of no par common stock. This compares with \$695,724, or \$2.15 a share in the preceding quarter and \$1,571,040, or \$6.01 a share in the third quarter of 1924.



Scenes from "The Million Dollar Handicap," a Metropolitan production released through Producers Distributing Corporation.

Fox Has Dozen in Production

Twelve Features in Work for This Season With Four Started for 1926-27

FOX has started four more productions at the Hollywood studios for this season's schedule. They are "The Shamrock Handicap," "Rustling for Cupid," "Hard Boiled" and "Early to Wed." In addition to these there are four others nearing completion. These include "Sandy," "Siberia," "Hell's Four Hundred" and "Yellow Fingers." "The Johnstown Flood," "Tony Runs Wild," "The Dixie Merchant" and "The Fighting Buckaroo" are in the cutting room.

With this even dozen of productions in work, directors have also been assigned for "Fig Leaves" and "30 Below Zero," two of next season's productions. "The World of Promise" is practically finished for next

season, and in New York Raoul Walsh is casting for "What Price Glory."

Among the four pictures that have just gone into production two are original stories by Peter B. Kyne. John Ford is directing "The Shamrock Handicap," a racing drama with Janet Gaynor, Leslie Fenton and J. Farrell MacDonald in the leading roles. Irving Cummings is directing "Rustling for Cupid," with George O'Brien and Anita Stewart in the leading roles.

"Hard Boiled" is a Tom Mix vehicle being directed by J. G. Blystone, and "Early to Wed" will see Matt Moore and Kathryn Perry in the leading roles. The latter is an adaptation from the book by Evelyn Campbell.

Paramount Gets "Nell Gwyn"

Will Distribute British Production in the United States and Canada

PARAMOUNT will handle the American distribution of Herbert Wilcox's production of "Nell Gwyn," starring Dorothy Gish, according to a contract signed between that company and British National Pictures, Ltd. The consummation of the contract followed the trial showing of the picture in regular theatres in three towns.

Following the completion of the document, George T. Eaton, President of British National Pictures cabled the following to his company and other English producers:

"British National Pictures, Ltd., assures British producers that the American public welcome fine pictures and that the market is wide open to British productions of

quality."

In commenting on the deal Will Hays said:

"We want in America the very best pictures wherever they are made. True, the American motion picture industry wants only from foreign countries that fair treatment which the spirit of our pictures commands. It is splendid to have our good pictures in every country and it is splendid to have the good pictures of every other country distributed here."

No arrangements were made for the distribution of the series of three Dorothy Gish productions to be directed by Herbert Wilcox for British National this year.

Beery Signs New Two Year Contract

WALLACE BEERY has been signed to a new two-year contract by Paramount and he has already been cast for three outstanding roles of the year. One of these will be in "Old Ironsides," a James Cruze production. Another will be as P. T. Barnum in "The Greatest Show on Earth," and the third will be in "Beau Geste," which Herbert Brenon has gone West especially to direct.

Bess Meredyth to Remain With Warners

Warner Brothers have re-signed Bess Meredyth and she will remain a member of their production staff for another year. Among others of her achievements since joining that company were the scenarios for "The Sea Beast" and "Ben Hur," both now running on Broadway. She is also author and adapter of "Don Juan," just completed by John Barrymore for Warners.

Kenton Will Direct Bebe Daniels' Next

Erle C. Kenton has been assigned by Paramount to direct Bebe Daniels in her next Paramount comedy, "The Palm Beach Girl." He is now on his way from California to handle this original screen story of love and speed boat races from the pen of Byron Morgan, written especially for Miss Daniels.

Barker to Direct Curwood's "The Flaming Forest"

Reginald Barker will direct James Oliver Curwood's "The Flaming Forest" which Hunt Stromberg will produce as a Cosmopolitan production for Metro-Goldwyn-Mayer. With the exception of the fact that Waldemar Young will do the continuity, no production or cast data has been given out on this production.

Fleming Completes "Blind Goddess" Cast

Victor Fleming has completed the cast for his Paramount production, "The Blind Goddess," which features Jack Holt, Esther Ralston, Ernest Torrence and Louise Dresser. The supporting players include Ward Crane, Richard Tucker, Louis Payne, Charles Lane and Charley Clary.

Portraiture Expert is Signed by Fox Films

Winfield R. Sheehan, general manager for Fox has signed Max Autrey, well-known as a camera portrait artist, to a contract to make portraits for Fox exclusively. He has been placed in charge of the special studio fitted for him by the Fox organization.

Virginia Morris Publicity Chief for Lichtman

Virginia Morris has resigned from the publicity department of Fox Films to become Director of Publicity for Al Lichtman Productions.

Brown Completes Cast for "The Big Night"

Melville Brown has completed the cast for "The Big Night," his first directorial effort for Universal, with Laura La Plante in the starring role. Einar Hanson, Swedish film star, who has just been signed to a long contract, will play opposite Miss La Plante. The supporting cast includes Lee Moran, Zasu Pitts, Mack Swain, Tully Marshall, Tom Ricketts, Cissy Fitzgerald, Walter McGrail and William Austin.

Large Cast for Mary Philbin Production

Warner Oland, Caroline Snowden, Roy Bloomer and Grace Darmond have been chosen to support Mary Philbin in "The Star Maker" an adaptation of the Dana Burnett story "Technique" which Lois Weber will direct for Universal. Francis X. Bushman will play opposite the star. Miss Weber is working on the adaptation and expects to start production in a few days.

"Silky Anne" Selected for Constance Talmadge

"Silky Anne," a story by Edward Clark, has been selected as the next starring vehicle in which Constance Talmadge will appear. Initial preparations for the production of this First National release are under way and the cast will soon be chosen. The production will be made at the First National west coast studios under the direction of Sidney Franklin.



Scenes from Johnny Hines' latest comedy feature for First National release titled "Rainbow Riley."



Scenes from "Stella Maris," a Universal production.

DeMille Amplifies Contest

Producer Urges Extreme Brevity and Elimination of Plot With Letters

WHEN Cecil B. DeMille offered prizes last week aggregating \$2,100 for an idea for a big motion picture production it was not so much with the thought of interesting those generally identified with the motion picture industry, but the general public.

DeMille's amplified plans stress the fact that he does not want finished stories, plays, or synopses of stories or plays. All he wants is a letter, simply written, with the outline of an idea that might be developed by him or his staff into an acceptable and thrilling photoplay.

In giving a further outline of the conditions of the contest DeMille said: "A plot is not necessary, nor is it wanted. All that is asked is a strong idea in a clear, intelligent

manner, just as though you were explaining why your idea would make a fine motion picture. Don't let words, too many words, stifle your idea. That is the reason I've placed the absolute limit for the letters of this contest at 200 words.

"Many people get clever ideas but by the time they've explained them into story form their original spark of real genius is buried in a mass of surplus verbiage. Remember that in contests of this kind the winning thought has, in each case, been expressed simply and briefly."

All letters must be addressed to the DeMille Contest Editor, Los Angeles Times. The contest will close at midnight February 27th.

Paramount Coast Studio Busy

Six Companies Now Working at Hollywood Plant; All Space Being Used

PRACTICALLY every available foot of space on the five large stages at the Paramount studio in Hollywood is being used, by either companies filming scenes or by carpenters and other studio workers engaged in dismantling used settings and building new ones.

Great excitement is being caused at the studio by Herbert Brenon's preparations for the filming of "Beau Geste," the story of the French Foreign Legion in Algeria, Africa, which production will entail the use of thousands of players and technical workers.

Allan Dwan is filming Rex Beach's "Padlocked," Betty Bronson and Ricardo Cortez are co-starring in "The Cat's Pajamas;" William de Mille is directing "The Flight to the Hills;" Raymond Griffith is busy with "Wet Paint;" Victor Fleming is making "The Blind Goddess," and Clarence Badger is finishing Bebe Daniels' "Miss Brewster's Millions" and preparing to start on Gerald Beaumont's race track romance, "The Rainmaker."

The editorial department of the studio has in hands at present "The Lady of the Harem," "The Crown of Lies," and Zane Grey's "Desert Gold."

Sax Completes "Hearts and Spangles" Cast

Sax has completed the cast and actual shooting is under way on the coast on "Hearts and Spangles," tenth of the twelve Gotham productions on the current season's series. Wanda Hawley and Robert Gordon head the cast, which also includes Barbara Tennant, Frankie Darro, Eric Mayne, J. P. Locknoy, Larry Steers, George Cheesboro and Charles Force.

Cody Will Make Series for Associated

P. A. Powers has signed Bill Cody, young western player, for a series of western features to be produced at the new Associated Studios in Los Angeles by Bert D. Garber and released through Associated Exhibitors. Garber has been associated with several of the leading producers and has surrounded himself with a capable organization for the production of the Cody starring vehicles.

Syd Chaplin Denies He Will Quit Warners

SYD CHAPLIN emphatically denies a printed story that he is to quit Warner Brothers to head his own production company. In a wire to Abe Warner at the home office of the concern, the star said:

"Very sorry to hear that an erroneous rumor has been circulated to the effect that I am leaving Warner Brothers. This is entirely misleading and I have never contemplated such a move. Warner Brothers have given me an ideal engagement and this has been proven by the success of my Warner Brothers pictures.

Tourneur Will Direct Verne Story

MAURICE TOURNEUR has been signed by Metro-Goldwyn-Mayer to direct the Jules Verne story, "The Mysterious Island," which will be produced by Hunt Stromberg. Production on the fantasy will begin the first week of March, when Tourneur will proceed with the company to Nassau in the Bahamas.

Dorothy Phillips to Play Lead in "Toto"

Dorothy Phillips will play the feminine lead opposite Lew Cody in "Toto," the Achmed Abdullah stage play, which John Stahl will direct for Metro-Goldwyn-Mayer from a continuity prepared by Benjamin Glazer. Virginia Bradford, Carmel Myers, and Antonio D'Algy are in the supporting cast.

"Their Second Honeymoon" Bought by M-G-M

Metro-Goldwyn-Mayer has purchased for production "Their Second Honeymoon" a novel by Donna Barrel who has also been engaged to do the adaptation and other continuity work.

Elliott Clawson Signed by Metro-Goldwyn-Mayer

Elliott Clawson has been signed by Metro-Goldwyn-Mayer as a member of the studio scenario department according to an announcement issued by Louis B. Mayer, vice-president in charge of production.

Clarence Badger to Direct "The Rainmaker"

Clarence Badger has been assigned by Paramount to direct "The Rainmaker," an adaptation from Gerald Beaumont's story, "Heaven Bent," which ran serially in the Red Book Magazine. Production is scheduled to start next week.

Alberta Vaughn's Sister is Signed by F. B. O.

F. B. O. has signed Adamae Vaughn, sister of Alberta, to a long term contract. She will be featured in Westerns and it is probable she will play Tom Tyler's leading lady in his next production.

Hungarian Beauty Signed by Paramount

Paramount has signed Irma Kornelia, Hungarian beauty, to a long term contract. She only recently arrived in the United States and was signed within an hour after her arrival in Hollywood from New York.

Chaliapin Will Appear With Pola Negri

POLA NEGRI and Feodor Chaliapin, famous bass of grand opera, will appear in a picture for Paramount next Winter. Chaliapin went to the Paramount studio at Hollywood as the guest of Miss Negri two weeks ago and arrangements were then started for his appearance in the picture. He has never before considered the screen as an avenue for his talents. A suitable story for the picture is now being sought.



Highlights of "The Flaming Frontier," a Universal production in which Jack Hoxie is featured.

Metropolitan Has Completed Three Features

Production on three Metropolitan features for release through Producers Distributing Corporation, was completed this week. The pictures are "Paris at Midnight," "Whispering Smith" and "Forbidden Waters."

Among the new pictures that will be put into production immediately are "Shipwrecked," in which Seena Owen and Joseph Schildkraut are starred; a new Priscilla Dean feature, Marie Prevost's first Metropolitan film, and "The Last Frontier," a western epic which Thomas H. Ince conceived.

F. B. O. Completing Current Season's Product

F. B. O. plans to complete the current season's pictures by the middle of April. Three of the Gold Bond specials have still to be made. They are Emory Johnson's "The Non-Stop Flight," "The Isle of Retribution" and "A Poor Girl's Romance."

Among the star features still to be filmed are "Secret Orders," starring Evelyn Brent; Tom Tyler's new Western, "The Arizona Streak;" Fred Thomson's "Hands Across the Border," and other features for Thomson, Bob Custer and Richard Talmadge.

Marian Blackton Prepares Warner Script

Marian Constance Blackton, daughter of J. Stuart Blackton, is responsible for the adaptation of "Hell Bent For Heaven," which is being produced by Blackton for Warner Brothers. Miss Blackton has written thirteen previous scripts under the name of Marian Constance. The cast for the coming picture includes Patsy Ruth Miller, John Harron, Gayne Whitman, James Marcus, Wilfred North, Evelyn Selbie and Gardner James.

Two Added to Cast of Hines' Latest Production

Diana Kane and Ruth Dwyer have been engaged by C. C. Burr for important parts in "The Brown Derby" the next Johnny Hines starring production for First National release. Miss Kane will play the female lead opposite Hines and Miss Dwyer will have the female part of second importance.

"Greater Movie List" New "U" Product

UNIVERSAL has decided to change the name of its 1926-27 product from the Greater White List to the Greater Movie List. The change was said to have been made because of requests from numerous exhibitors.

The Greater Movie List will include three or more super pictures, five or six special Reginald Denny productions, twenty-eight Jewel productions, twenty-four Blue Streak Western features and the lineup of serials, Buster Brown comedies, International Newsreels and other short product made by Universal.



Highlights of "The Black Bird" Lon Chaney's current starring vehicle produced by Metro-Goldwyn-Mayer.

Associated Acquires Features

"The Earth Woman" and "The Big Show" Are Scheduled for Release in March

TWO new features have been acquired for distribution by Associated Exhibitors. They are titled, "The Earth Woman" and "The Big Show." The former is described as an epic of woman's love and tragedy on the frontier. Mary Alden contributes the characterization of a pioneer mother.

Walter Lang directed "The Earth Woman," which has in its cast, in addition

to Miss Alden, Russell Simpson, Priscilla Bonner, Johnny Walker, Carroll Nye, John Carr, Hoe Butterworth and William Scott. The picture is an adaptation by Edith Wakeling of the novel by Norton S. Barker. Mrs. Wallace Reid sponsored the production, which will be released in March.

"The Big Show" is a circus story picturized on the Miller Brothers 101 Ranch and is said to contain all the thrills and gaiety of circus life beneath the big tent. John Lowell and Evangeline Russell have the featured roles in this picturization of the L. Case Russell story, "On With the Show." They are supported by Dan Dix, Colonel Joseph C. Miller, S. Serrano Keating, Joe Lewis and Naida Blatherwick. The picture was directed by George Terwilliger and is scheduled for release in March.

Motion Picture News Booking Guide

"I keep my Motion Picture News on file and I find the Booking Guide a very handy index to them. Also for determining star, producer, length and class of picture. I certainly look forward to receiving it."

Neil Wilson,
Royal Theatre,
Marengo, Illinois.

Wid Gunning to Work With First National

Wid Gunning, well known picture critic and production and story authority, has been signed by John McCormick, west coast production manager for First National, to aid in the preparation of scripts for forthcoming Colleen Moore productions and others.

Gunning is credited with starting the first motion picture department in a Metropolitan daily, when he conducted a column in the Evening Mail in New York about twelve years ago. He started Wid's, or Film Daily as it is now known, in May, 1918.



Highlights from the Warner Brothers production "The Fighting Edge."

First National to Start Seven

Productions Starring Colleen Moore and Richard Barthelmess to be Put in Work

JOHAN MCCORMICK, West Coast production manager for First National, has scheduled seven productions to go into work at the West Coast studios of First National during the next week or ten days. They are "Ella Cinders," "Miss Nobody," "Good Luck," "Molasses," "The Wise Guy," "Pals First" and "Ranson's Folly."

Colleen Moore will be starred in "Ella Cinders" which is based on the comic cartoon strip appearing in a number of Metropolitan newspapers. The story was written by Will Counselman and the continuity prepared by Julian Josephson. Al Green will direct.

"Ranson's Folly," starring Richard Barthelmess, is from the story by Richard Harding Davis. It will be directed by Sidney Olcott. "Miss Nobody" in which Anna Q. Nilsson will be featured, relates the dramatic and humorous experiences of a girl, who, in her sixteenth year, finds herself cast upon the world friendless and without money. The continuity for this production is being written by Anthony Coldeway.

"Good Luck," a story by Seymour Hicks and Ian Hay, is to be put in production shortly by E. M. Asher with Conway Tearle in the starring role. Alan Hale will direct this production of the Drury Lane melodrama. M. C. Levee has engaged Al Santell to direct "Molasses" which will be started on February 15.

"The Wise Guy," an original story by Jules Furthman, will be Frank Lloyd's next picture on which filming will be begun in a few days. Edwin Carewe will produce "Pals First" a story by Francis Perry Elliott.

The final scenes of "Kiki," the Joseph M. Schenck production of the Belasco play in

which Norma Talmadge is starred, have been shot and the film is now in the cutting room being edited and titled.

Irme Fazekas Starts Pola Negri Story

Irme Fazekas, European playwright signed by Paramount, has arrived in Hollywood to start work on an original film story for Pola Negri. He will also write stories for Adolphe Menjou, Betty Bronson and Emil Jannings. Fazekas is credited with a series of successful plays in the metropolitan cities of Europe. He is the editor and critic of three large newspapers in Budapest.

Two Additions to Cast for "Padlocked"

Two additions have been made to the Paramount cast for "Padlocked," the Rex Beach story in which Lois Moran has the leading feminine role. Allan Simpson has been assigned the leading male role, and Noah Beery will portray the role of Henry Gilbert, the father.

Gotham Productions Sign Ethel Shannon

Gotham Productions has signed Ethel Shannon to a long term contract, largely because of her excellent work in "The Speed Limit." She will start work on a new series of Gotham productions as soon as she completes an engagement to play opposite George Jessel in "The Cherry Tree."

Margaret Morris Opposite Douglas MacLean

Bogart Rogers, general manager of the MacLean productions has engaged Margaret Morris to play opposite Douglas MacLean in the comedian's latest picture for Paramount, "That's My Baby." In addition to Miss Morris the supporting cast includes Claude Gillingwater, Eugenie Forde, Richard Tucker, Wade Boteler and Harry Earle. William Beaudine is directing.

Mae Busch Starts Work at Universal City

Mae Busch has started work at Universal City in the featured feminine role in King Baggot's Universal production, "Perch of the Devil," an adaptation of the novel by Gertrude Atherton. Pat O'Malley is playing opposite Miss Busch, with the following supporting cast: Theodore Von Eltz, Jane Winton, Mario Carillo and George Kuwa.

"Runaway Express" Under Way by "U"

Universal has assigned Jack Daugherty and Blanche Mehaffey to the leading roles in "The Runaway Express," a railroad feature scheduled to go into production late this week under the direction of Edward Sedgwick. The company will leave immediately on location at Caliente, Nevada, where railroad shots will be taken.

Paramount Signs Author to Scenario Staff

Paramount has signed Howard Emmett Rogers as a member of the scenario staff at the Long Island City studios. His first assignment is Richard Dix's next starring vehicle, "Paradise for Two." Rogers has written numerous vaudeville sketches, revue skits and musical comedy books.

"Crown of Lies" New Title for Negri Picture

Pola Negri's new picture for Paramount directed by Dimitri Buchowetzki will be known as "The Crown of Lies." This picture, an adaptation of the original story written by Ernest Vadda, was formerly known as "The Peacock Parade" and "Because I Love You."

Wm. Sistrom Inaugurates Daily Conferences

WILLIAM SISTROM, general manager of the De Mille and Metropolitan studios has inaugurated a system of daily department head conferences as a stimulant to the speeding up of production and avoiding misunderstandings at the studio.

The meetings consist of a technical conference, headed by art director Max Parker, a departmental conference headed by business manager George Volck, and an executive conference, in which William Sistrom, George Volck, L. M. Goodstadt and E. O. Gurney consolidate the information gained from the departmental and technical conferences.

"Kid Gloves" Next Comedy for Johnny Hines

C. C. Burr has purchased "Kid Gloves," a story by C. B. Carrington, as the next feature length comedy in which Johnny Hines will be starred for First National release.

"Kid Gloves" is the story of a young prize-fighter and his girl, a telephone operator who both become famous, he as the champion of his class while the girl becomes a famous dancer. Their success results in a clash of ideas and ideals which estranges them for a time but in the end they are reconciled.

"The Wilderness Woman" to Have Chester Conklin

Chester Conklin has signed with Robert T. Kane to appear in the principal comedy role of "The Wilderness Woman," a comedy melodrama from the Saturday Evening Post story by Arthur Stringer. Conklin will be seen as an old sourdough playing the part of Aileen Pringle's father. The production will be released through First National.

"Men of Steel" Production Near Completion

Production on "Men of Steel," a First National vehicle written by Milton Sills, who is also starred, from a suggestion received from R. G. Kirk's story, "United States Flavor" is expected to be finished within a week. George Archainbaud is directing under the supervision of Earl Hudson.

Columbia Pictures Buys "The Price of Honor"

The screen rights of "The Price of Honor," a Broadway stage play written by James R. Carey and produced by Al Woods, have been bought by Columbia Pictures Corporation. The screen production will appear on Columbia's coming season's schedule.

Gladys McConnell Signs Fox Contract

As a result of her work in "A Trip to Chinatown," Gladys McConnell has been signed to a contract by Fox. She has also had featured roles in "Elsie in New York" and "From the Cabby's Seat," both O. Henry stories, which were the basis for Fox productions.

Paramount Originates Plan for Authors

VERNE PORTER, new editor-in-chief for Paramount will introduce a new policy in dealing with authors. He plans to give writers every cooperation possible, to make them acquainted with picture needs and to assist them in every way he can.

Porter was for many years among the prominent editors in the magazine publishing industry. In that capacity he listened to hundreds of complaints that it was impossible for writers to penetrate the motion picture studios to learn what type of story material is required. His office in future will be open to all authors for the purpose of consulting on any matters the authors deem necessary.



Drama and comedy highlights of "The Road to Glory," a Fox production featuring May McAvoy.

Decries "States Rights" Term

Joe Brandt, President of Columbia Pictures.
Claims That States Right Market is Dead

IN a review of the state right situation Joe Brandt, president of Columbia Pictures Corporation voiced the thought that the term "states righter" should be done away with as there is no longer a state right market. Continuing, he said in part: "In the days past, and now happily buried, when an independent producer made a picture he would turn it over to a man or group of men who knew the 'state rights' buyers in each key city. These buyers, so-called, would pay a nominal sum for the rights and for one or two prints and the producer was lucky to get an even break.

"Into this field, from the distributing and producing end came myself and my partners, Jack and Harry Cohn. We believed that we could find one man or group in each releasing city who could be relied upon to play fair and build for the future.

"So five years ago we started out to test our theories and ideals. The first season we only had six pictures to offer the exchanges. That was not enough to supply the needs of any one local office. The second year we released twelve productions. This gave us a better leverage and the man who handled these could not swing quite so much outside product.

"The third season our schedule jumped again and we released sixteen. In every instance we were testing, trying out and checking results. For the 1925-1926 season we offered our franchise holders eighteen attractions.

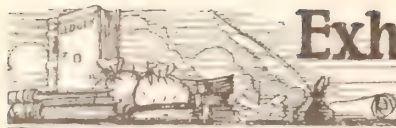
"And now we say, after five years of trying that the term 'states righter' should be buried and buried deep. No longer is it possible for the one picture producer to

fly around the country with a print under his arm and sell an 'orphan.' There is nobody left to buy product that way. If his picture is worth while the independent producer can find a release through the franchise holders of the independent distributing companies. If it is not worth while no one wants it at all. In other words the 'states right market' is gone forever."

Motion Picture News Booking Guide

"We do appreciate the Booking Guide. We use it entirely as a guide from which to buy, book and date our pictures, and again express our appreciation for the book."

F. O. Bridwell,
Princess Theatre,
Keota, Iowa.



Exhibitors Box-Office Reports



Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
ASSOCIATED EXHIBITORS					
Keep Smiling.....	1060	N. C.	Small town	Clear	Big
Lady From Hell, The.....	414216	N. J.	1st run	Cold	Fair
Never Say Die.....	1688	Nebr.	Small town	Clear	Good
Skyrocket, The.....	506676	Cal.	1st run	Clear	Good
FAMOUS PLAYERS					
Air Mail, The.....	1688	Nebr.	Small town	Clear	Good
Ancient Highway, The.....	5200	Mont.	Small town	Clear	Good
Are Parents People?.....	3560	Texas	Small town	Stm'y	Good
Coast of Folly, The.....	14000	Mont.	General	Clear	Good
Cobra.....	138276	Texas	1st run	Clear	Fair
Code of the West, The.....	1688	Nebr.	Small town	Clear	Good
	3560	Texas	Small town	Cold	Good
Contraband.....	1688	Nebr.	Small town	Clear	Poor
Forty Winks.....	3560	Texas	Small town	Stm'y	Fair
Golden Princess, The.....	1060	N. C.	Small town	Clear	Good
Goose Hangs High, The.....	1688	Nebr.	Small town	Cold	Good
	3560	Texas	Small town	Cold	Fair
Hands Up.....	12000	Fla.	1st run	Clear	Good
	2897	Mo.	1st run	Snow	Fair
	796836	Ohio	1st run	Stm'y	Good
Irish Luck.....	12000	Fla.	1st run	Clear	Good
	12000	Fla.	Neighb'd	Clear	Good
	14000	Mont.	General	Clear	Good
	315652	Wash.	1st run	Stm'y	Good
King on Main Street, The.....	5200	Mont.	Small town	Cold	Good
Kiss for Cinderella, A.....	1060	N. C.	Small town	Cold	Big
Light of the Western Stars, The.....	3560	Texas	Small town	Clear	Good
	1500	Wyo.	Small town	Cold	Good
Little French Girl.....	3560	Texas	Small town	Cold	Good
Little Miss Bluebeard.....	5070	Kans.	Small town	Clear	Good
Lost — A Wife.....	3560	Texas	Small town	Clear	Fair
Lovers In Quarantine.....	1500	Wyo.	Small town	Clear	Fair
Manhandled.....	1688	Nebr.	Small town	Cold	Fair
Mannequin, The.....	414216	N. J.	1st run	Clear	Fair
Man Who Found Himself, The.....	1060	N. C.	Small town	Stm'y	Poor
New Brooms.....	414216	N. J.	1st run	Cold	Fair
	1500	Wyo.	Small town	Cold	Good
Old Home Week.....	5200	Mont.	Small town	Clear	Good
	3560	Texas	Small town	Cold	Fair
Pony Express, The.....	1688	Nebr.	Small town	Clear	Good
	3560	Texas	Small town	Stm'y	Big
Sea Horses.....	315652	Wash.	1st run	Rain	Fair
Seven Keys to Baldpate, The.....	5200	Mont.	Small town	Clear	Good
Splendid Crime, The.....	12000	Fla.	1st run	Cold	Good
	315652	Wash.	1st run	Cold	Good
Stage Struck.....	1060	N. C.	Small town	Cold	Fair
Ten Commandments, The.....	5070	Kans.	Small town	Rainy	Fair
	1060	N. C.	Small town	Cold	Good
Tongues of Flame.....	5070	Kans.	Small town	Cold	Fair
Top of the World, The.....	3560	Texas	Small town	Stm'y	Fair
Trouble with Wives, The.....	1500	Wyo.	Small town	Clear	Poor
Vanishing American, The.....	414216	N. J.	1st run	Cold	Fair
Wages of Virtue.....	12000	Fla.	1st run	Clear	Good
Wanderer, The.....	450000	Mo.	Transit	Stm'y	Fair
Wanderer of the Wasteland, The.....	1688	Nebr.	Small town	Cold	Fair
Womanhandled.....	401158	Ohio	1st run	Stm'y	Fair
Woman of the World, A.....	315652	Wash.	1st run	Clear	Fair
F. B. O.					
Breed of the Border.....	3560	Texas	Small town	Cold	Poor
Flaming Waters.....	796836	Ohio	1st run	Cold	Fair
	136275	Texas	1st run	Cold	Fair
Galloping Vengeance.....	5070	Kans.	Small town	Cold	Big
	989	Tenn.	Rural	Cold	Good
Jimmie's Millions.....	989	Tenn.	Rural	Clear	Fair
Judgment of the Storm, The.....	2500	Texas	Small town	Clear	Fair
Laughing at Danger.....	5070	Kans.	Small town	Clear	Good

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
Midnight Flyer, The.....	5070	Kans.	Small town	Cold	Big
Ridin' the Wind.....	1060	N. C.	Small town	Clear	Big
	3560	Texas	Small town	Cold	Good
That Devil Quenado.....	3560	Texas	Small town	Clear	Good
White Fang.....	989	Tenn.	Rural	Clear	Good
FIRST NATIONAL					
Beautiful City, The.....	138276	Texas	1st run	Clear	Good
Blue Beard's Seven Wives.....	792897	Mo.	1st run	Snow	Good
	796836	Ohio	1st run	Clear	Good
Chickie.....	5200	Mont.	Small town	Cold	Fair
Classified.....	3560	Texas	Small town	Clear	Big
Clothes Make the Pirate.....	315652	Wash.	1st run	Cold	Good
Desert Flower, The.....	5200	Mont.	Small town	Clear	Big
Gold Fish, The.....	5070	Kans.	Small town	Cold	Good
Graustark.....	138276	Texas	1st run	Clear	Big
If I Marry Again.....	3560	Texas	Small town	Cold	Good
Infatuation.....	414216	N. J.	1st run	Cold	Good
Joanna.....	450000	Mo.	Transit	Stm'y	Good
	796836	Ohio	1st run	Clear	Fair
Just Suppose.....	314494	Ind.	1st run	Stm'y	Big
	796836	Ohio	1st run	Cold	Big
Learning to Love.....	5070	Kans.	Small town	Cold	Big
Loves Wilderness.....	3560	Texas	Small town	Stm'y	Good
Making of O'Malley, The.....	5070	Kans.	Small town	Cold	Good
Marriage Whirl, The.....	14000	Mont.	General	Cold	Fair
New Commandment, The.....	315652	Wash.	1st run	Clear	Good
New Toys.....	3560	Texas	Small town	Cold	Fair
Sally.....	5200	Mont.	Small town	Clear	Big
Single Wives.....	5070	Kans.	Small town	Cold	Big
Splendid Road, The.....	138276	Texas	1st run	Clear	Fair
Talker, The.....	14000	Mont.	General	Cold	Fair
Thief in Paradise, A.....	3560	Texas	Small town	Clear	Big
Too Much Money.....	414216	N. J.	1st run	Clear	Good
	796836	Ohio	1st run	Stm'y	Fair
Winds of Chance.....	12000	Fla.	1st run	Stm'y	Big
	796836	Ohio	1st run	Stm'y	Fair
FOX					
As No Man Has Loved.....	5200	Mont.	Small town	Cold	Big
	401158	Ohio	1st run	Stm'y	Fair
Best Bad Man, The.....	506676	Cal.	1st run	Clear	Good
	414216	N. J.	1st run	Clear	Fair
	138276	Texas	1st run	Clear	Big
Deadwood Coach, The.....	3560	Texas	Small town	Stm'y	Big
Fighting Heart, The.....	314194	Cal.	1st run	Stm'y	Big
Fool, The.....	5200	Mont.	Small town	Clear	Big
Golden Strain, The.....	122000	Fla.	1st run	Clear	Good
	772897	Mo.	1st run	Clear	Fair
	138276	Texas	1st run	Cold	Good
Lucky Horseshoe, The.....	5200	Mont.	Small town	Clear	Fair
Riders of the Purple Sage, The.....	5070	Kans.	Small town	Cold	Big
Teeth.....	3560	Texas	Small town	Clear	Good
Thank You.....	12000	Fla.	1st run	Cold	Good
	3560	Texas	Small town	Cold	Poor
Thunder Mountain.....	315652	Wash.	1st run	Cold	Fair
When the Door Opened.....	12000	Fla.	1st run	Clear	Fair
	214216	N. J.	1st run	Clear	Poor
	315652	Wash.	1st run	Cold	Good
Winding Stair, The.....	796836	Ohio	1st run	Cold	Fair
Yankee Senor, The.....	401158	Ohio	1st run	Stm'y	Good
METRO-GOLDWYN-MAYER					
Big Parade, The.....	506676	Cal.	1st run	Clear	Good
Great Love, The.....	138276	Texas	1st run	Clear	Poor
His Secretary.....	138276	Texas	1st run	Clear	Good
	315652	Wash.	1st run	Clear	Good
Merry Widow, The (4th wk.).....	401158	Ohio	1st run	Stm'y	Good
Midshipman, The.....	1060	N. C.	Small town	Clear	Good
	3560	Texas	Small town	Cold	Big
Navigator, The.....	989	Tenn.	Rural	Cold	Good

FILL IN THIS BLANK AND MAIL TO—

Date _____

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

[illegible]

Theatre.....

City _____ State _____

Exhibitors Service Bureau



The Princess Theatre, Birmingham, Ala., used a striking frontal flash to exploit Harry Carey in "The Man From Red Gulch," a Producers Distributing Corp. release, as shown by the photo above. A notable feature of the display, which was made from cutouts, was the miniature reproduction of "Red Gulch" in the strip across the lobby entrance.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward J. Hyman, Mark Strand theatre, Brooklyn.

Lee A. Landau, Lyceum theatre, Minneapolis.

C. C. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres, Los Angeles.

Arthur G. Stolte, Des Moines theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

: : THE CHECK-UP : :

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Irish Luck	—	2	9	1	68	7,008 ft.
Womanhandled	—	2	9	1	68	6,765 ft.
FOX.						
Ancient Mariner, The.....	2	5	4	—	47	5,548 ft.
Lazybones	—	1	8	1	70	7,236 ft.
METRO-GOLDWYN.						
Old Clothes.....	—	2	9	3	72	5,915 ft.
Only Thing, The.....	—	4	8	—	60	5,824 ft.
PROD. DIST. CORP.						
Road to Yesterday, The.....	—	5	5	—	55	9,980 ft.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Eddie Zorn, Managing Director, Boardway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Claire Meachime, Grand theatre, Westfield, N. Y.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

"Local Talent" Nights Aid Gold Theatre, Chicago

With the numerous charleston contests, discovery nights, kiddie nights and other similar novelties offered by a large number of Chicago theatres, it is difficult to give something with an original twist to it, but this has been done by Samuel Abrahams, assistant business manager of the Exhibitors Association of Chicago, and owner of the Gold Theatre, and his house manager Al Hicks.

They called in the leader of a local community club to supervise a "local talent contest" every Wednesday night. The contest was open to all and being in charge of the local leader of young folks, the affair assumed a great "community slant."

As it developed Mr. Abraham decided to call a rehearsal and registration hour on Sunday mornings, at the Gold Theatre, at which time entrants for the coming Wednesday night were viewed and advised as to the best way to present their material. He went even further in giving the contest his personal attention by having his daughter, Florence Abrahams, attend the Sunday morning rehearsals in the role of advisor. Miss Abrahams is a finished musician and entertains regularly over the radio.

The idea was given such a whole-hearted community air that few recognized it was the old "amateur night" with the result that some good constructive work is being done for the house, the local club leader, the aspiring thespians, and last, but not least, the old B. O.

Prizes for "Stage Struck" Performers at Victoria

A "Stage Struck" contest to exploit the Gloria Swanson feature of that title proved a popular success at the Victoria Theatre in Harrisburg, Pa.

Amateur entertainers of all descriptions were invited to appear on the Victoria stage in preliminary contest the first four nights of the week, during which selections were made for the final contest Friday night.



Window display by a sporting goods store in St. John, New Brunswick, featuring the First National skating derby to be held there for prizes of skate outfits autographed by the company's stars. The contest was similar to those held recently in Milwaukee, Minneapolis and other cities. The window display was arranged by H. Long, First National Branch Exchange Manager.

Novel Radio Stunt for 'Irene'

Prizes Offered for Best Answer to Question, "Do Clothes Make Girl"

FIRST NATIONAL has instituted a novel radio exploitation stunt in connection with the release of "Irene," Colleen Moore's newest starring vehicle, which will be released for theatre exhibition February 21st. It takes the form of a contest, the first prize for which will be the elaborate toilet set and beautifully carved wooden case that Miss Moore used in "Irene."

The contest was arranged in conjunction with station WJZ of the Radio Corporation of America, New York City, and its subsidiary, Station WRC, of Washington,

D. C. The picture, as have several others of First National, will be radioized on February 18th. A week ago WJZ and WRC submitted to their listeners the question, "Do Clothes Make the Girl." Prizes to the value of \$2,250 will be offered by Miss Moore for the best 300 word answers to this question.

The first prize will be the toilet set which jewelers have valued at \$1,250. Second prize will be \$500, third \$250, fourth \$100 and fifteen minor prizes of \$10 each. The only stipulations of the contest are that the answers be limited to 300 words and that they be sent to Colleen Moore at Station WJZ, New York City and received there before midnight of February 28th.

Teaser Window Display for "What Fools Men"

The teaser idea was neatly applied to a window display recently by George Schade, owner of the Schade Theatre, Sandusky, O., in connection with a campaign for "What Fools Men." The displays were made in windows of a vacant store.

Each window was neatly backed with a fabric of plain black, dimly lighted from above and dressed with a picture of a woman, set in a small frame and set up on a miniature easel embellished with a bow of white ribbon.

In the foreground, so placed that it could not be overlooked, was a card neatly inscribed: "What Fools Men."

The windows were exposed to public view four days before "What Fools Men" opened at the Schade. Two days in advance of the opening the fact that "What Fools Men" is a photoplay and that it was to be presented at the Schade, was made known by means of a second card that took the place of the first.

"Our plan worked very nicely," said Schade, passing comment. "The windows attracted a lot of attention."



Striking cut-out display for "The Lost World" (First National) designed by Manager W. A. Crank and used at the Majestic Theatre, Chico, Calif. The cut-outs over the entrance and on lobby stands were made from stock paper. Baby spots, shown in upper corners of the photo, illuminated the display.

Develops Mystery Air for "Phantom" in Davenport

Bill O'Hare, manager of the Garden Theatre at Davenport, Ia., developed a local mystery as an exploitation stunt for "The Phantom of the Opera." The stunt, launched almost two months before the play date of the "Phantom" at his theatre, had the effect of stirring the interest of Bill's townspeople to fever pitch.

He started it all by lettering in red ink the words "The Phantom" on white cards of the regular visiting card size. In order to distribute these in a manner which would keep secret their source, O'Hare obtained the cooperation of two high school girls, who placed one of the cards in the pocket, purse, book or any other personal article of their classmates without anyone else in the school knowing what they were doing.

Next he arranged with several cleaning establishments to insert one of the cards in the pocket of every garment they cleaned, and porters in barber shops were persuaded to slip them into the pockets of the shop's customers.

Before long a real air of mystery was developed. Everyone was trying to discover who this "Phantom" person was. When Mr. O'Hare did announce the showing of "The Phantom of the Opera," the entire city caught the tie-up idea instantly.

To bring the campaign to a rousing finish, Bill plastered every spot in town with "Phantom" paper and was liberal in the use of newspaper space. Then about ten days before the play date, one of the local newspapers started the serialization of the picture.

Record Drive for Gibson Feature in Calgary

As might be expected, Calgary proved the ideal exploitation stamping ground for "The Calgary Stampede," and advantage of every opportunity was taken by the management of the Regent Theatre there and the Universal exploiter assigned to assist Manager K. M. Leach. Working with Mr. Leach and



Football and gridiron regalia were the unobtrusive symbols used to feature the showing of Pathe's "The Freshman" at the Palace, McAlester, Okla. by Manager Ralph Noble.

Guy Weadick were the Stampede manager and F. Vaughn, Universal branch manager in Calgary.

They secured the co-operation of Mayor Webster, who gave them permission to cover an entire street car with 24-sheets, 3-sheets, 6-sheets and various other size announcements, and to drive it about town with a motorman dressed as a cowboy.

Window tie-ups were made with the Hudson Bay Company, which also donated a blanket coat as a contest prize; Tom Campbell, the latter, who gave a genuine Stetson hat for the best essay of not over 500 words on the value of "The Calgary Stampede" from a publicity standpoint for Calgary and Alberta; Riley and McCormick, saddlery company, and the Great Western Saddlery Company.

Two reels of film taken in Calgary and not used in the feature, were presented to the city of Calgary by Universal and were shown with the picture. Mayor Webster announced that these reels would also be exhibited in other parts of the province dur-

ing the screening of Hoot's greatest western.

Mr. Leach started off his campaign with two special showings. One was for the directors of the Calgary Stampede Association. The other was a special children's performance on the Saturday morning before the opening.

Dolle Starts Courtesy Club for "Thank You"

Fred Dolle, manager of the Alamo Theatre in Louisville, had the active cooperation of leading citizens of that town—even the Mayor and Retail Merchants Association assisting—when he started a Thank You League to exploit his presentation of the screen version of "Thank You."

The Mayor issued a proclamation announcing the week starting January 24 as "Thank You Week" as a measure of cooperation with the American Thank You League. The campaign was worked up with exceptional advertising through the cooperation of the merchants, who displayed stickers reading "Member American Thank You League. Do Your bit and see 'Thank You' at the Alamo."

The stickers were also pasted on all delivery wagons including those of the American Express Company and Ward's Bakery. All Yellow Taxis also carried the sign on their windshields.

Most of the merchants included in their newspaper advertisements an announcement of "Thank You" Week and a request that all Louisville assist in observing it.

Tango Number Prologue to "Eagle" at Carolina

An Argentine Tango performed in a garden scene was the presentation number staged with "The Eagle" by Manager Charles H. Amos at the Carolina Theatre, Greenville. At rise of curtain young girl was discovered sitting on a bench alone. A few seconds later a masked bandit enters, and the two do an Argentine Tango. The act was enthusiastically applauded at every performance.



A novel variation of the sandwich-man street ballyhoo was used for "The Unholy Three" (Metro-Goldwyn-Mayer) at the Mammoth Theatre in Philadelphia. As shown in the photo above, boys, each wearing a board with a letter of the title spelled out the name of the attraction. The boys wore false faces or comic masks.

Double Success on Tie Up for Errol Film in Akron

Mutual benefits of extraordinary proportions resulted from a newspaper-theatre tie-up for "Clothes Make The Pirate" in Akron, O., when the Strand and the Akron Times Press got together on a stunt which was no more expensive or extensive than the distribution of the paper pirate hats issued as accessories with the picture.

In co-operation with Arthur Dunlevy, manager of the Strand, in Akron, Walter Lindlar of First National's exploitation department arranged with the Akron Times Press to include a Leon Errol Pirate hat as a special supplement with each copy of the Sunday edition.

The paper carried a page one story of the stunt daily, a week in advance and the stunt scored for all concerned as is shown by a letter from the circulation manager of the paper to the theatre.

"Your stunt in enclosing the pirate hat in each Sunday edition was a Circulation getter and created a lot of good will with our subscribers. Calls started coming in for papers the minute the first paper appeared and have come in daily since that time," he wrote.

On Saturday, before the opening, a special parade of newsboys (more than 600) led by a police escort and a 50 piece band marched through the principal downtown streets to a special show. All of the boys carried banners and wore the pirate hats. And this stunt was given daily page one publicity. Apparently from the way this live showman's organization works there is no page but the front page.

Lindlar also promoted a Pirate Ball at East Market Gardens. The ballroom management took large daily newspaper ads announcing a "Clothes Make the Pirate Ball" and posted more than 200 one sheets. They also strung painted banners announcing the event all over town, besides decorating the ball room a week in advance.



The youthful poster artists crowd about the Empress Theatre, Sapulpa, Okla., to view their handiwork. The event pictured in the photo above was the main advance exploitation feature in the campaign of the Empress for Metro-Goldwyn-Mayer's "Old Clothes."

Organizes 'Buster Brown' Club

Harry McClure to Maintain Association of Youngsters as Strand Activity in Emporia

A NEW type of association for the youngsters of the community has been organized by Harry McClure, manager of the Strand Theatre in Emporia, Kansas. The organization, which is to be maintained as a social activity of the Strand, is known as the "Buster Brown Club" and was formed in connection with exploitation for the "Buster Brown" comedies.

The idea of the club was explained to the children at a free show given by the Strand for all patrons under 12 years of

age, and registration of all who wished to join the club followed. Seven hundred kids crowded about Mr. McClure to place their names on the list and to receive papers which they must sign to obtain membership. Before any boy or girl can qualify as a member he or she must secure the endorsement of his school teacher, pastor or parent and an adult neighbor, and he must sign the Rules and By-laws. In the latter is a tie-up with the Buster Brown Shoe dealer of Emporia, as the youthful clubman must "agree whenever possible to always wear Buster Brown Shoes which have been tried and tested as the very best shoe for children." For this tie-up, the shoe dealer paid half of the cost of printing the "Rules and By-laws" and arranged a special window display of Buster Brown Shoes every time a Buster Brown comedy plays the Strand.

Each member receives a membership card signed by Mr. McClure and his name is entered in a ledger opposite the number on his card. Each time a Buster Brown comedy is shown, Manager McClure picks 25 of these numbers and announces on his screen and in the newspaper that the holders of the cards with these numbers on them will be admitted free to see the comedy.

Harry McClure intends to make this club an active affair—not merely an exploitation trick—and thereby to convert its members into enthusiastic patrons of the Strand Theatre.

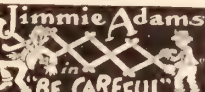
Foerste to Issue Weekly Exploitation Letter

Howard W. Foerste, manager of Warners' State Theatre in Pittsburgh, will issue to exhibitors in that territory weekly exploitation letters covering his complete campaigns on the Warner productions which he presents at the State.

The enterprise is designed particularly for the smaller theatres, which thus will receive the benefits of Foerste's exploitation stunts in Pittsburgh.

Garden Theatre
L. E. SINCLAIR, Mgr. Phone Garfield 4801

PROGRAM
Week of November 8th
SUNDAY ONLY
HAROLD BELL WRIGHT'S
"A SON OF HIS FATHER"
Starring
BESSIE LOVE, WARNER BAXTER and
RAYMOND HATTON
Also
Our Gang Comedy—"Back Stage" Kinograms
MONDAY - TUESDAY
The Comedy Cyclone
"BEGGAR ON HORSEBACK"
With
EDWARD EVERETT HORTON
and
ESTHER RALSTON
Also

Jimmie Adams

IF YOU CAN'T
LAUGH
DON'T COME
NOTE—A Beautiful Diamond Ring will be given
away FREE this Tuesday, November 10, also
other prizes.
Diamond Ring Now on Display at
FRANK A. UEBEL'S JEWELRY STORE
Programs subject to change without notice

WEDNESDAY - THURSDAY

You loved him in "The Hunchback" and "He Who Gets Slapped". You'll adore him now in his greatest role.

LON CHANEY
in
"THE UNHOLY THREE"
With
MAE BUSCH and MATT MOORE
MYSTERY! THRILLS! ROMANCE!
Also
GARDEN NEWS
Thursday is
PRIZE NIGHT
12 Wonderful Prizes

FRIDAY - SATURDAY

You'll quiver with excitement and tingle with glee when you see

RIN-TIN-TIN
in
"TRACKED IN THE SNOW COUNTRY"
Here is a gorgeously exciting melodrama. A thrilling, suspenseful story that will bite into your emotions
Also
"PLEASURE BOUND"
A HERMAID COMEDY
Live Context

Saturday is
AMATEUR NIGHT
"PLAY BALL"

Illustrating the program with stock cuts. Reproduction above of program used by the Garden Theatre, St. Paul, show how an attractive layout can be achieved and special notice drawn to the comedy numbers by means of stock cuts—issued by Educational in connection with the company's releases.

Publicity Drive Exploits "Skyrocket"

Campaign in Altoona Built Around Stories of Star, Peggy Joyce

An extraordinary newspaper publicity campaign featured the exploitation which heralded the showing of "The Skyrocket" at the State Theatre in Altoona, Pa. The theatre staff was augmented by a special representative of Associated Exhibitors, distributors of the picture, that organization selecting this showing as a test of the publicity possibilities of their star, Peggy Hopkins Joyce, in the smaller cities.

Dewey D. Bloom, of the Associated Exhibitors publicity department, was sent to Altoona in advance of the opening of "The Skyrocket" at the State. While launching a campaign which covered all angles of exploitation, Bloom centered the greatest attention on newspaper publicity, with the result that as a "starter" he induced the Tribune to publish a story on the life of Peggy Hopkins Joyce, running it in five instalments starting on the day "The Skyrocket" opened at the State Theatre. The serialized story was announced with first-page streamers for three days before it started, and in front-page boxes urged Altoonians to read the authentic story of the life of this famous American beauty.

Meanwhile the Altoona afternoon paper The Mirror had started a series of beauty articles by Peggy Joyce on their Women's Page, publishing the series exactly as given in the press book.

The Penn-Alto Hotel staged a "Peggy Hopkins Joyce Dance." The dance was extensively advertised by them in the local newspapers.

On Monday the Tribune printed a co-operative double truck advertisement on "The Skyrocket" and Peggy Hopkins Joyce. Advertisements of a leading ice-cream manufacturer daily announced "The Peggy Joyce Brick" as special for the week. Confectioners and drug-stores advertised the "Peggy Hopkins Joyce Sundae" with window-stickers. Music stores arranged "Wonderful One" windows and decorated them with records and music.

Other stores had windows of perfume, candy, furs, etc. and the W. F. Gable Company, leading department store, gave over their best window to a display of fashionable ready-to-wear. This store conducts radio broadcasting station WFBG and permitted the Associated Exhibitors representative to give a five-minute talk on Peggy and on motion pictures in general. This proved so successful that the talk was repeated on four occasions.

'Merry Widow' Extensively Billed in Birmingham

An extensive billing campaign and Masked Merry Widow Contest were used to exploit "The Merry Widow" at the Loew's Temple Theatre, Birmingham, Ala.

"Miss Birmingham" (Miss Kincaid) the most beautiful girl in Birmingham, and runner up in the National Beauty Contest for the coveted title of "Miss America," was induced to appear as the Masked Merry Widow.

A tie-up with the Birmingham News, gave the idea a big flash. The object of the contest was to identify the masked girl when she retraced her steps without the mask.

TRIBUNE WILL PUBLISH PEGGY HOPKINS JOYCE LOVE AFFAIRS

LOVE AFFAIRS? READ WHAT PEGGY HOPKINS JOYCE SAYS

Clippings from the Altoona, Pa., newspapers, showing some of the results of the publicity campaign for "The Skyrocket" executed by an Associated Exhibitors' representative for the showing of the Peggy Hopkins Joyce feature at the State Theatre in that city.

There was a double page spread with advertisements from all the stores that the masked beauty visited on her tour about the town, and each ad. made some allusion to "The Merry Widow."

Cleveland Houses Combine Drives for Comedy Series

A "Buster Brown" Drawing contest staged under the combined auspices of the State and Alhambra theatres in Cleveland, was the means of exploiting showings of these comedies at both houses. The contest was sponsored by the Cleveland Times.

A seven-inch high half-tone of Buster was printed in the Sunday edition of the Times with instruction for the young artists. It was to be cut out, pasted on cardboard and colored with crayons or water colors. Three cash prizes of \$5.00, \$3.00 and \$2.00, four paint boxes donated by the American Crayon Company, and twenty sets of tickets to the Alhambra and State Theatre were offered for the best work. The paper used stories on this contest several days in advance, both in the screen department and in regular news columns.

Buzz News of "The Keeper of Bees" Showing

"Buzzing" and plenty of it, both inside and outside the theatre by employees of the house, was responsible for talking up a fine advance campaign for the showing of "The Keeper of the Bees" at the Queen Theatre, Austin, Texas.

Accessories played an important role in the standard campaign. One of the most efficient was A Honey Bee Kiss, the candy being enclosed in an envelope imprinted with appropriate copy on the photoplay. These were distributed on the street and at the theatre several days in advance of show date.

A tie-up with the Federal Bakery resulted in the distribution of 1,000 special circulars in their purchases. Circulars were also given out in office buildings and at the concerts of the Senior High School. Some were also distributed at the local Ford Agency, employing thousands of people.

Newspapers heralded the picture with special stories, which were augmented by the theatre's special endorsement ad and a special showing for the "Gene Stratton Porter Club" of the schools.

Seattle Mayor Proclaims a "Classified" Week

One of the effective exploitation stunts in connection with the showing of "Classified" at the Liberty Theatre, Seattle, was the issuing of a Classified Week proclamation by the Mayor of Seattle. This was in the correct legal form of an official document and photographs of its being signed by the Mayor were taken and used in the news reel. There were also photos of the Corinne Griffith "Classified" Week Contest Editor receiving great quantities of mail.

In decorating the lobby, the idea of a classified page of a newspaper was carried out in every detail. In the easel to the right of the box office, was a cut-out made from the classified section of the Seattle *Post-Intelligencer* which gave the fullest co-operation in putting over Classified Week. By way of return, screen credit was given the newspaper immediately preceding the presentation of the picture.

Model Drive for "3 Faces East" in Los Angeles

With liberal cooperation from merchants and the active participation of the Cecil B. De Mille, Metropolitan and Christie studios, the Forum theatre, Los Angeles, executed a thorough and comprehensive drive for "Three Faces East" in that city recently.

Twenty-five trucks and sixty passenger machines of the De Mille, Metropolitan and Christie studios, together with a large number of private machines and trucks, were plastered with banners and one sheet ten days in advance.

Ten thousand auto doorknob hangers were distributed at the Forum theatre's free auto park and through the downtown section.

A window display of spy paraphernalia used in the picture was carried for a week each in Two Los Angeles banks. A special illuminated twenty-four sheet, directly across from the theatre, was erected two weeks in advance of the run. The trailer went in two weeks in advance and two very large easels were built and specially painted to give an advance lobby display.



A "Live Wire" display for the First National feature of that title, boosted receipts for the Colonial Theatre, Portsmouth, N. H. Arranged by Manager Edgar Hart, the poster stand was equipped with a medical vibrator with a battery concealed, which gave a "tingle" to all who touched the handles.

A one inch double column underline was carried Tuesday, Wednesday and Thursday preceding the Saturday opening with one and one-half double on Friday, five inch double Saturday and Sunday, two inch double on Monday, one inch double Tuesday, Wednesday, Thursday and Friday.

The local radio station KFI, Los Angeles, was used the Wednesday preceding the opening with director Rupert Julian and two musical acts, and the Wednesday of the run with Jetta Goudal and the musical act from the theatre. Later on in newspaper campaigns a connection may be drawn between the General Mitchell aviation fight and the air raid in the picture.

Kid Bike Races in Seattle for "Sporting Life"

A series of bike races, sponsored by the Columbia Theatre and the Seattle Star, stirred up a fund of interest for the presentation of "Sporting Life" in Seattle.

The stunt broke four days in advance of play date with a front page story in the Star. The bicycle dealers of Seattle donated the prizes which consisted of a \$45 "bike" for first prize and six other awards of bicycle accessories.

Over three hundred boys gathered at the field, each with his bicycle. As they passed through the gate each boy was given a colored ribbon to denote his age division, for the races were divided into two groups; one for the boys from nine to eleven years, and the other for those from eleven to fourteen. Parents or anyone else caring to witness the races were admitted free.

Newspaper cameramen were on the job and two large banners were stretched on the fence opposite the grandstand calling attention to "Sporting Life" at the Columbia.

Every boy participating in the race was invited to attend a special theatre party given that same afternoon at the Columbia and not one of the entire three hundred missed seeing the picture, with most of them bringing their mothers and older brothers and sisters along as cash customers.

Ghost Stories Contest for "Phantom" Campaign

The strongest selling factor of Manager H. C. Farley's customary exploitation for "The Phantom of the Opera," at the Empire theatre, Montgomery, Ala., was a Ghost Story Contest conducted with the cooperation of the *Montgomery Journal*.

Contest was started ten days prior to opening, and carried on throughout picture's run. Prizes of \$25.00 in cash were awarded to those submitting the best stories. Hundreds of answers were received, the contest proving the most popular to any heretofore launched in Montgomery.



One of the best circus fronts for United Artists' "Sally of the Sawdust" was that arranged by Manager Pat McGee at the Criterion, Oklahoma City, shown above.

COOL'S RECORD

L. B. COOL, manager of the Feiber and Shea Grand Opera House, has set a brand new precedent for Canton, Ohio, by bringing back "The Merry Widow" for three successive engagements. The Opera House plays road shows as well as pictures so pictures are always run the first part of the week. Cool opened on Sunday, November 1st with "The Merry Widow." He played it four days and then had to make room for a road show. He brought the picture back again on Sunday, November 8th, and did more business with it than he did during the opening engagement. A road show again interrupted the picture's run, and again on Sunday, November 15th, he brought it back for the third time. He would have brought it back a fourth consecutive week if a print of the picture had been available.

* * * * *

AN EXPLOITATION SKYROCKET

IN a letter to this journal, dated February 6th, Henry Needles, of the Strand Theatre, Hartford, Conn., pays high tribute to the abilities and energy of Ken Hamilton, exploiter for Associated Exhibitors and now specializing on "The Skyrocket," as is clearly evident in the following excerpts from the letter:

"When it comes to real practical exploiting, and new and real honest-to-God ideas, I take my hat off to Ken Hamilton, the exploitation man of Associated Exhibitors who is here in town this week ahead of "The Skyrocket." His musical talents and experience and combined popularity with radio audiences is being used by him, I understand, to get himself (and when I say himself I mean the star of the picture, the story itself and the theatre where the picture is being shown) on as many programs during his stay in the town as possible. Once they hear him sing and realize that he has an ideal broadcasting voice, they are after him to sing every evening, and as was the case here in Hartford, to give talks over the air on Hollywood and Hollywood people and he even went so far one night as to read two or three articles of Peggy Joyce's on cosmetics and coiffeurs over the air and the studio received over 150 letters the next day asking if those articles were in booklet form and if they could get them anywhere.

"This is the sort of stuff that actually means something to an exhibitor. I'll wager there isn't a person in Hartford or within a radius of 500 miles who does not know that Peggy Joyce in "THE SKYROCKET" is at the Strand next week—and listen, he even makes it more certain by appearing in person on the opening night and singing a group of songs, which he will do here tomorrow evening at our opening. Not only that—he has been at it all week pulling stunt after stunt—when he wasn't broadcasting.

"I can truthfully say that this fellow Hamilton is a real honest-to-God exploiter—why—because his entire time is taken up day and night thinking up new ideas and going ahead and carrying them

YOUR IDEA



Shadow-box display for Universal's "Phantom of the Opera" in the lobby of the Strand, Birmingham. It was designed by Manager R. Roscoe Faunce. Backwall of opening was faced with red silk and a flasher concealed in the rear produced an apparition of the "Phantom" alternately visible and invisible from the front.

out and I'll say right here that as far as worth is concerned this fellow will be an asset to an exhibitor who has booked or is considering booking pictures that Hamilton exploits."

* * * * *

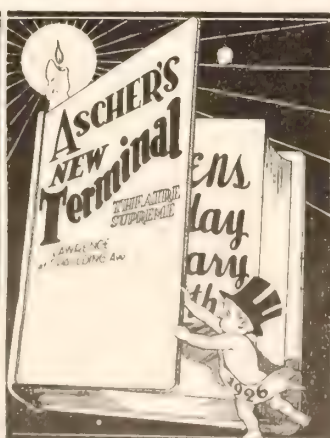
PRESS AGENT-ARTIST

E. J. ELICKER, a 16-year-old school boy who is showing much aptitude as a press representative for the Victoria and Colonial picture theatres, Harrisburg, Pa., accomplished an effective bit of exploitation for "The Lost World," when it appeared at the Colonial. Obtaining a photograph of Market street, the principal Harrisburg business thoroughfare, Mr. Elicker, painted the figure of one of the huge prehistoric monsters,—an Allosaurus—representing it as having invaded Harrisburg.

The beast was painted about as tall as the highest building and the artist touched up the photo to make it appear that the monster was upsetting trolley cars, smashing in store fronts and putting the populace to flight. The completed picture was printed three columns wide in the Harrisburg Telegraph under a caption which suggested what would happen in Harrisburg should an Allosaurus make an unexpected appearance there, just as it did in London in the photograph.



Kettering's Campaign for Ascher's the New Terminal in Chicago.



The day preceding opening the program, which featured "The Gilded Butterfly" (Fox), was revealed by the page of the open book.

Reproductions of ads in the campaign for the New Terminal, designed and executed by Ralph Kettering, head of the Ascher advertising department. This novel campaign was started with "teasers" and worked up to the larger spaces as indicated in these reproductions.

AND OURS



Miniature stage setting in shadow box used for Paramount's "Stage Struck" at the Riviera, Knoxville. It was designed by Manager W. E. Drumbar. Cutouts from scene stills were backed with heavy cardboard and grouped on the stage. Silk fabrics were used as back drop and side drapes on the stage.

EAU CLAIRE CELEBRATES

THE opening of the State theatre, Finklestein & Ruben's new house in Eau Claire, Wis., proved an occasion of exceptional importance in the annals of that city. The theatre itself, bringing to the city the advantages of a thoroughly modern, beautiful and finely equipped playhouse, offered reason enough for the great stir of interest which marked the inauguration of its activities. But—and here's the point of this "idea" of ours—how could the people know just how fine and how important was the coming of the State unless they had been fully informed as to its various excellencies of architecture, construction, furnishings, decorations, the kind of entertainment it would present, etc., unless there had been a highly intelligent and efficient publicity campaign launched well in advance?

That brings us the publicity campaign itself—an especially fine one even for so capable a press organization as Ben Ferriss has built up for the F. & R. theatres. The climax of the campaign was the publication of a special section by the Eau Claire Leader and devoted to the State theatre. The section was in ten pages and carried ads of the builders and manufacturers of the theatre and its equipment, in addition, of course, to feature stories and short news items relating to the State and the F. & R. organization. Special sections for theatre openings have, at this late day, ceased to be an extraordinary occurrence. But it seems well out of the ordinary to "put over" a ten-page special in a city of 25,000 citizens and do it with the style which marks the State theatre section as quite distinctive.

* * * * *

SILVER ANNIVERSARY

JAKE and Otto Wells, heads of the Wells Amusement Corporation and operators of a large chain of theatres in the south, celebrated the 25th Anniversary of their theatrical activities on January 21. It was on that date in 1901 that these showmen acquired the Granby theatre in Norfolk, their initial step as partners in a remarkable march toward prosperity and eminence in the theatrical world.

With the Granby established, Jake Wells, realizing that a successful vaudeville circuit required a string of theatres close together, acquired the Auditorium in Birmingham, renaming it the Bijou. With this added to the Granby and Bijou in Richmond, which Jake Wells began operating in 1897, the circuit continually grew until it became a great factor in the vaudeville world. When vaudeville waned in popularity, the Wells organization turned to other attrac-

tions and throughout their career have followed the course of catering to the public tastes in matters of entertainment.

After the Wells organization had acquired practical control of the theatres in the leading southern cities, Jake Wells decided to go to New York. He established offices there, and held a position of dominance because he practically controlled the theatres of the south.

It was at that time that the memorable fight between Klaw & Erlanger, the great booking agency, and the Shubert brothers was on. Klaw & Erlanger would not book shows in theatres where Shubert attractions were played, but Jake Wells threw a bombshell into the booking offices when he declared that he stood for the "open house" policy, and would proceed to book whatever shows he desired, whenever he pleased. Klaw & Erlanger could do nothing about it, so the war with the Shuberts was ended. Then the Shuberts attempted to make war similarly on their old rivals, and Jake Wells as firmly set his foot down upon that. Afterwards the Wells theatres played any show they pleased, regardless of who its booking agent was.

Within 12 years after Jake and Otto Wells had joined hands to work out the destiny of their theatrical enterprise, they owned and operated 42 theatres in cities throughout the south. In 1914 Wells' enterprises formed an alliance with Wilmer & Vincent, operators of many theatres in southern cities. After the war, in 1919, it was decided to sell the great chain of outlying theatres, and they were disposed of to the Carolina Amusement Company. Everything south of Virginia was sold, except two theatres in Hendersonville, N. C., which belong to Jake Wells personally.

The Wells holdings in Norfolk and Richmond have been regarded by the larger theatrical syndicates as a "plum," in every sense of the word, and in recent years some sort of overtures have been made almost continually for the purchase of the Wells interests.

"Our theatres are for sale, all right, if we can get our price," has been the invariable reply of Otto Wells to queries concerning the negotiations.

* * * * *

W. A. CRANK'S ADS

WITH reference to a highly successful campaign, we have the following report from W. A. Crank, manager of the National Theatre, Chico, Calif. A specimen of the excellent teaser ads to which he refers, is reproduced here.

"Our campaign on 'The Iron Horse' included besides a regular outside bill board route together with window cards, a teaser campaign in the papers like samples enclosed which proved to attract much attention and comment. The copy used seemed to give deeper thought and realization that the Iron Horse was of much more importance than one would think just from the reading of posters and ads.

"Our efforts also included the staging of a prologue including eight real Indians in a series of Mask dances. Decked out in full regalia, these fellows whom we secured from an old local tribe here, the Bidwells, gave a wonderful eight minute program just before the fade in of the picture. In their war paint and with their well drilled steps they went over big, as well as fitting the atmosphere of the film. The setting was a wood drop and wings lighted by bunches and borders toned from a night blue to a red sunset. The Indians made their own music with their hum-hum, reed whistles and pow-wow, which started up just before the rise of the curtain."



One of teaser ads for "The Iron Horse" a play used by W. A. Crank in Chico, Calif.

Warners Stage Model Exploitation

Practical Methods Mark New York Drive for "The Sea Beast"

ONE of the outstanding features of the remarkably effective campaign which the Warner Bros. exploitation department executed for "The Sea Beast" engagement at the Warners Theatre in New York, is the simplicity and practicability of the methods employed to attract the attention and stimulate the interest of the public in this spectacular production. The campaign's most notable items were those which are within the reach of the average exhibitor in the average town and big city.

Changing policy from continuous performance at popular prices to two-a-day at \$2.20 top, and getting the new policy over with a bang from the very start, was the experience of the Warner Theatre when it presented this John Barrymore special.

A publicity campaign began two weeks in advance with a billboard campaign on subway and elevated space as well as advertising boards. The slogan of this campaign was "Look Out! The Sea Beast is Coming." The day the picture opened, it was changed to "Look Out The Sea Beast Is Here."

Two weeks before the change of policy at the theatre, "Sea Beast" heralds, announcing the new scale of prices, were distributed at the theatre. A special invitation—*not*, however, to a free performance!—was forwarded to eleven thousand names in the Social Register and Blue Book.

In connection with the John Wanamaker "Moby Dick Week" which has already been described, a circular was distributed.

Thomas Cook & Son used a similar advance circular making the same mention of the picture. Their Fifth Avenue window display of a miniature whaler and Barrymore portraits "went in" a week before the opening of the picture. This company mentioned the picture three evenings in their radio travelogue on WJZ.

Theatre and hotel ticket agencies were furnished with old ship models and Barrymore portraits. Over one hundred displays were secured in this way.



A corner of the lobby of Warner Theatre on Broadway, decorated with enlarged colored scenes from "The Sea Beast" in an attractive arrangement which drew attention from passersby.

"Hands Up" Has Big Tieup for Memorial Fund

Good results were obtained for both theatre and Stone Mountain Memorial Association, when Manager F. J. Miller permitted one of their members to speak for three minutes before the showing of "Hands Up" at the Modjeska, Augusta, on behalf of their Coin Drive, the proceeds of which are for the benefit of the Confederate Soldiers at Stone Mountain.

The tie-up added greatly to the goodwill already enjoyed by the theatre.

Holds "One Cent" Sale of Theatre Tickets

Scottsbluff, Nebr. saw a novelty in a one cent admission price at the Sun theatre. It was worked on the drug store plan of full price for one, one cent for the second ticket. Sheiks entertaining their shebas for one cent packed the house for the day.

Galveston's Prize Goats Strut for "Annie Rooney"

A goat contest, with prizes for the best looking billy or nanny brought to the "fair" by youngsters of Galveston, Tex., was one of the main items of the exploitation which Manager E. C. Collins staged for "Little Annie Rooney" at the Queen Theatre in that city.

The contest was conducted through slides on the screen, offering five tickets to the youngster possessing the largest goat in Galveston. The contest was the cause of much merriment and word-of-mouth advertising for the attraction.

The day before picture's opening, a private screening was held for all local school teachers, city officials and the press. The result was splendid newspaper write-ups, and announcements in classrooms.

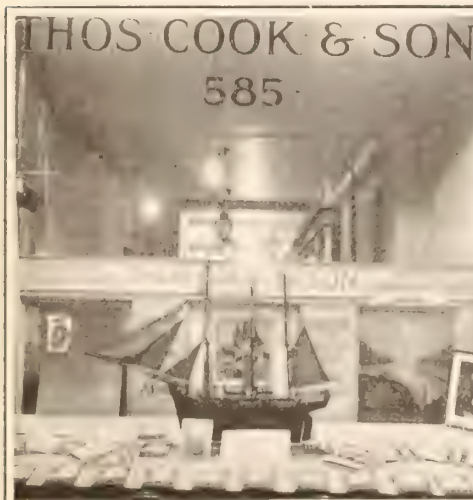
Lobby display consisted of two pieces, one on either side, each depicting Mary Pickford and her 'gang' looking over a fence. Lights concealed behind first section of each display threw the tenement house in background in bold relief.

Spanish Week Celebrated for "Flower Of Night"

H. L. Hartman, manager of the Balboa and Cabrillo Theatres, in San Diego, is credited with one of the most successful exploitation campaigns staged in that city for a motion picture for his recent "Spanish Week" drive.

As an opening gun for the Spanish Week, featuring Pola Negri in "Flower of the Night," and Fanchon and Marco's review, entitled "Mission Bells," Mr. Hartman put on a banquet at Mission Beach Casino, to which he invited the members of the editorial departments of the four daily papers and several weekly papers.

At each place was a combination place-card, attached to which was an exact replica of a Mission bell and a pass for each guest and a friend for the showing of the picture at the Balboa. The menu, too, was quite different from the conventional, and was printed like a theatrical program.



The campaign for "The Sea Beast" at the Warners Theatre in New York developed many outstanding exploitation features. It was dignified and partook of methods of great simplicity and practicability and yet attracted wide attention. Above are shown photos of the window display in the Thos. Cook & Son Fifth Avenue store, tying up with the display at the Wanamaker store; in center, a corner of a book display at Wanamaker's, and at the right an effective window display featuring a ship, made of wood, and about two feet in height.

Short Subjects and Serials

Playground Association to Aid "Sportlights"

Miss Regge Doran, director of Pathe's department of Public Relations has effected a tie-up on the Grantland Rice Sportlights, distributed by Pathe. She has arranged with the Playground and Recreation Association of America so that the field representatives of that organization will encourage local exhibitors in the showing of the Sportlights and to work with Pathe in properly exploiting the pictures for the good of communities. The Playground Association is interested in the promotion of all forms of sport.

Rock Completes New Blue Ribbon Comedy Cast

Joe Rock has completed the cast for "A Fraternity Mix-Up," his newest Blue Ribbon comedy for F. B. O. It is made up of the following: Alice Ardell, Gale Henry, Ella McKenzie, Joe Bonner, Will Hayes, Yvonne Howell, Eddie Harris, Al Ford and Jack Goodrich. Percy Pembroke is directing.

Puffy to Make New Series for Universal

Charles Puffy, European actor, who is starring in single reel comedies for Universal has just started the production of a new batch of fun reels. Elsie Tarron is playing opposite the star and Dick Smith is directing.



Scenes from the three reel special comedy starring Harry Langdon titled "Saturday Afternoon," released through Pathe.

Variety in Releases by Pathe

Sportlight, Comedies and Usual Features Mark Weekly Program for February 21

THE Pathe program of releases for the week of February 21st includes a new Grantland Rice Sportlight, a Hal Roach two-reeler, the second chapter of the serial, "Casey of the Coast Guard" and the usual weekly features.

"The Great Arena" is the title of the Grantland Rice Sportlight, which is devoted to many interesting phases of water and ice events.

"Shots in the Dark" is the title of the second chapter of the serial, "Casey of the Coast Guard." Helen Ferguson and George O'Hara have the leading roles. The cast also includes Coit Albertson, J. Barney Sherry and Jean Jarvis.

Hal Roach's two-reel contribution is titled "Wandering Papas" and is starring

vehicle for Clyde Cook, which was directed by Stan Laurel.

Pathe Review No. 8 features another episode in the trip of Knud Rasmussen's three-year pilgrimage through the land of the Eskimos. Also in this reel are "The Cradle of War," Sarajevo in the Balkan Peninsula and "The Book and the Wave," a pictorial interpretation of the verses from Henry Wadsworth Longfellow's famous poem—in Pathecolor.

"The Wicked City" is the cartoon release of the Aesop's Film Fables series.

Topics of the Day No. 8 presents a reel of wit and humor clipped from the press of the world. Two issues of Pathe News complete the schedule.

Roxy Signs for Fox News Reel

Completes Contract for First Unit of Picture Programs He Will Present

S. L. ROTHAFEL (Roxy) has signed his first contract for motion picture product he will show in his new \$10,000,000 theatre now in course of construction in New York City. Last week he signed a contract for Fox News, the motion picture news reel produced and distributed by Fox Film Corporation.

The signing of the document took place in Rothafel's office with a number of Fox executives present. Among them were James R. Grainger, general sales manager; Fred C. Quimby, short subjects sales manager,

and Truman Talley, managing director of Fox News.

The acquisition of Fox News constitutes the only official announcement to be made thus far by Roxy concerning the motion picture portion of the program he will run in the new picture palace. Regarding it he said:

"My act in making Fox News the object of the first motion picture contract for the Roxy Theatre is my tribute to the value of motion picture news reels."



Scenes from "Whispering Whispers," a Pathe comedy release.

Resume of Current News Weeklies

KINOGRAMS, NO. 5159: Chamonix—Canadian hockey team defeats Spanish stars on French ice rink; New York—Sets Charleston dance endurance record by dancing for twenty-two and a half hours; Lansdale, Pa.—Pony farm thrives in spite of autos; St. Louis—Change in men's fashions shown in annual exhibit; Torquay, Eng.—English beaches are crowded as mild weather spell holds; Chicago—Experts taste all food samples for Uncle Sam's soldiers and sailors; Medford, Mass.—Teachers have hard time telling apart six sets of twins in same school; New York—Season's worst storm hits New York and 22,000 shovelers are called into service to clear way for traffic.

KINOGRAMS, NO. 5160: Brussels—Million persons mourn as Cardinal Mercier, Belgium's hero prelate is laid to rest with impressive ceremonies, royalty following hearse; Banff, Canada—Annual winter carnival gets under way with winter sports in hot water outdoor pool; Georgetown, Del.—Call out militia to prevent threatened lynching, soldiers using tear bombs to disperse mob; Stockholm—Swedish Parliament is opened by King with impressive ceremony; Miami—Gondolas, gondoliers, lagoons and atmosphere give America a synthetic Venice; Hanover, N. H.—Dartmouth wins hockey match from Yale at sixteenth annual winter carnival featured by thrilling ski jumping contests; Plymouth, Eng.—Captain Fried and his men who saved the crew of Antiope get tremendous welcome.

PATHE NEWS, No. 13: New Britain, Conn.—Eight killed, 11 injured as factory roof collapses under snow; Corvallis, Oregon—Boxing a la barrel is latest thing in ring armor; London, Eng.—Irving Berlin leaves honeymoon seclusion to take part in farewell to Sophie Tucker; Pasadena, Cal.—Girls stand upright on plane speeding under low bridge; Shreiberhau, Germany—World's youngest ski race is a thriller for the kiddies; New York City—Blizzard sweeps east, blanketing metropolis in deep snow; Naples, Italy—Vesuvius in eruption lures many tourists; Richmond, Va.—(Washington only) Inaugurate H. F. Byrd as 48th Governor of Virginia; Minneapolis, Minn.—Scores take part in annual sports carnival; Kansas City, Mo.—City police destroy more than 100 stills.

PATHE NEWS, NO. 14: Staten Island, N. Y.—Army tanks conquer snow in war with King Winter! Pei Tsang, China—North China in throes of still another civil war! Palm

Beach, Fla.—You have to be past 70 to play in this golf match! In the Limelight—Church temperance society urges Volstead Act modification! Butte, Mont.—Abraham Lincoln in the flesh! Brussels, Belgium—All Belgium unites in tribute to Cardinal Mercier! New York City—Storms rage in Atlantic! Norfolk, Va.—Falls backwards from auto speeding at 70 miles an hour! Detroit, Mich.—City bids Polar fliers "bon voyage"! Castle Shannon, Pa.—Fourteen lose lives in mine blast! Omaha, Neb.—Old-time fiddlers have their day again in radio contest; New York City (New York only)—Cardinal Hayes returns from Holy Year pilgrimage! Coral Gables, Fla.—Mayor Kendrick enjoys visit in Southland!

INTERNATIONAL NEWS, No. 12: Brussels, Belgium—Belgium welcomes her own wandering Prince; Revelstoke, B. C.—Youthful ski stars in thrilling contest; Minneapolis, Minn.—Greek Prince attends thrilling ski meet; Richmond, Va.—Crowds witness inaugural of Virginia's Governor; Shanghai, China—Chinese make movies minus kisses and jazz; Alberta, Canada—Wonder sheep dog rounds up huge herd; New York City—Swirling blizzard, paralyzes New York; East African Jungles—Newsreel cameramen "shoot" big game.

INTERNATIONAL NEWS, NO. 13: Brussels, Belgium—King leads in homage to Cardinal Mercier; Meriden, Conn.—"Nature kids" find health in snow drifts; Nara, Japan—Reviving the glories of ancient Japan. Nipponese countryfolk don costumes of a thousand years ago; Boston, Mass.—Crew of storm beaten schooner rescued from peril by heroic work of U. S. Coast Guard; New York City—S. S. Westphalia arrives with crew saved from sinking freighter; Paris, France—Helicopter in new tests "turns turtle"; Glacier, British Columbia—Conquering the rocky mountain snows! Ft. Snelling, Minn.—Snow maneuvers keep army in trim for Arctic duty; Hanover, N. H.—Green and blue battle for college ice honors; Greenfield, Mass.—Thousands see mammoth snow and ice carnival.

FOX NEWS CONTINUITY, VOL. 7, NO. 37: Washington, D. C.—Congress honors oldest member, Major Stodman of North Carolina, with cake of 85 candles on birthday; Dayton, Ohio—Lieut. John A. Macready sets a new U. S. altitude record in Army plane, climbing to 35,900 feet; Ft. Brady, Mich.—An army on snowshoes; Sanford, Fla.—Golf fans watch

largest field of champions ever matched in one tourney play for Southern title; Arizona—Under desert's burning sun, army of workmen builds irrigation canal tapping Roosevelt Dam; New York City—A perilous task is that of the Lighthouse Service keeping the light buoys in the harbor free of ice; Washington, D. C.—A new uniform for the Army—Gen. Bellinger, quartermaster general, inspects authorized togs; Sydney, N. S. W.—Tennis vogue takes hold in Australia that the younger generation are taught hundreds at a time; Schenectady, N. Y.—Mayor heads a notable throng attending annual ice carnival and skating races in Central Park; Chester, Ill.—The Illinois wheat crop of 1925—a special train of 75 carloads of flour starts to the Southwest; Portland, Ore.—Daring motorcyclists of the Northwest test their nerve and endurance in a cross-country chase; Santa Rosa, Cal.—This city claims a record for twins, and produces fifty sets from six months to 60 years to prove it; Buffalo, N. Y.—Vast barrier of ice clogs Niagara Falls.

FOX NEWS, Vol. 7-38: Cannes, France—Helen Wills, America's woman tennis champion, meets foreign net stars in Riviera tournaments; British Columbia—Trappers fight through snow 15 to 50 feet deep in Canadian Northwest to bring furs to market; West Point, N. Y.—The best-fed young men in America—Uncle Sam provides a model kitchen to cook for 1,100 cadets; Hudson Vehicular Tube Nears Completion—Officials of New Jersey inspect two-mile tunnel which cost \$42,000,000; Richmond, Va.—Harry Byrd takes oath as forty-eighth governor of the Old Dominion and pledges economy rule; Nashville, Tenn.—Leading publishers and editors of newspapers in Southern states confer at Vanderbilt University; Eastern Half of U. S. in Winter's Icy Grip; In New England, zero weather locks famous White Mountain flume; Key West, Fla.—Here's the hottest town in the U. S. in February; Pilot's Risk Their Lives Taking Ships to Sea. Every liner leaving N. Y. has daring guide who is dropped in outer harbor.



Scenes from "It's a Buoy" No. 2 of "The Fighting Heart" series being produced by F. B. O.

Cranfield and Clarke Expand

Increase Capital to \$100,000 and Will Launch Additional Short Product

CRANFIELD and Clarke, Inc. have increased their capital to \$100,000 and intend to go more heavily into the launching of short product. With an extensive lineup now ready for release, additional production starts next month on twelve two-reel comedies under the title of "Make Me Laugh," produced by Arthur J. Lamb.

The following subjects are ready for release:

The "Molly May" series, twelve 2-reel comedies, featuring Violet Mersereau, produced by the well known song writer, Arthur J. Lamb, and directed by Joe Levering; 12 2-reel De Luxe dramas, inspired by World famous paintings, directed by Arthur Maude, and featuring the following well known stars: Margaret Morris, Gladdon James, Grace Carlisle, Richard Headrick, Donald MacDonald and Philip de Lacy; Cranfield & Clarke's International 12, which are single reel interest pictures taken in all

parts of the world.

The personnel of the Company remains as heretofore, with the addition of Rudolf Beyer as Director, George F. Merrell, Secretary & Treasurer, and William Brotherhood, Production Manager.

Frank B. Rogers joined the Company as Manager of Distribution and a member of the Executive Committee, and will also act as Vice-President to take effect on the completion of the Company's organization. Rogers will be in charge of the Cranfield & Clarke products.

The present offices will be retained for the time being and Mr. Rogers will make his headquarters at the Loew's Bldg., 1540 Broadway, with J. J. Murphy.

An office will also be opened in England in April next, the President of the Company going to London for that purpose, as it is the intention of the Company to develop very strongly the foreign end of the business.



"Run Tin Can"

(Educational-Christie—Two Reels)

(Reviewed by Edw. G. Johnston)

THERE may have been other instances where a burlesque of a "dog star" feature has been made but this is the first that this reviewer has witnessed—and it's a corker! Too often, comedies are made along the same old standard lines and this offers something different. Furthermore, while the name of this police dog is not mentioned—it ought to be—for some of its stunts are remarkable and show the effect of careful training. Neal Burns and Vera Steadman play the leads but without deprecating their ability the dog easily runs away with the picture. Robert Thornby directed. The story is by Sig Hertig.

The Cast

"Run Tin Can," Neal Burns, Vera Steadman, Eddie Baker and Lincoln Plummer.

The Story—Neal and the villain Eddie are the rivals for the hand of Mary whose home is out among the oil wells. Neal's pal is "Run Tin Can," a police dog. Eddie discovers that an abandoned oil well belonging to Neal, is in reality a valuable piece of property and seeks possession through an offer of a small sum of money. Neal is inclined to accept the offer but through the efforts of "Run Tin Can" who has taken a keen dislike to Eddie, his signature to the deed is delayed long enough to permit the arrival of Mary who bears the news that Neal's well has "come in." Eddie and his "wild cat" associates tie Mary and Neal to beams in an old shack and endeavor to get to the tax office to buy in the well. "Run Tin Can" comes to the rescue and in a mad race to the tax office, foils the villain and saves the well for his pal.

Summary—A burlesque of "dog star" features that offers something novel in the line of two reel comedies. Is suitable for all houses and should not fail to please.

"Gooseland"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

THIS type of comedy is particularly suitable to Alice Day for it enables this attractive little comedienne to do the kind of work in which she always appears to advantage. It's a lot of slapstick—and that is where Miss Day shines. Mack Sennett is the producer and Alf Goulding did the directing. The supporting cast is very good.

The Cast

Alice Day, Joseph Young, Eugenia Gilbert, Barney Hellum, Sunshine Hart and Mary Ann Jackson.

The Story—There isn't any—unless one can call it the adventures of a Holland farm-flapper. The entire two reels are crowded to the brim with gags and slapstick comedy—with a cast that certainly knows how to produce this type of entertainment. Alice Day is seen in the role of the attractive young flapper at a Holland inn where her hand is sought by local sheiks and visiting tourists. A goose—also part of the establishment—is used to furnish a lot of the fun.

Summary—Two reels of slapstick with Alice Day and a strong supporting cast at their best. It is very fair entertainment.

"Trimmed in Gold"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

BILLY BEVAN and Andy Clyde, two well known fun-makers, are the principal characters in this two reel Mack Sennett comedy directed by Del Lord. Ably assisted by Madeline Hurlock and Kewpie Morgan, they have provided first rate entertainment. The story concerns the adventures of two barbers who, attracted by a customer's tale

of easy money out West, seek wealth and the "wide open spaces" with the aid of an old flivver.

The Cast

Billy Bevan, Andy Clyde, Madeline Hurlock and Kewpie Morgan.

The Story—Billy and Andy are two of the barbers and Billy draws, as one of his customers, a big mine man from the West. He tells Billy that money can literally be scooped up from most any place around his home and with this in mind, Billy and Andy fare forth in their Ford to make their fortune. After many adventures, the pair reach the wide open spaces and start prospecting. The manicurist of the shop has also managed to reach the goal. It develops that the big mine man is in reality, a gambler who wins his money by questionable methods. As he rakes in the pots, an assistant pours the money down a chute which leads to a vault. Billy and Andy, in their explorations, find this vault and think they have discovered a mine. Taking some of the money, they go to the gambler's room and sit in the game. Thus, the money continues to circulate—from the mine to Billy—from Billy to the gambler—and down the chute again.

Summary—Good entertainment by a well known cast of fun-makers. Will do well in most houses.

"Accidents Can Happen"

(Universal-Stern Bros.—Two Reels)

(Reviewed by Chester J. Smith)

THIS is a wild harum-scarum, slapstick comedy featuring Al Alt and Hilliard Karr, which should have landed them all in an emergency hospital. It is one of those wild chases in which furniture is smashed and a general rough house all but demolishes the premises. There are a few good comedy situations, but for the most part it is of the rougher type of comedy.

The Story—Alt and Karr as aviators crash in a tail spin and in their resultant hallucinations hear an imaginary call for help from the girl they both love. The chase leads them to an abandoned house, where they become involved with a mysterious gang and a general rough house is precipitated. It develops they have been participants in a lodge initiation conducted by the girl's father.

Summary—There is not a great deal to recommend in this comedy except for those who like rough, slapstick humor. It fairly abounds in that, with an occasional situation that calls for a laugh.

"Careful, Please!"

(Educational-Hamilton—Two Reels)

(Reviewed by Edw. G. Johnston)

A TYPICAL Lloyd Hamilton comedy with a story particularly adapted to the efforts of this comedian. In spots it is a little slow but on the whole, Hamilton with a good supporting cast has provided pleasing entertainment. The story has to do with the problem of collecting a three dollar furniture debt in a tough neighborhood and the rescue of a fair maiden held for ransom by the toughest man on the street. Norman Taurog is responsible for the story and the direction.

The Cast

Lloyd Hamilton, Marcella Daly, Stanley Blystone, Louise Carver and Dick Sutherland.

The Story—A furniture concern sends a bill collector to bring back three dollars from Tim Riley—the toughest man in a tough neighborhood. The collector fails and Hamilton in the role of a super-collector appears to try his luck. While the gang leader is away, he gains entrance to the house and proceeds to throw the furniture out on the street. Tim Riley returns to receive most of the furniture on

his head as it is falling from the upper story. A gang fight is precipitated and the members slowly but surely annihilate each other. Hamilton, alone survives and rescues the poor little rich girl who is being held in the house for ransom. The girl invites her hero to her home and proceeds to vamp him until her guardian appears. Hamilton leaves to talk matters over with his friend who awaits him in his car. They inadvertently become mixed up with a crane and are hoisted high in the air. Some of the best situations follow at this point.

Summary—A typical Lloyd Hamilton comedy that should get by most anywhere. Although a bit slow in spots, it presents on the whole, very good entertainment.

"Big Game"

(Universal-Mustang—Two Reels)

(Reviewed by Chester J. Smith)

A BASKETBALL game between the towns of Paradise and Piperock is the theme on which this comedy western is built, featuring Pee Wee Holmes and Ben Corbett. It is somewhat out of the ordinary lines of comedies and fairly interesting throughout. There are some good comedy situations, some good knockabout stuff and some good hokum surrounded by a western atmosphere that goes to make the whole thing attractive.

The Story—The town of Paradise boasts an unbeatable basketball team, whose challenge is accepted by Piperock. Magpie Simpkins and Dirty Shirt Jones are the stars of the Piperock team. Magpie gets the ball and the boys throw him with the ball for a basket. Dirty Shirt scores the next basket, but for the opposing team when he throws the ball into the wrong basket. Magpie, through a ruse throws the winning goal and the Paradise followers go home sans clothes, money, horses and equipment.

Summary—This is a good western comedy containing more than the usual amount of appealing humor. It has a number of situations that are bound to provoke laughter. All in all it should go well where this type of picture is appreciated.

"The Tiger Hunt"

(Hal Hodes—Short Film Exch.—One Reel)

AN unusually interesting single reel subject that will prove to be a welcome addition to the program of first run theatres and all other houses. It is the story of an Indian tiger hunt and shows the vast amount of preparation necessary to an expedition of this kind. At the risk of his life, the camera man—Richard Cowling—managed to get some remarkable close-ups of one of the man-eating beasts and almost lost his life while doing so. One hundred and fifty elephants and three hundred men were used in this picture.—EDW. G. JOHNSTON.

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"The Windjammers"

(Pathe-Aesop Fables—One Reel)

THE contrasting figures of a burly Thomas Cat and a tiny mouse—the latter dragging a huge pair of bellows about—are the principal characters in this cartoon by Paul Terry. The bellows are put to a variety of uses. The mouse swims to the bottom of a fish pond and with the aid of the instrument, blows fish up to the top and into the cat's hands. They then climb to the roof of a farmer's house, force the smoke back thru the chimney and finally drive out the farmer and a large number of rats. This one measures up well to the high standard that these series have set.—EDW. G. JOHNSTON.

"Casey of the Coast Guard"

(Pathe Serial—Three Episodes)

(Reviewed by Edw. G. Johnston)

DRAMATIC action, intrigue, thrilling situations and well handled suspense at the close of each episode are all embodied in this new Pathe Serial. During the first part of the opening episode the action is a trifle slow but from this point, the story gathers plenty of speed and the production looks like sure fire serial material.

The story has to do with "Casey of the Coast Guard"—a young officer who is hated and feared by a band of smugglers. Close co-operation from the Washington headquarters of the U. S. Coast Guard Service, loan of equipment, etc., have given this serial a touch of realism that is not usually found. There is a snap and vigor displayed by the "regulars" that rings convincingly true.

George O'Hara has been cast as "Casey" and makes a well groomed officer—perhaps a little too well groomed for a "hard-boiled" role. Helen Ferguson plays opposite O'Hara and does exceedingly well. Others prominent in the cast are Coit Albertson, J. Barney Sherry and Jean Jarvis and their work is entirely satisfactory. Will Nigh did the directing. The story was adapted from the work of Lewis Allen Browne and William Burt.

The Cast

Ensign George Casey.....	George O'Hara
Doris Warren.....	Helen Ferguson
John Warren.....	J. Barney Sherry
Countess Zelina.....	Jean Jarvis
Don Malverni.....	Coit Albertson
James Courteau.....	Robert Craig
The Hunchback.....	James Mack
Deep Water Kelly.....	Joe Marba
Jack Denton.....	Rolland Flander

The Story—George Casey is hated and feared by a band of smugglers under the leadership of Don Malverni and "Diamond Kate." These two with their band have established themselves on an estate near the coast and pose as "Count and Countess." Planning their next coup, they choose for the time, a night when the Cadets of the Coast Guard are to hold a ball in celebration of promotions. They arrange a fake S.O.S. in connection with a fire on an old schooner. They decide to "get" Casey when the signal is answered. Orders are changed and Casey's brother responds to the call. That night Frank Casey receives the bullet intended for George. George arrives on the scene, swears revenge and pursues the killer to a point near Malverni's estate where a fight occurs. In searching for the wounded man, Casey discovers a secret passage which leads to the house. That same night, the "Count and Countess" are entertaining John Warren and his daughter Doris—the latter, Casey's fiancée. The Countess poses as Malverni's sister and soon has John Warren infatuated with her. She plans to use Warren as an outlet for smuggled jewels. Casey suddenly appears from the basement and "Diamond Kate" cleverly allays Casey and aided by her accomplice and the gang, stage a fake fight. In the meantime, Doris confides her suspicions to Casey and plans are made to determine the ownership of the yacht "Sea Spray." Coast Guard cutters and seaplanes scout for her position. Locating the ship, Casey boards her and a struggle occurs when he reaches a cabin where Malverni is seated.

Summary—Any theatre that can handle a serial will find this entirely satisfactory. Thrilling situations, well handled suspense and the splendid assistance lent by the U. S. Coast Guard are the highlights. A well gotten up press book contains some exploitation ideas and the daily newspapers are constantly playing up the activities of the Coast Guard Service.

"Buried Treasure"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

AS A RULE, all these "Gang Comedies" set a high standard in two reel comedy production and this one is certainly not an exception. In our opinion, it's one of the best that Hal Roach and Director Robert McGowan have turned out. A better subject than a search for buried treasure could not be found for "The Gang" and the scene between Farina and the Ape—is a scream! Just that and nothing else would put this one over and Director McGowan is certainly entitled to credit for the manner in which he has handled a difficult piece of work.

The Cast

Mickey Daniels, Johnny Grey, Fatty Joe Cobb, Farina, Mary Kornman and Jackie Condon.

The Story—After reading *Treasure Island*, Johnny is at once inspired to promote a treasure seeking expedition. His enthusiasm sells the scheme to the rest of the Gang and they proceed to build a boat which, after being completed, resembles a cross between a Ford and a ferry boat. An old sailor gives the boys a chart of a treasure island. In reality, it is an ad for a real estate company. In their strange looking craft they set sail for the island. On their arrival, the correct number of paces are marked off and the hunt for gold begins. A motion picture company is on location and the actors are doing "cannibal stuff." Discovering the kids, they decide to give them a scare. A trained ape, also part of the cast meets up with Farina and they immediately become friends. This part of the picture stands out as one of the best.

Summary—One of the best of the popular "Our Gang" comedies. This one cannot fail to please.

"Pathe Review No. 5"

(Pathe—One Reel)

FURTHER explorations of the Arcturus Expedition are shown in the first part of this issue of the Pathe Magazine—the capture of a huge specimen of the shark family being one of the outstanding features. Scenes of Galapagos Island where a large number of frigate birds make their home, are also included in this part. Love making methods of the male birds are brought to light. They attract their mates by the inflation of a pouch attached to their necks. The rest of the reel tells how a marriage bargain is struck in Korea and Pathecolor scenes of Dresden and the Elbe river are also shown.—EDW. G. JOHNSTON.

"Pay the Cashier"

(Pathe—One Reel)

HERE is a short comedy that will serve very well as a filler for the programs of most theatres. The cast is headed by Paul Parrott and the story concerns the rise of this comedian from waiter in a restaurant to cashier of the establishment. The customers of this lunch room have been getting away with a lot more food than they are paying for when, Paul, by a clever arrangement, manages to put a stop to the pilfering and earns the everlasting gratitude of the proprietor.—EDW. G. JOHNSTON.

"Pathe Review No. 6"

(Pathe—One Reel)

ART in Archery" and microscopic studies of the mosquito are the two most interesting features of Pathe Review. During the first part, a description of the different

bows and arrows is given. Powell, the archery wizard who was featured in the "Green Archer" serial, gives a demonstration of his accuracy in this art. The piercing power of the modern bow and arrow is also shown. An interesting microscopic study of mosquitoes during their breeding period and American wildflowers in Pathecolor complete the reel.—EDW. G. JOHNSTON.

"All for a Queen"

(Hal Hodes—Short Film Exch.—One Reel)

HERE is a fine little short subject that is particularly suitable for all first run houses. The camera man has obtained some beautiful exterior shots of the famous Taj Mahal, the temple erected by the Emperor Shah Jahan for his queen Mumtaji Mahal and said to be the most perfectly proportioned example of architecture in the world.

"Bombs and Bums"

(Hal Hodes-Cartoon—One Reel)

AN amusing Mutt and Jeff subject that will measure up O. K. Looking for a country where there isn't any prohibition and little or no restrictions, Mutt and Jeff go to Russia. Pursued by a pack of ferocious Russian wolves, revolutionists and other Russian pests, they experience many a hair-breadth escape.—EDW. G. JOHNSTON.

"Pathe Review No. 7"

(One Reel)

THE "Process Camera" is again used in the first part of this Pathe Review which is entitled "Making over the Metropolis." This camera plays a most interesting number of tricks on the buildings and the city traffic. The "Birds Paradise" scenes of Palmyra, Hawaii and the "Stonebound City," Rothenberg, in Pathecolor make up the balance of the reel.—EDW. G. JOHNSTON.

"When Hell Froze Over"

(Hal Hodes-Cartoon—One Reel)

AFAIR Mutt and Jeff cartoon but not as good as most of them for it is rather difficult to tell just what it is all about. The story seems to concern a coal shortage in Hades where Mutt and Jeff are called to preserve the existing fires. During their pursuit of the elusive flames, many troubles arise.—EDW. G. JOHNSTON.

"The Strenuous Life"

(Pathe-Spotlight—One Reel)

ANOTHER interesting Grantland Rice Spotlight showing the vast amount of strenuous work and careful training that enters into the daily life of several professionals. It includes studies of the "strong man," the acrobat, dancers, pugilists, Charleston dancers and other sports.—EDW. G. JOHNSTON.

New Branch Managers are Named by Pathe

Two new branch managers have been appointed by Harry Scott, general sales manager of Pathe, and a third has been transferred. Roy O. Pearson, formerly salesman in the Chicago territory has been appointed branch manager at Omaha to succeed F. W. Gebhardt, who becomes manager at Kansas City, succeeding J. A. Epperson, who accepts another important position with Pathe.

John R. Mahan, formerly two-reel comedy salesman at New Haven has been made branch manager there. He succeeds W. J. Whyte, who is assuming other duties with the organization.



Pre-release Reviews of Features



High and Handsome

(F. B. O.—5669 Feet)

(Reviewed by George T. Pardy)

MELODRAMATIC thrills, comedy and love interest are mixed up freely and with entertaining results in this picture with a big, good-looking cop for hero, the latter being impersonated by that hefty, handsome athlete, Lefty Flynn, who fits nicely in the role and plays it with commendable dash and spirit. The plot is simple enough, offering a straightaway yarn of a flattie who falls in love with a pretty girl living on his beat, has a prize-fighter for rival whom he tangles and mops up at the latter's own game, and so on. Most fans will like the picture because of its elemental appeal, its vigorous action and good work of the cast.

THEME. Melodrama. Patrolman Joe Hanrahan is suspended on account of a quarrel with pugilist Kennedy over a girl. Later he whips Kennedy, gets job and girl back.

PRODUCTION HIGHLIGHTS. Joe's first meeting with Marie. Comedy relief. Joe's fist fight with Kennedy. Romantic developments. The big glove contest scene.

EXPLOITATION ANGLES. Boost as love story of fighting cop, with pugilist rival. Play up the comedy laughs and human interest note. Stress prize fight. Feature star.

DRAWING POWER. O. K. as program attraction. Should please wherever they like the rough-and-ready stuff, with lots of melo action and rollicking comedy.

SUMMARY. Hits up a smart pace all the way through. Has melodramatic punches in plenty, particularly fighting scenes. Gets the laughs with comedy gags, star good in scrapping cop role, is well directed.

THE CAST

Joe Hanrahan.....Lefty Flynn
Marie Le Doux.....Kathleen Myers
Mrs. Hanrahan.....Lydia Knott
Jim Burke.....Jean Perry
Battling Kennedy.....Tom Kennedy
Myrt Riley.....Marjorie Bonner
Jimmy Le Doux.....John Gough

Author, Gerald Beaumont. Director, Harry Garson.

SYNOPSIS. Patrolman Joe Hanrahan and pugilist Battling Kennedy are rivals for love of Marie Le Doux. Jim Burke, fight promoter, is warned by Joe to repair the gallery of his arena, but fails to comply. An open quarrel with Kennedy results in Joe being suspended from the force. He meets and whips Kennedy in a glove bout. The contest takes place in Burke's place, the gallery falls, people are injured. Joe arrests Burke for criminal negligence, is reinstated and wins Marie.



Lefty Flynn, star of "High and Handsome," an F.B.O. production.

High and Handsome (F.B.O.). PRESS NOTICE

BIG athletic, good-looking Lefty Flynn, ex-football warrior and present film star, will appear at the Theatre on _____ in "High and Handsome," a picture with a fighting cop for hero.

This policeman role suits Mr. Flynn in every particular. He is seen upholding the majesty of the law on his beat, saving a kitten for a pretty girl, shooing away gangsters, always in action. Fun unlimited, thrills galore, distinguish this production, with a grand finale punch scene when Lefty knocks out a professional pugilist.

Kathleen Myers portrays Marie, the girl in the case, with vivacity and charm. Tom Kennedy is the pugilist chap, others in support, Lydia Knott, Marjorie Bonner and Jean Perry.

CATCH LINES

A dynamic story of destiny, a lovely little Irish romance, a policeman hero, a great prizefight scene!

The Shadow of the Law

(Associated Exhibitors—Five Reels)

(Reviewed by Frank Elliott)

CLARA BOW, who is known principally for her flapper characterizations, is here introduced in a straight dramatic role and proves that her talent is not one sided. In fact Miss Bow, in addition to being easy of the optics, puts over an emotional part in a way that will win her new admirers. The picture is based on Henry Chapman Ford's novel, "Two Gates," and while the plot is cut from familiar fabric, it has action aplenty and succeeds in holding the interest because the producers have wisely kept the footage within reasonable lengths instead of padding it out as it is so often done these days. This is an instance of a good cast putting over an ordinary story. Forrest Stanley is a likable hero and Stuart Holmes is still one of our best villains. Ralph Lewis adds his talents in an appealing part. There is real action in the climax in which the master crook, seeking to destroy the girl who snubs him, is himself caught in a trap.

THEME. Crook melodrama. Master criminal frames girl into jail only to land there himself when her father and other members of villain's gang "get" him.

PRODUCTION HIGHLIGHTS. The robbery of the jewels and the shooting of Eagan's pal. Exposure of crook at reception. Miss Bow's characterization.

EXPLOITATION ANGLES. Boost as thrilling crook drama, play up Clara Bow. Get indorsement of police chief after showing picture to him.

DRAWING POWER. Good attraction for program houses.

SUMMARY. A well acted melodrama of the crook type which will entertain patrons of average house. Has been well mounted and carries a punch in its climax.

THE CAST

Mary Brophy.....Clara Bow
James Reynolds.....Forrest Stanley
Carl Lingard.....Stuart Holmes
Charles Brophy.....William V. Mong
"Twist" Eagan.....J. Emmet Beck
The Aunt.....Adele Farrington

Author, Henry Chapman Ford. Director, Wallace Worsley.

SYNOPSIS. Carl Lingard frames Mary Brophy's arrest on a fake jewel theft charge. On her return from jail, Mary is met by Jimmy Reynolds and an old friendship is renewed. Lingard plans theft of valuable paintings, with aid of Mary's dad, but when Lingard at reception declares Mary a jailbird, her father tells all. So do other members of gang. Lingard shoots father of girl, but he recovers. Mary and Jimmy wed.



Clara Bow, who appears in "The Shadow of the Law" for Associated Exhibitors.

The Shadow of the Law (Associated Exhibitors)

PRESS NOTICE

CLARA BOW, supported by an all-star cast, including Forrest Stanley, Stuart Holmes, William V. Mong and others of equal note, will appear on the Theatre screen, commencing _____, in "The Shadow of the Law."

The story deals with the machinations of a master crook, who moves in society circles under the guise of an expert on art. Because the heroine rebuffs him, he frames her into jail on a trumped up charge. But in the end she and her father, with the aid of two members of the crook's gang, are the cause of the criminal's downfall. The production is rich in lavish settings especially the interiors.

CATCH LINES

The dramatic story of a girl's struggle against relentless fate and her triumph in the end!

A heated drama of a girl who would not be beaten by the forces led against her by a master crook!

Behind the Front

(Paramount—Six Reels)

(Reviewed by Frank Elliott)

AMERICA must needs prepare for a gale of laughter which is going to sweep the nation from one end to the other when Wallace Beery and Raymond Hatton appear on the screens of city, town and hamlet in this rollicking comedy of war days, adapted from Hugh Wiley's amusing story, "The Spoils of War." There isn't the least doubt but that this is one of the most laughable comedies put out in many a day, much of the credit for which, in addition to Messrs. Beery and Hatton's work should go to Edward Sutherland who presided at the megaphone and to Ralph Spence who once again has turned out a peppy set of titles. Folks will not soon forget the antics of the two newly-made soldiers as they clean streets, line up for inspection, insult the general, escape from the hoosegow, volunteer for duty in No Man's Land, invade a German trench and go for a joy ride between the lines in a tank, the mechanism of which is all dark to them.

THEME. Comedy dealing with adventures in France of a thick-witted cop and a pickpocket, vamped into the army by a girl.

PRODUCTION HIGHLIGHTS. Buddies bungling up dress parade, which lands them in the guard house. Pushed into volunteering for duty in enemy's lines. The ride in the tank.

EXPLOITATION ANGLES. Tie-up with local American Legion posts. Prologue with doughboys singing old war songs. Boost as a real laugh getter.

DRAWING POWER. O. K. for the best houses in the land, will please all fans.

SUMMARY. An extremely well acted, exceedingly laughable comedy, mounted with pictorial lavishness. Should appeal to all classes. Rich in amusing incident. A credit to everyone identified with its making.

THE CAST

Riff Swanson.....	Wallace Beery
Shorty McGee.....	Raymond Hatton
Betty Cooper.....	Mary Brian
Percy Brown.....	Richard Arlen
Captain Cooper.....	Hayden Stevenson
Scottie.....	Chester Conklin
Sergeant.....	Tom Kennedy

Author Hugh Wiley. Director, Edward Sutherland. Photographed by Charles Boyle.

SYNOPSIS. Riff Swanson, alleged detective, and Shorty McGee, pickpocket, are vamped into enlisting by Betty Cooper. The buddies arrive behind the lines where they are given menial tasks and the ways of soldiery knocked into them by a bully sergeant. After stirring adventures in the trenches of their own and the enemy troops, comes the armistice. They arrive home in time to see "their girl," wed to the man who sent over Brown's Biscuits.



Wallace Beery, featured in "Behind the Front," a Paramount production.

Behind the Front (Paramount). PRESS NOTICE

"**BEHIND THE FRONT**," a comedy of the A.E.F. comes to the Theatre, commencing —. Wallace Beery and Raymond Hatton add new laurels to their comedy record in their uproarious characterizations. No funnier scenes have ever been pictured than those showing the bewildered heroes on the inspection line, in the trenches, in the guard house, in No Man's Land and in a mad ride in a galloping tank. Through the plot runs a romance, with Mary Brian as a Red Cross worker. Others in the cast are Chester Conklin, Richard Arlen, Louise Lorraine and Gertrude Astor. The picture was made under the supervision of military experts

CATCH LINES

The Sunny Side of the War. A riot of grotesque and gorgeous gags. The story of a rough-neck and a sap. They fought the whole German army for a girl! A great human comedy of America at war!

The Handsome Brute

(Columbia Pictures Corp.—4779 Feet)

(Reviewed by George T. Pardy)

ANOTHER entry on the long list of recent pictures "glorifying the American policeman," although in this particular instance the bluecoat hero isn't glorified to any extent you could notice until the final reel, for in the early stages of the yarn he shows up in rather a "boob" light, with little outside of his good looks to recommend him. But, as played by William Fairbanks, he is sure a sight to catch the ladies' eyes, and a scrapping hummer with both hands when he steps into action. Fairbank's fight in the big punch scene when he rounds up the three arch-crooks, is a real nifty walloping seance and the star gets a lot of fun out of the comedy situations as well. Virginia Lee Corbin, who played kiddie roles not so long ago, makes a pronounced hit as dainty heroine Nelly, and take it all-in-all, the picture's breezy, romantic, humorous and melodramatic appeal ranks it as a right good program film.

THEME. Comedy-melodrama. Policeman Larry O'Day loves Nelly Eagan, jeweller's daughter, loses job, but gets back through crook capture, wins promotion and girl.

PRODUCTION HIGHLIGHTS. Hero's comedy blunders. Gradual development of love affair. Acting of Fairbanks and Miss Corbin. Scene where Larry surprises crook trio.

EXPLOITATION ANGLES. You can play this up safely as a picture full of melodramatic punch and surprises, with good comedy and heart interest values. Feature William Fairbanks and Virginia Lee Corbin.

DRAWING POWER. Good card for neighborhood, smaller houses and towns.

SUMMARY. Lively comedy-melodrama with cop hero, played with lots of dash and go by William Fairbanks, gets the laughs, puts over big thrill punch at close. Registers as a likely program attraction.

THE CAST

Larry O'Day.....	William Fairbanks
Nelly Egan.....	Virginia Lee Corbin
John Granger.....	Lee Shumway
Thomas Egan.....	Robert Bolder
Captain.....	J. J. Bryson
Watchman.....	Daniel Belmont

Author, Lillian Maize. Director, Robert Eddy. Photographed by George Meehan.

SYNOPSIS. Larry O'Day, patrolman, loses his job on force through a misadventure in which Nelly Egan, jeweler's daughter, is concerned. Granger, famous international detective, is aiding police in pursuit of notorious Brady gang. Larry takes a hand in the game, capturing Granger and two confederates looting Egan's store. He subdues the trio. It transpires that the real Granger is dead and a crook impersonating him. Larry is reinstated, promoted and marries Nelly.



William Fairbanks, star of "The Handsome Brute," a Columbia picture.

The Handsome Brute (Columbia Pics.)

PRESS NOTICE

ARATTLING story of the police force, vibrating with melodramatic thrills and alive with snappy comedy, is offered by "The Handsome Brute," William Fairbanks' new picture, which comes to the Theatre on —.

This cop role is just the sort of part in which the athletic, good-looking Bill Fairbanks shines and he puts over some tremendous physical action stuff, as well as shaping up romance

Hero Larry O'Day plays in hard luck until near the close of matters, when he redeems previous mistakes by capturing three notorious crooks single-handed and winning promotion and the girl he loves. Includes Virginia Lee Corbin, Lee Shumway and others.

CATCH LINES

A thrilling melodrama, a wonderful love story, a corking comedy and a superb cast!

The Road to Glory

(Fox—5600 Feet)

(Reviewed by George T. Pardy)

THIS title is a muddy mystery as regards its connection with the filmed narrative, as nobody in the picture seems to have any hankering for, or attains glory of any sort by any visible ways or means. Briefly, the plot deals with a girl who goes suddenly blind, renounces God and her sweetheart, but regains both when her sight is restored by a sudden shock. It's a draggy, unsatisfactory yarn, poorly directed, unconvincing, with sentimental yearnings developed to the slushy verge of sheer absurdity; perhaps its weepy passages may awaken sympathy in some innocently vacant minds, but critical audiences will hand it the unfeeling horse-laugh. May McAvoy looks as pretty as ever and emotes energetically in the role of the fate-battered heroine, but her talents are wasted on an impossible role. Rockliffe Fellowes gives you the impression that he is laughing at himself in a peculiarly mild villain part, support is adequate.

THEME. Drama. Girl goes blind, loses faith in God, renounces sweetheart. He seeks her out again. Accidental shock restores her sight. They are reunited.

PRODUCTION HIGHLIGHTS. Auto wreck scene. Cabaret episode when heroine goes blind. Situation where she send David away. Storm scene, wreck of house. Climax.

EXPLOITATION ANGLES. Play up May McAvoy. Don't promise much as regards story or there may be a comeback. Bill as pathetic heart drama.

DRAWING POWER. Suitable for daily change houses, or half of double feature bill.

SUMMARY. May McAvoy's pretty face and sincere acting the only bright spots in a decidedly dreary drama, which drags lamentably and is totally unconvincing; may get by in places where patrons are patient and uncritical.

THE CAST

Judith Allen.....	May McAvoy
David Hale.....	Leslie Fenton
James Allen.....	Ford Sterling
Del Cole.....	Rockliffe Fellowes
Aunt Selma.....	Milla Davenport
Butler.....	John MacSweeney

Author and Director, Howard Hawks.

SYNOPSIS. In an auto wreck David Hale is uninjured, his sweetheart Judith Allen sustains a slight bump on the head. Her father is accidentally killed. While at a cabaret with Del Cole, another suitor, Judith goes suddenly blind from the result of the head injury. She breaks with David, but he seeks her out again. A storm wrecks the house, both are hurt, Judith but slightly. While at David's bedside her sight suddenly returns. They face a happy future together.



May McAvoy, appearing in "The Road to Glory" for Fox Films.

The Road to Glory (Fox) PRESS NOTICE

A HEART drama of intense pathos and absorbing interest is outlined in "The Road to Glory," starring May McAvoy, and billed as the big screen attraction at the _____ Theatre on _____.

The story deals with a young girl who while riding in her fiance's car, meets with an accident which later results in blindness. Despair leads her to renounce her lover and defy God, but in the finale her sight is restored and she lives to make happy the man she loves and who remained loyal through her affliction.

Charming May McAvoy is wistfully alluring in the pathetic role of heroine Judith, supported by Rockliffe Fellowes, Leslie Fenton, Ford Sterling and Milla Davenport.

CATCH LINES

Chance gave her happiness, Chance took it away, then Chance returned it again.

Beyond the Rockies

(F. B. O.—4851 Feet)

(Reviewed by George T. Pardy)

A GOOD old regulation border tale thriller, with all the excitement and thunder and lightning action one expects in a fast-running Westerner. Also, more than is usually looked for in the line of well-matured and sharp suspense, for director Jack Nelson certainly put a double edge on some of the big punch situations, notably that in which Bob Custer, bound and imprisoned in a burning shack with explosives stowed carelessly around him, makes a getaway by the skin of his teeth, so to speak. There are several other nerve-racking jolts handed the spectators, and it's a cinch that nobody will complain of lack of decisive action wallops in Mr. Custer's latest. The star is as physically energetic and attractive as ever, rides and fights in his customary whirlwind fashion and is well supported, with pretty Eugenie Gilbert a most alluring dance-hall-girl heroine; David Dunbar and Bruce Gordon sharing the villainous honors. Photography and lighting O. K.

THEME. Con Benteen, detective for Stockman's Association, goes to border town, runs down outlaw gang, falls in love with and wins dance-hall girl.

PRODUCTION HIGHLIGHTS. Custer's riding and gunplay. Scene where he gallops to safety ahead of cattle stampede. His escape from burning cabin. Comedy relief.

EXPLOITATION ANGLES. You can promise an hour's vividly exciting entertainment without fearing a comeback. Play up Custer's stunts. Bill as red-hot melodramatic romance, with great Western backgrounds, laughs and thrills.

DRAWING POWER. Good program attraction, suitable wherever Westerners hold 'em.

SUMMARY. Straight-shooting, fast-riding Westerner, sizzles with action, shows Bob Custer up in strenuous fighting stunts and horsemanship feats. Will score in any house that wants adventure stuff.

THE CAST

Con Benteen.....	Bob Custer
Flossie.....	Eugenie Gilbert
Cottle.....	David Dunbar
Monte Lorin.....	Bruce Gordon
Tex Marcy.....	Milton Ross
Sartwell.....	Eddie Harris
Dave Heep.....	Roy Laidlaw

Author, J. Edward Leithead. Director, Jack Nelson.

SYNOPSIS. Con Benteen has an altercation with bad man Cottle over Flossie, dance hall girl, and shoots Cottle's gun from latter's hip. Cottle is secretly leader of the Cloaked Riders cattle rustlers. Con, who is really an operative for the Stockman's Association joins the gang. After many narrow escapes he is identified by the bandits, bound, and left to burn in a shack full of explosives, but gets free, rounds up the rustlers and wins Flossie.



Bob Custer, star of "Beyond the Rockies," an F. B. O. production.

Beyond The Rockies (F. B. O.) PRESS NOTICE

DASHING Bob Custer, the screen's premier range rider, gunfighter and all-around athlete, will be seen in his latest picture, "Beyond the Rockies" at the _____ Theatre on _____.

In this film Bob appears as Con Benteen, detective for the Stockman's Association, who champions the cause of an abused little dance hall girl, joins the rustlers in disguise, has a medley of narrow escapes, is finally discovered, and left to die in a burning shack by the outlaws, but escapes, rounds them all up and gets the girl.

A great Western feature, with Custer at his best, Eugenie Gilbert as the alluring heroine, Bruce Gordon, Milton Ross, Eddie Harris, Roy Laidlaw in support.

CATCH LINES

A whizzing melodrama of the plains, raiding rustlers, a cattle stampede, love, romance, wild adventure!

The Fighting Edge

(Warner Brothers—Seven Reels)

(Reviewed by Frank Elliott)

HENRY LEHRMAN has been eminently successful in packing action into this story of romance and smuggling along the Mexican border. The picture opens with a very exciting chase after some smugglers and the wreck of their car as it plunges down a mountainside. Then we are introduced to the heroine, who in order to get into the smuggler's mysterious ranch house, purposely dashes her car down a cliff and then feigns unconsciousness. Once we are in the ranch house, there is tense suspense as both hero and heroine seek to locate a missing federal agent. Things happen in swift succession, ending in a battle royal and the escape of the two "with their man." However the smugglers still have fight in them and they pursue the trio to a deserted house where the climax comes with more "free for all," mixups. Kenneth Harlan has a colorful role as Juan O'Rourke, Spanish-Irish secret service man. Patsy Ruth Miller, who is co-starred, is also good.

THEME. A melodramatic romance of smuggling activities on the border with the gang being captured and a federal agent rescued by the hero.

PRODUCTION HIGHLIGHTS. The chase after the smugglers and the wrecking of their car. Sequence in which Juan is told to shoot Joyce. Battle in deserted house.

EXPLOITATION ANGLES. Boost names of Harlan and Miss Miller. Bookstore displays of Raine novel. Put man on street in Mexican costume as ballyhoo.

DRAWING POWER. Popularity of stars should help. Suitable for average house.

SUMMARY. A fast moving meller which is well acted and keeps the interest intact from beginning to end. It has action-plus. There is mystery, romance, and excitement galore and some of the best auto chases pictured in many moons.

THE CAST

Juan O'Rourke.....	Kenneth Harlan
Phoebe Joyce.....	Patsy Ruth Miller
Gillette.....	David Kirby
Chuck.....	Charles Conklin
Taggart.....	Pat Hartigan
Bailey.....	Lew Harvey
Joyce.....	W. A. Carroll

Author, William McLeod Raine. Director, Henry Lehrman. Photographed by Alan Thompson and Robert Laprell.

SYNOPSIS. Joyce, a government agent, is imprisoned by a gang of smugglers in their ranch house. O'Rourke, another U. S. agent posing as half Spanish and living in the enemy's country, is commissioned to rescue Joyce. He meets Phoebe, Joyce's daughter, who feigns unconsciousness following an accident and is carried into house by smugglers. Eventually two, with aid of cook, get Joyce away to deserted house. Smugglers follow. U. S. troops arrive and save all. Phoebe weds Juan.



Kenneth Harlan, appearing in "The Fighting Edge," a Warner Bros. picture

The Fighting Edge (Warner Brothers)

PRESS NOTICE

"THE FIGHTING EDGE," a thrilling melodrama of the Mexican border, with smugglers, a ranch house with dungeons, secret doors and barricaded rooms, Secret Service agents of Uncle Sam and a hero who stops at nothing, comes to the _____ Theatre, commencing _____. Patsy Ruth Miller and Kenneth Harlan make their initial appearance together in this production which is based on the stirring book by William McCleod Raine. The plot deals with the adventures of a government agent sent into Mexico to rescue another U. S. officer and aid in rounding up a gang of desperate smugglers. He finds plenty of thrills but also wins a bride.

CATCH LINES

A melodramatic story of romance and adventure on the Mexican border. A gang of smugglers outwitted by a hero who was Spanish until he got into a scrape, then he was Irish!

Lawless Trails

(B. A. Goodman Pro., Inc—5000 Feet)

(Reviewed by George T. Pardy)

FOLLOWS the time-honored Western plot formula, but should amply satisfy the fans who like the galloping hoofs and gun-play action, with romance terminating in a true lovers' clinch at the close. The picture travels along at a rapid clip, getting off to a fast start and maintaining its speed to the end. Right at the beginning of things we are treated to a stage-coach holdup turned off in sufficiently realistic style, and from then on hero Bud Osborne, portrayed by Bruce Gordon, is kept busily engaged frustrating the evil designs of a city crook who insists upon pestering the gal Bruce loves. It's all pretty obvious, but the melo wallops are slammed home with convincing force, there's no letup in the cyclonic rush of events, and the star distinguishes himself by spectacular rough-riding and generally impressive physical stunts. Josephine Hill is O. K. as the girl, the Western types as a whole are good and scenic shots attractive.

THEME. Western melodrama. Crook blackmails and threatens daughter of rancher, her lover shields her at risk of own reputation, eventually clears everything up.

PRODUCTION HIGHLIGHTS. Stage coach holdup. Arrest of Bud. His escape. His pursuit and capture of villain and return with written confession. Sunshine climax.

EXPLOITATION ANGLES. Bill as fast Western melodrama, with strong love interest, hard riding stunts, fight episodes, etc. Feature Bruce Gordon, Josephine Hill.

DRAWING POWER. Should suit wherever wild and wooly Westerners are in demand.

SUMMARY. Regulation Western melodrama, nothing new to plot, but plenty of fast action and melodramatic punches. Star rides and scraps well, film doesn't drag at any stage and should satisfy all admirers of straight adventure stuff.

THE CAST

Bud Clews.....	Bruce Gordon
Frisco Mays.....	Boris Bullock
Josephine Sturgess.....	Josephine Hill
Shorty Hill.....	Bob Williamson
Lafe Sturgess.....	Melbourne Morante
Slim Lamont.....	Bud Osborne
Mojave Kid.....	Victor Allen

Author and Director, Forrest Sheldon. Photographer Not Credited.

SYNOPSIS. Josephine Sturgess returns to her father's ranch, is threatened by Mays, a crook with whom she became innocently involved in San Francisco. Bud Clews discovers Mays in possession of a stolen necklace, but allows him to escape, in order to shield Josephine's name. The sheriff comes looking for Mays, finds the necklace on Bud and arrests him. Bud gets away, trails Mays, obtains written confession clearing himself and Josephine, satisfies sheriff, she becomes his wife.

Lawless Trails (B. A. Goodman Production)

PRESS NOTICE

BRUCE GORDON, dashing Western star, in "Lawless Trails," a red-blood, soul-stirring melodrama of the open spaces, will be the big screen card at the _____ Theatre on _____.

In this picture Gordon does some great riding stuff, playing the role of a fearless cowboy who saves the good name of a girl by temporarily allowing himself to remain under suspicion of being a thief, while he runs down and wrings a confession from the real criminal.

Josephine Hill is cast in the heroine role and gives an excellent performance, with Boris Bullock, Bob Williamson, Bud Osborne, Victor Allen, Melbourne Morante, and several other well-known favorites of filmland in support.

CATCH LINES

A girl's fair name at stake, her lover sacrificed his reputation to shield her from scandal!



Bruce Gordon in "Lawless Trails," a B. A. Goodman production

Rainbow Riley

(First National—Seven Reels)

(Reviewed by Frank Elliott)

THIS one starts out with promise as Johnny Hines starts things off "on high," as he tries to "crash" into a job as cub reporter and also attempts to get arrested in order that he may get his first interview with a man behind the bars whom other reporters have been unable to make talk. The reason being, as Johnny discovers, that he is deaf and dumb. But after these scenes are over and the reporter gets into the Kentucky hills to "cover" a feud, the comedy element doesn't register with much kick, in fact there is too much drama and not enough gag material. However, many fans are going to find much fun in the star's attempts to win favor with each side in the feud, in his efforts to escape the love making of Becky, in the scenes at the old fashioned dance and in Dan Mason and his ancient gas wagon. There are some thrills in the kidnaping of the heroine, in Johnny's leap across a wide chasm to the half-wit's stronghold in which milady is being held and in the battle with the mountaineers in which Johnny uses golf balls.

THEME. Comedy, cub reporter covers feud in Kentucky mountains where he wins bride after thrilling adventure.

PRODUCTION HIGHLIGHTS. Johnny's efforts to land reporter job. The pool game. The barn dance. The leap across chasm. Fight with the clansmen.

EXPLOITATION ANGLES. Try to borrow old car and have man dress like Dan Mason, drive it about town with banner: "On my way to see Rainbow Riley." Play up Hines' name. Dress lobby front like log cabin.

DRAWING POWER. Star's past accomplishments will aid. O. K. for average house.

SUMMARY. While this offering is not up to past Hines vehicles and does not have the laughs registered in them, it will undoubtedly entertain most folk. It starts off well and there are some fine character types. Well mounted, also.

THE CAST

Steve Riley.....	Johnny Hines
Alice Ripper.....	Brenda Bond
Tilden McFields.....	Bradley Barker
Dr. Lem Perkins.....	Dan Mason
The Half Wit.....	John Hamilton
"Zeb" White.....	Harlan Knight
The Editor.....	Herbert Standing
Author, Thompson Buchanan. Director, Charles Hines.	

SYNOPSIS. Steve Riley, known as "Rainbow" gets a job as a reporter and is assigned to cover a feud in the Kentucky mountains. A male half wit at a dance kidnaps the heroine and takes her to his mountain stronghold. Steve rushes to the rescue, subdues the kidnaper, but is surrounded by clansmen. Having sent wire to paper, misinterpreted as meaning "president in danger," all the forces of navy and army come to rescue. Steve and girl saved. Clansmen dispersed.



Johnny Hines, star of "Rainbow Riley," a First National picture

Rainbow Riley (First National) PRESS NOTICE

"RAINBOW RILEY," will come to the ——— Theatre, commencing ———.

Johnny Hines is the star and he is at his best in the role of a cub reporter who is sent to the Kentucky mountain country to "cover" a feud. Arriving there he incurs the enmity of both clans. He is sentenced to be shot but escapes and is able to rescue the heroine from a mountain half wit who has kidnaped her. Surrounded by clansmen, it looks bad for Johnny until help arrives via land, sea and the air. Johnny is supported by a new leading lady, Brenda Bond. Others in the cast are Dan Mason, Bradley Barker, Harlan Knight, Herbert Standing, Ben Wilson and Lillian Ardell.

CATCH LINES

A newspaper cub who made his own story when there was nothing to write about!

Big Pal

(Royal Pictures—4700 Feet)

(Reviewed by George T. Pardy)

THERE'S a very realistic and well-staged prizefight scene in this feature, as well as some effective "kid" stuff that has strong appeal. In fact Micky Bennett, the freckle-faced youngster who impersonates the pugilistic champ's little nephew, not only divides dramatic honors with big William Russell, but at times comes mighty close to stealing the picture. The plot runs largely to hokum and hasn't much to boast of as regards fresh material, but they've managed to get in a couple of surprise twists toward the end that jolt the spectators agreeably and the net result is a very pleasing program attraction. Bill Russell shows up fine as the fighting professional and is with all a pleasing hero Julianne Johnston is a bewitching example of a lass who loves a pug; Mary Carr wins favor in her characterization of the lost child's mother and the support is well-balanced at all times. Direction and photography good.

THEME. Melodrama. To force champion pugilist to "throw" a fight, crooks kidnap his little nephew. Boxer's sweetheart and child appear in time to save him.

PRODUCTION HIGHLIGHTS. The "kid" comedy. Mickey Bennett's clever work in boy role. The kidnapping. Big fight scene. Good work of Russell and Miss Johnston.

EXPLOITATION ANGLES. Bill as exciting melo, with good prizefight settings, suspense, comedy. Go after juvenile trade strong. Feature William Russell.

DRAWING POWER. Ought to do good business in neighborhood and small houses.

SUMMARY. Mixes up some good kid comedy with melodramatic punches, action rapid, fight scene remarkably well done. Has considerable heart interest. Bill Russell a hit as champion pug. Likely audience picture with especial appeal for boys.

THE CAST

Dan Williams.....	William Russell
Helen Truscott.....	Julanne Johnston
Mary Williams.....	Mary Carr
Johnny Williams.....	Micky Bennett
Tim Williams.....	Hayden Stevenson
Author, Jules Furthman. Director, John G. Adolphi.	

SYNOPSIS. Judge Truscott's daughter Helen is saved from a runaway horse accident by Dan Williams, champion pugilist, and a warm friendship springs up between them. On the eve of a championship battle Dan's favorite nephew, little Johnny, is abducted, and Dan notified that unless he quits in the fifth round of the fight the lad's life will be sacrificed. He decides to lose, but as the fifth round draws near Helen appears at the ringside with Johnny, who has escaped. Dan cuts loose, wins the battle and Helen as well.



William Russell, star of "Big Pal," a Royal picture.

Big Pal (Royal Pictures) PRESS NOTICE

A GREAT story of the prize-ring that combines melodramatic vigor with intense heart interest is offered by "Big Pal," the picture starring William Russell, which comes to the ——— Theatre on ———.

Mr. Russell is seen as a champion pugilist whose little nephew is abducted on the eve of a battle for the title. The crooks warn him that he must lose in the fifth round, or the boy's life will be sacrificed.

One of the fastest and most realistic ring contests ever filmed takes place, with a thrilling climax, when the sudden reappearance of the champion's sweetheart and the child, enable him to win. In support are Julianne Johnston, Mary Carr, Micky Bennett and others.

CATCH LINES

William Russell in his most virile role and greatest picture

An epic of the Prize ring—the tale of a Champion who was also a loyal lover and unselfish man!

Combat

(Universal Jewel—6714 Feet)

(Reviewed by George T. Pardy)

IF ever a picture lived up to a pugnaciously suggestive title, this one does. House Peters, as Blaze Burke, the noble roughneck hero, battles his way persistently with smashing effect through every reel, while his tough gang associates constantly stage knock-em-down-and-drag-'em-out side scraps on their own account. It's a logging camp tale, a Westerner with lots of colorful atmosphere and no lack of action very well photographed, offering some rarely beautiful forest glade and water views, and winding up with a forest fire of spectacular dimensions, so realistic that you instinctively shrink back from the red, licking tongues of flame and choking smoke drift. Wanda Hawley is attractive as the shrinking violet type of heroine who learns to love the chap she first despised as a caveman throwback, Red McLaughlin, as portrayed by C. E. Anderson, is a singularly unprepossessing brute. Support and direction adequate.

THEME. Melodrama. Blaze Burke "boss" of lumber camp, is double-crossed by Symmons. Latter's fiancée is saved by Burke in forest fire and he wins her love.

PRODUCTION HIGHLIGHTS. House Peter's strenuous acting. The fighting stuff, fast action, good photography, romance, spectacular forest fire scene in climax.

EXPLOITATION ANGLES. Feature House Peters and Wanda Hawley. Bill as sizzling action melo of lumber camp region. Play up gruelling fights, hero's willingness to sacrifice self for girl he loves.

DRAWING POWER. Good card for the average house.

SUMMARY. A melo that is packed with furious action, offers forcible physical appeal, star doing some great work in rough-and-tumble fights. Atmosphere of logging camp very good. Photography excellent. Will please adventure loving fans.

THE CAST

Blaze Burke.....	House Peters
Ruth Childers.....	Wanda Hawley
Milton Symmons.....	Walter McGrail
Red McLaughlin.....	C. E. Anderson
Jerry Flint.....	Charles Mailes
Half Breed.....	Steve Clemento
Sheriff.....	Howard Truesdale

Authors, J. G. Hawks, Edward J. Montague. Director, Lynn Reynolds. Photographed by Charles Stumar.

SYNOPSIS. Lumberjack Blaze Burke is made boss of Flinn's logging camp and proceeds to eliminate an opposition gang of huskies led by Red McLaughlin. Doublecrossed by one Symmons he takes latter's prospective bride, Ruth, to lonely cabin. Trailed by McLaughlin, they fight, McLaughlin falling to death over cliff. He restores Ruth to Symmons. Subsequently he saves her in a forest fire. Symmons perishes in flames. Burke wins Ruth.



House Peters, seen in "Combat," a Universal Jewel.

Combat (Universal-Jewel) PRESS NOTICE

HOUSE PETERS in "Combat," a stirring romantic melodrama of the rugged lumber camps, will be the big screen attraction at the _____ Theatre on _____.

This film is hailed by critics all over the country as one of the most vivid open-air adventure tales that has ever graced the silent drama. Mr. Peters fills the role of Blazes Burke, a two-fisted, whole-souled son of the forest, who proves his love for and his worthiness of a girl fate sends him.

The picture lives up to its suggestive title, with Mr. Peters scoring a palpable hit in the lead, and supported by Wanda Hawley, Walter MacGrail, C. E. Anderson and other

CATCH LINES

He fought fire, flood and human foes, but one lone girl triumphed over him!

See the great forest fire scene and House Peters as the fighting lumberjack, his most virile role!

The Web

(Chesterfield M. P. Corp.—5000 Feet)

(Reviewed by George T. Pardy)

QUITE a snappy little Westerner, that delivers the customary quota of strenuous incident, including gunplay, fistic arguments, madly galloping steeds and a cattle stampede, and presents a feminine star who seems to be just as much at home in the saddle as the average girl would be in a rocking chair. Eileen Sedgwick can certainly handle a horse with graceful ease, and as heroine Mary Anderson she is not only a treat to the eye but makes a remarkably vivid impression by her natural work in the emotional situations which fall to her share. Barney Furey does very well as the somewhat mysterious stranger who is at first jailed as a "bad 'un", but breaks loose, rounds up the tough boys and eventually stands revealed as an officer of the law. Nothing particularly new about the plot, but it moves swiftly and there's enough physical action appeal to please the straight Western fans. Support adequate. Photography attractive.

THEME. Westerner. Heroine's father killed by outlaws. Mysterious stranger she at first takes for enemy, runs 'em down, wins her affections.

PRODUCTION HIGHLIGHTS. Scene where hero saves child in cattle stampede. The jailbreak. Attack by bandits on girl. The rescue. Eileen Sedgwick's good work.

EXPLOITATION ANGLES. Advertise as quick-fire-action Westerner with feminine star who can hold her own with the best of the men at wielding gun or handling a horse. Feature Eileen Sedgwick big. Promise 'em lots of suspense and thrills.

DRAWING POWER. Good card for the smaller houses.

SUMMARY. Feminine star makes good in this Westerner. Eileen Sedgwick rides like a veteran and acts well. Action fast. Plot of ordinary calibre but holds its interest to end. Not for critical audiences, but will suit average Western fans.

THE CAST

Mary Anderson.....	Eileen Sedgwick
The Spider.....	Barney Furey
Sheriff Roberts.....	Ted Henderson
Seth Simpkins.....	Eddie Barry
Bill.....	Frank Richardson

Author Not Credited. Director, Horace Davies.

SYNOPSIS. A stranger known as The Spider rescues Mary Anderson's little brother from stampeding cattle. The Overland Stage is held up and robbed and Mary's father killed. Two bandits are arrested and the Spider is also jailed as a suspect. The three break out of jail and separate. Mary accidentally discovers the buried money which was taken from her father. Attacked by the outlaws, she is rescued by the Spider. The sheriff's men arrive. The Spider stands revealed as the State Marshal. He and Mary admit their mutual love



Eileen Sedgwick in "The Web," a Chesterfield production.

The Web (Chesterfield Prod.) PRESS NOTICE

EILEEN SEDGWICK, famous from coast to coast as one of the screen's most daring feminine riders, will appear in her latest picture, "The Web," at the _____ Theatre on _____.

Miss Sedgwick as a star of adventurous Western films, has earned a country wide reputation not only for her riding skill, but as an emotional actress of considerable ability. In this picture she portrays a girl whose father is slain by bandits, leaving her to face fate alone, excepting for her little brother.

Romance, thrills and comedy are freely mingled in this feature. Barney Furey plays the male lead, supported by Ted Henderson, Eddie Barry, Frank Richardson and other popular screen lights.

CATCH LINES

Eileen Sedgwick, the great western star, in a picture alive with romance and suspense, shot through with sparkling comedy!

The Blue Streak

(F. B. O.—4954 Feet)

(Reviewed by George T. Pardy)

LIKE all of the Richard Talmadge pictures "The Blue Streak" offers a plot constructed chiefly with a view to putting the agile Dick through his stunt paces at top speed and it fulfills its purpose admirably. But they've also managed to work in some distinctly beautiful atmosphere, Richard and his lady-love keeping tryst in the Mexican moonlight is only one of many charming scenes destined to linger in the beholder's memory; the melodramatic and romantic episodes are skillfully balanced with timely comedy. On the whole it wouldn't be surprising if the star's numerous admirers saw fit to rank this production on a level with the best he has turned out, for the feature has about everything they could ask for in a Talmadge thriller. Very amusing entertainment for fans who like being stimulated by rapid-fire action; supporting cast capable, direction good.

THEME. Melodrama. Dick Manley visits Mexican mine in father's interests, checks operations of crooked superintendent, is kidnapped, escapes, foils foes, wins Spanish girl.

PRODUCTION HIGHLIGHTS. Scene where Dick saves Inez from death in smelter. His adventures in mine. Talmadge's fights and acrobatic stunts. Beautiful photographic effects in lights and shadows. Comedy relief. The kidnapping and climax.

EXPLOITATION ANGLES. You can bill this as a sure-fire-laugh-and-thrill-winner. Tell patrons it's one of Talmadge's best, offering a cracking good love story as well as breathlessly exciting situations. Play up star's astonishing stunts.

DRAWING POWER. Should go big in sections where Talmadge is favorite, and is good card for neighborhood and small houses.

SUMMARY. Another fast-moving Richard Talmadge picture, packed with sensational stunts performed by Dick in his usual daring style, has commendable funny angles, heart interest, fine photography. Pleasing comedy-melodrama.

THE CAST

Richard Manley.....	Richard Talmadge
John Manley.....	Charles Clary
Inez Del Rio.....	Louise Lorraine
Jack Slade.....	Henry Herbert
Don Carlos.....	Charles Mailes

Author, James Bell Smith. Director, Noel Smith. Photographed by Jack Stevens.

SYNOPSIS. Richard Manley visits El Grande mine in his father's interests, renews acquaintance with Inez Del Rio, niece of Don Carlos, owner of the mine. Jack Slade, superintendent, is the rascal responsible for stopping of ore shipments to Dick's father. Slade plots to remove Dick, who has evidence of his conspiracy, and kidnaps him. But Dick escapes in time to reach the hacienda and rescue the Don and Inez from Slade. Dick constitutes himself Inez's protector for life.



Richard Talmadge, star of "The Blue Streak," an F.B.O. production

The Blue Streak (F. B. O.) PRESS NOTICE

THE screen's wildest stunt man, acrobat and athlete extraordinary, Richard Talmadge, is billed to appear in "The Blue Streak" at the _____ Theatre on _____.

This is a picture without a dull moment in it, with Dick Talmadge in love with a handsome Spanish girl, battling a bunch of conspirators who are doing dirty work in the El Grande mine, executing some marvelous feats of strength and agility, and incidentally getting a lot of fun out of his role, which is as rich in comedy as it is in thrills.

Louise Lorraine gives a fine performance as the heroine, Inez, supported by Charles Clary, Henry Herbert, Charles Mailes, and several other well-known lights of filmland.

CATCH LINES

Furious fights, crackling, sparkling whirlwind comedy, tender romance, a hacienda in the silver Mexican moonlight!

The Speed Limit

(Gotham-Lumas—5940 Feet)

(Reviewed by George T. Pardy)

THIS is the sort of picture an exhibitor can ballyhoo briskly without going to much expense, and expect good box office returns from, especially in communities where these auto-racing tales are in favor, and there are many of the latter. When you get a plot that hinges on gasoline track events, it's ten to one that it isn't a wonder of originality, and "The Speed Limit" naturally whizzes within certain defined limits. But it goes over with dynamic force, the action fairly sizzles throughout, the boy and girl love affair and the comedy values are played up and handled with good judgment by director Frank O'Connor; and no matter how often you have witnessed dare-devil driving, you will not fail to respond to the "kick" administered in that headlong, furious racing scene at the close. Raymond McKee is a clean-cut, wholesome hero type, Ethel Shannon cutely alluring as Bess Stanton; James Conley and Inez Ramney are a laughing hit.

THEME. Comedy drama. Tommy, garage mechanic, loves cashier Bess, has invented new tires, gets chance to try them in big race, wins event and girl.

PRODUCTION HIGHLIGHTS. Comedy shots, Conley and Ramney characterizations; rapid action, thrills, romance. Raymond McKee's and Ethel Shannon's work. Big race.

EXPLOITATION ANGLES. Safe to boost this as a combined comedy and thrill riot. Stress the tricks of the garage folk, most everybody believes them pirates anyhow. Play up the loves of Bess and Tommy, go strong on the whirlwind race.

DRAWING POWER. Has general audience appeal, a good program picture.

SUMMARY. Will please a large fan majority. The old auto-racing stuff, but very well done, and enough bright comedy jammed in to balance the sensational punches. Big track event a whopper of whirling action. Acting uniformly good.

THE CAST

Tom Milburn.....	Raymond McKee
Bess Stanton.....	Ethel Shannon
Claude Rosewell.....	Bruce Gordon
Henry Berger.....	George Chapman
Eight Ball Jackson.....	James Conley
Biff Garrison.....	E. W. Borman
Muriel Hodge.....	Rona Lee
Charles Benson.....	Paul Weigle

Author, James T. Tynan. Director, Frank O'Connor. Photographed by Ray June.

SYNOPSIS. Tommy Milburn, garage mechanic, is in love with cashier Bess Stanton. A rival appears in the person of Ross Stanton, wealthy sport. Tommy and his pal have invented new tires which they expect to prove a racing success. Tommy enters in a big auto race, finds a chance to utilize his tires and wins, despite foul play on Rosewell's part. The latter is arrested. Tommy and Bess tie up for life.



Raymond McKee, who appears in "Speed Limit," a Lumas release.

The Speed Limit (Lumas Films)

PRESS NOTICE

AN auto-racing comedy drama that has as many thrills as a serial and is chockful of laughable slants, entitled "The Speed Limit" will be the main screen attraction at the _____ Theatre on _____.

Raymond McKee plays the hero, a young garage mechanic with inventive talent, who conducts a clever offensive campaign to side-track a wealthy rival who is making up to Bess Stanton the pretty garage cashier. The film is remarkable for extraordinary pep and continuous fast action, offers a very human plot and winds up in a whirlwind finish of a big racing scene that once seen will never be forgotten.

CATCH LINES

Eight Cylinder Romance of Reckless Youth alternates between High-Speed Thrills and Laugh Explosions.

Regional News from Correspondents

ED. TURNER, of the Carolina Theatres, Inc., Asheville, N. C., has been in Charlotte for several days closing the deal with Warner Brothers for their theatres at Concord, Lexington and Columbia.

James Williamson, manager of the Opera House, Hamlet, N. C., has resigned to accept a position as manager of the Lexington Theatre, Lexington, N. C.

Progress Pictures Corporation and Enterprises Pictures Corporation have both become members of the Charlotte Film Board.

Ernest Neiman, who was con-

nected with the Producers and Exhibitors Corporation, has resigned and Jack London, booker with First National, has been appointed to fill the vacancy.

Linwood Williamson, 30, organist of the National, Greensboro, N. C., died at St. Leo's Hospital in that city, last week, due to an operation for appendicitis. Although the operation was successful, complications developed which caused his death.

Jack Cunningham has accepted a position with A. B. Huff, in High Point, N. C., to manage the American Theatre.

Southeast

New York and New Jersey

RACHMIEL and Rinzler's long heralded Ambassador Theatre in the Brownsville section of Brooklyn opened its doors to the public on Tuesday, February 9th. Any delay caused by construction plans, has certainly been entirely justified when the appearance of this new house is taken into consideration. It is another example of the fine type of neighborhood playhouses that are now being built by the leading circuits and Brownsville may well take pride in the new theatre made possible by Messrs. Rachmiel and Rinzler.

Design of the Ambassador is of the main floor and balcony type with the projection room located at almost the highest point of the extreme rear. Although the throw is exceptionally long with a 22 degree angle, the equipment supplied by Joe Hornstein has provided excellent projection. Joe and his gang which includes Dave Solomon, Billy Gluck, Harry Hollander, Jack Wuhrman, Louis Bram and Harry Holtzer were on hand to see that no hitch occurred in the program. Joe Gold will be the regular operator in charge.

Among the guests of the evening were Charlie Steiner (what opening night would be complete without him!), Mayer and Schneider of the M. & S. Circuit; Sam Zierler of Commonwealth, John Mannheimer, Jack Bellman of Renown, Abe Blumstein of Commonwealth, Dave Gross, Ed Schneitzer and Bernard Sholtz from the Fox exchange, George Davis of the Stadium Theatre, William and Harry Brandt, Al Friedlander, Harry Thomas of Chadwick Pictures, Mort Shaw from Red Seal, Max Fellerman of the Pathe exchange, Bill Herman, Dave Brill and Harry Furst of the "Big U," Louis Nelson, Ben Levine of the Oxford exchange and Jack Cohen of the Savoy Printing Company. The latter furnished the well gotten-up program for the occasion.

Last but not least, Harry Gold, Eddie Schmetzer and Al Ruck-

of the Fox organization presided over the ceremonies in the reception room. There was some of that "you know what" that would have made a Kentucky colonel shout with joy.

A farewell dinner last Friday at the Astor House was tendered to Gus Solomon in connection with his acceptance of his new post as assistant manager to Harry Bernstein of Red Seal Pictures Corporation. Bernard Sholtz, better known as "The Senator," acted as toastmaster and paid high tribute to Mr. Solomon who joined the Fox organization a little over a year ago and subsequently proved his worth as a top notch salesman. In addition to being a go-getter, "Gus" is one of the most popular men along the row and all his friends wish him success in his new venture. Those present at the dinner were: Eddie Grainger, Assistant General Sales Manager of Fox Film Co.; Harry Buxbaum, Dave Gross, Joe Lee, Charles Kenneth, Bernard Sholtz, Ed Schnitzer, Izzy Schmertz, Frank Walsh, J. Heagney, "Cowboy" Harry Kirschbaum, Morris Sanders, H. B. Guttman and Julius Schwartz.

Two changes in theatre ownership are reported to have taken place recently. H. Raives, who operates the Acme, Lyric and Grammercy, is said to have taken over the New 14th Street Theatre from Steiner and Blinderman and also the Pastime Theatre at 54th Street and Second Avenue. It is further reported that March 1st is to be the date of transfer.

Louis Heiman of Rahway, N. J., has sold his Empire Theatre to a Trenton real estate concern. The reported purchase price is \$175,000.

Nathan Vindegrad, who operates the Jamaica Theatre, Flushing, L. I., has recently returned from a trip to Havana.

Another exhibitor who is at present sojourning in the Cuban capital is Morris Needles. Mr. Needles operates the Normandy Theatre.

Harry Harris, well known theatre circuit owner, was observed around the local exchanges on Tuesday when he was attending to some February shopping. It is reported that Mr. Harris will have a piece of news for the film trade in the near future.

One of the largest crowds of movie fans ever seen literally jammed the doors of the Monroe Theatre, 76th Street and First Avenue, Tuesday evening, when the house was officially opened. The theatre, with a seating capacity of 2500, is the most pretentious house on First Avenue at present. It was built by William Salkin, and Gilbert P. Josephson has been installed as managing director.

Josephson deserves considerable praise for the manner in which he staged the opening. A great many of Salkin's exhibitor and film exchange friends were at the opening to congratulate the owner on his new enterprise.

Among them were Sam Schenk of the Superior Theatre, 81st Street; Al Strauss, who has a circuit at Portchester, New York; Grobe and Knovel, Abe and Julius Salkin of Brooklyn, Joe Weinberg, president of the Film Salesmen's Association; Sam Moross, President of the T. O. C. C.; John Dacy and Milton Kronacher of the Pathe exchange, as well as the sales representatives of Universal, Educational, First National, Fox and Associated Exhibitors.

Three changes of management have taken place among the theatres belonging to the Stein and Blinderman circuit. Jack Blinderman has succeeded Dave Lustig at the Regun Theatre. Mr. Lustig recently resigned. Hymie Goldschine is the new manager of the Stadium at 3d Avenue and 119th Street, and Joe O'Neill, who was formerly with the Keeney circuit, will take charge of the New 125th Street Theatre.

Tom Waller, Editor of the National M. P. T. O. Bulletin, is back on the job again after an attack of the grippie.

Max and Harry Pear, operators of the Avon, 16th Street, and Palace Theatres in Brooklyn, will close the Palace for several weeks to permit extensive remodeling. Messrs. Pear plan to substantially increase the size of the house and will also redecorate it.

It is reported that a deal is pending between M. Michaels and an

unnamed party for the sale of the Royal Theatre at 42nd Street and 13th Avenue, Brooklyn.

William Atkins, Charles O'Reilly's "big boy" at the 74th Street, Bohemian, 68th, and Rex, is again putting on the "old time movies" which consist of illustrated songs and slides and some of the old photoplays. Mr. Atkins has tried these out a couple of times a year and they have made a big hit with his patrons.

David Weinstock, well known proprietor of the City Hall Theatre, has sold his Arcadia at 59th Street and 3d Avenue, New York City, to Mendel, who was the former owner of the New and Rivoli Theatres at Rockaway.

It is rumored that Chas. O'Reilly has purchased a site in the Yorkville section of New York City and will erect a modern theatre and office building.

Herb Kaufman of the Fox Exchange, who has been on the sick list for the past couple of weeks and underwent an operation at the Lenox Hill Hospital, is again back on the job.

Fred Dollinger, well known manager of the Filmland Theatre at Church and Nostrand Avenues, Brooklyn, is to be the managing director of a new circuit of theatres to be constructed by the Buckley Engineering Company of New York City. Mr. Dollinger is certainly deserving of this new post for according to all reports, he has worked tremendously hard to put Filmland Theatre over. The Belleburton Theatre at Bayside, L. I., the second link in the new chain will open in the near future and will be one of the finest theatres on Long Island. Mr. Dollinger is one of the pioneer showmen of this locality and has often been given credit for his creative ability. His headquarters are at Filmland or the offices of the Buckley Engineering Company, 50 East 42nd Street.

As far as we know there may be some potential Murray Andersons or Fanchon and Marcos in a new theatrical firm recently launched under the firm name of Burns, Moley and Seider. Al Moley and Ed Seider are both well known with the local film trade and their many friends wish them success in their new venture which consists of furnishing novelty acts for the neighborhood theatres.

TRAILERS SELL SEATS
NATIONAL SCREEN SERVICE
YOUR MOST EFFECTIVE SALESMAN



Albany



POLICE in Ogdensburg, N. Y. are endeavoring to discover whether the explosion which recently wrecked the city hall and resulted in that building as well as the opera house being burned to the ground, was due to a bomb being planted in the basement of the building. One arrest has already been made, following the discovery of certain wires.

When J. S. Burnham who ran the Opera House, opened his office safe, he discovered that the \$300 in bills, as well as a number of valuable contracts and papers, were so badly charred as to be of little or no value. Mr. Burnham, however, has sent the charred money to Washington, and expects to have it redeemed.

The worst snowstorm of the entire winter visited central and northern New York last week, and cost the motion picture theatres tens of thousands of dollars. Inquiry among the theatres of Troy, Schenectady and Albany, brought forth the information that on the day of the storm, as well as the following day, business dropped off from one-third to one-half.

Jake Golden, manager of the Griswold in Troy, is still confined to a Boston hospital, but is on the road to recovery.

Mrs. Walter Roberts, cashier at the Troy theatre who has been seriously ill, will not be able to return to her duties for another month.

Mrs. Thomas Norris, wife of the manager of the Palace in Troy, died during the week, following a short illness. Grant Palmer,

owner of the Star theatre in Northville, also died. The theatre has been closed, but will probably open in the near future under the management of his son.

William Rose, manager of Gardner Hall in Troy, and brother of James Rose, was quietly married a week or so ago.

New indirect lights have been installed at the Rose theatre in Troy. Mr. Rosenthal's son, Ellis, has just entered Syracuse University.

Fred C. Robke, a salesman for First National was marooned at Sidney during the recent storm.

Abe Stone said this week that he expected to have plans of his new theatre drawn in the near future, but whether he would build this year or wait until later, hadn't been settled.

Tom North, an exploitation man for Pathe, arrived here last week. Paul Smith and Dave Murray, Pathe salesmen, were snowed in at Malone during the blizzard.

H. C. McNamara plans to open his new theatre in Valatie within the next two weeks. Mr. McNamara plans to close the theatre he is now running.

C. H. Buckley, of Albany, and the Schine brothers of Gloversville, attended the Naked Truth dinner.

Albany extended a welcome last week to Sidney Katz, assistant sales manager for F.B.O.

Ed Reynolds, doorman at the Leland theatre, has been released from the hospital and hopes to be back on his old job soon.

A niece of Clarence Darrow, the well known criminal lawyer, is now acting as pianist at the American theatre in Troy.

J. H. Gerner is now manager of the Opera House in Lowville. W. B. Roberts, who has been connected with the theatre for a number of years, will continue to act as cashier.

Dr. J. Victor Wilson, formerly manager of the Robbins houses in Watertown recently left for Miami, where he will become general manager of the Motion Picture Corporation of Florida. Dr. Wilson will assume management of the Strand theatre in Miami, a second theatre to be opened in April, and a third scheduled for opening next October.

W. W. Farley, of Albany, head of the Farash Theatres, Inc., of Schenectady, returned last week from a trip to Miami. Mr. Farley said that he understood that Max Spiegel, who erected theatres in Albany and Schenectady, was negotiating for a couple of houses in Florida.

Austin Interrante, manager for Warner brothers in Albany, was on the sick list last week.

Mrs. Elizabeth V. Colbert, a member of the New York State Motion Picture Commission, presided last week at a reception given by the Albany County Democratic Women's Club.

Al Lemay, projectionist at the Lincoln in Troy, was initiated into the Elks last week.

A former New York State Trooper, in the person of Frank Wurm, is now handling the Star

theatre in Salem. Mrs. A. E. Miligan, of Schuylerville, was the only exhibitor to brave last week's storm and visit Film Row.

The benefit which was given for Harold Filkins, at the Colonial theatre, netted a very substantial sum. Arthur Goldsmith, of the Pro-Dis-Co exchange collected \$250 from among the dozen or more exchanges. J. H. MacIntyre, manager for Paramount, donated the film.

Edward Hochstim has severed his connections with the F.B.O. office and George Goldberg resigned from Pro-Dis-Co, to go with Jack Krause and Associated Exhibitors.

Abe VanDusen, shipper at F.B.O. will be promoted to booker on February 15, while Vincent Fisher, who has been doing the booking, will travel over the territory.

A. W. Smith, Jr., of New York eastern salesmanager for First National, was in town during the week. Alec Herman, manager of the local office, spent the weekend in New York City.

The Palace theatre in Watertown staged a Charleston exhibition for women last week.

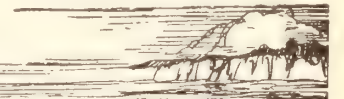
The American theatre in Canton, run by one of the Papayanakos brothers, has a new draw curtain of purple satin.

Ben Davis, formerly with the Schine interests, was in Boston last week. It is understood that he is looking for a theatre in that city.

Jerry Sullivan has been named as the new manager of the Rialto theatre in Glens Falls.



Buffalo



VASSILIADIS BROS., who operate the Clinton-Strand and the Linden theatres in Buffalo, are preparing for the improvements which are to be made to the Central Park Theatre, also in Buffalo. They are to take over this house about September 1st. Among the improvements mentioned are a five piece orchestra, a large electric sign costing approximately \$2,000, new booth equipment and aisle covering. Nicholas Vassiliadis, who is at present manager of the Clinton-Strand will be the new manager of the Central Park as well as being the buyer for all three houses.

Jim Fater, First National salesman made a cleanup in the stock market the other day.

Jim Cardina's newly remodeled Glen theatre in Williamsville, N. Y., is enjoying excellent business.

Fred M. Zimmerman is back on the job after being confined to his home with a bad cold.

Frank Herson of Elmira has been appointed conductor of the Elmira Keeney theatre orchestra, succeeding John Noble of Ithaca who has resigned.

Charley Hayman postcards from Havana, Cuba, that he is enjoying his vacation. When not tramping around the tropics or greet-

ing royalty in Europe, Charley devotes his time to the operation of the Strand and Cataract theatres in Niagara Falls, N. Y. He also is a director of the Buffalo and Albany Zones, M.P.T.O. of N. Y.

E. J. Hayes is now with Pathe in the Cleveland territory.

Marie Roessel of the accounting department at the Universal office is mourning the loss of her father who died suddenly on Wednesday, February 3.

The Buffalo office of Vital Exchanges, Inc., and Freedom Film corporation is now handling Albany business.

The Cameo theatre will open in Rochester in March. Howard Shannon, formerly with the Regorson corporation, will be the manager. This community house will have a seating capacity of 1000.

Manager Arthur L. Skinner of the Victoria announces he has received an answer to his team's challenge from the Universal boys.

Fitzer-Syracuse, Inc., have leased for a ten year period the community theatre being erected in Hawley avenue, Syracuse by Davidson & O'Brien and which is expected to be ready for the pub-

lic April 1. Ben Fitzer will manage the house, which will have a seating capacity of 1500 on ground

floor and balcony. Fitzer-Syracuse have also acquired the Steele theatre in the Salt City.

Arthur J. Lamb

presents

THE MOLLY MAY SERIES

(INC.)

12-2 reel comedies

Written by A. J. LAMB

Featuring VIOLET MERSEREAU

Direction of JOSEPH LEVERING

Number four will be

"Her First Night with the Bootleggers"

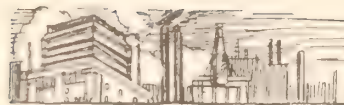


Cranfield and Clarke (Inc.)

Distributors for the World

1476 Broadway

New York City



St. Louis



A. H. WHITNEY, general manager of the Liberty and Orpheum theatres, Mexico, Mo., was a caller the past week.

The partnership of Mullens & Patterson has been dissolved. Mullens will operate the Star Theatre, Palmyra, Ill., and Patterson the Princess, Hettick, Ill.

Sig Lansing is now operating the Rhineland Theatre, Rhineland, Mo., formerly owned by Hagedorn Brothers.

Henry Schaefer of the Academy Theatre, Ironton, Mo., was seen at the local exchanges last Monday.

L. Dougherty has transferred his equipment from the house at Cabool, Ill., to Mountain View, Mo. He opened for business in the latter city on February 7th.

Mr. and Mrs. James Reilly of Alton, Ill., have gone to California for an extended vacation.

"Jim" operates the Princess Theatre in Alton.

The Marshall Theatre, Maplewood, Mo., has discontinued motion pictures for dramatic stock.

Fred Wehrenberg has added the Red Wing Theatre, 4557 Virginia avenue, to his chain of houses in South St. Louis.

The Red Wing seats 600 persons and formerly was operated by Sam Horwich. Other houses operated by Wehrenberg are the Cherokee, Melba and New Michigan, while he also owns the Ivory, Lidel and Marguerite, which are closed at present.

A lease on the King Bee Theatre, St. Louis, Mo., just recorded, reveals that M. J. Nash et al. are to receive an annual rental of \$12,300 for the house, payable monthly. The lease was given to P. E. K. Collins and later transferred to the King Bee Theatre

Company, and is served by the St. Louis Amusement Company.

Harry Strickland, United Artists salesman, has taken a leave of absence to go to California where his mother is ill.

Max Meiler, special representative for Fox Pictures, is in our midst.

The funeral of Stanton Boswell, brother of A. W. Boswell, cashier for the local Fox exchange, was held on Sunday, February 7th.

Bob Stemple, who operates the Strand Theatre, St. Charles, Mo., and who is building a new house there, has taken over the picture house in Pine Lawn, St. Louis County, formerly operated by Jim Drake. The Pine Lawn house seats 800 persons.

Ray Netemeier, booker for F. B. O., has been promoted to the sales staff.

Reed-Yemm & Hayes have let contracts for the rebuilding of their Grand Theatre, Duquoin, Ill.

The houses at Creel Springs, Ill., and Logan, Ill., have been closed.

Out-of-town callers of the week were: Tom Reed, Duquoin, Ill.; Jim Reilly, Alton, Ill.; John Rees, Wellsville, Mo.; Mrs. I. W. Rodgers, Cairo, Ill.; S. E. Brady, Cape Girardeau, Mo.; R. E. Adkins, Elkhart, Ill.; Elvin Weeks, Staunton, Ill.; C. J. Lawson, Mount Olive, Ill., and A. P. Schaefer, Ironton, Mo.

W. F. Sauerwein, new manager of the Community Theatre, New Athens, Ill., had a narrow escape from serious injuries last week when his automobile skidded.

Mrs. A. Hall of Duplo, Ill., has purchased the theatre at Waterloo, Ill., from F. W. De Yong.



Denver



L. MARCUS, District Manager for Famous Players recently arrived in Denver Friday for a conference with H. W. Braly.

Seth Perkins, the new Metro-Goldwyn district manager is also in the city visiting R. J. Gartland. Mr. Perkins has just been promoted to the district managership of the Denver and Salt Lake offices.

B. P. McCormick was in Denver last week visiting exchange managers. Mr. McCormick is the owner of the Liberty Theatre, Florence, Colo., and also manages and operates the Opera House in Canon City. He states that he will soon become the owner of the house in Canon City. Jesse Jones

is the present owner.

E. N. Disney, manager of the new State Theatre which is nearing completion in Boulder was also in Denver this week arranging for new service. Mr. Disney states that the new theatre will open about March 1st, 1926.

Eugene Gerbase Associated Exhibitor manager has been presented with a parchment by the Denver Film Board of Trade by which he becomes an honorary life member of the Board. This certificate is given in appreciation of the faithful cooperation given by Mr. Gerbase during his eight years of membership.

Cheyenne, Wyo., is to have theatre competition: The Carl Ray Amusement theatres, the

Capitol and the Princess have had things all by themselves. Within the last month two companies have been organized, both with the objective of building 1200 seat houses. The first company, the Theatre Investment Company was promoted by Max Kravetz, owner of the America theatre, Ft. Collins. It was organized by business men of Cheyenne early in January. Just a few days ago another new company came into existence, the Capital Investment Company with a capital stock of \$300,000.00. The mayor of Cheyenne and three other prominent citizens were the incorporators. Their plans call for a theatre of 1200 seats which will be part of a large office building to be erected.

Cheyenne has a population of approximately 15000.

Fire almost completely destroyed the Community theatre, Wellington, Colorado last week. Plans are being made for repairs.

B. J. Sallows, owner, and Jim Hughes, manager of the Imperial theatre, Alliance, Nebraska, arrived in Denver Saturday.

Ed. W. Gold, the popular booker in the Metro-Goldwyn office is the proud father of a new 11 lb. son. This is the fifth son for Ed.

Jim Lynch, owner of the theatres of Laramie, Wyo., was in Denver again last Thursday. Jim made a visit to exchanges but the big reason for his presence was another popular wrestling match.



Salt Lake City



GEORGE E. CARPENTER, manager of the Paramount Empress theatre of this city, returned a few days ago from his recent trip to California.

Mr. and Mrs. J. B. Harrison are opening their new Mission theatre, a neighborhood house located at 13th South and 5th East about February 7th.

W. P. Moran, formerly on the local Famous Players-Lasky exchange, was a recent visitor.

E. M. Loy, traveling the Idaho territory for Famous Players-Lasky Corporation spent a day here last week.

The personnel of the Salt Lake City and Butte Famous Players-Lasky exchanges, presented a farewell gift to the former assistant manager of the Butte office, Mrs. Mark O'Farrel, who recently resigned.

Seth D. Perkins, district manager of Salt Lake and Denver for Metro-Goldwyn-Mayer, has been visiting this city for the past two weeks.

Charles Dillard has been promoted from the position of office manager to assistant manager here for Metro-Goldwyn-Mayer.

C. F. Parr, formerly branch manager of the Producers Distributing Corporation exchange in this city, has been engaged as Idaho

salesman for Metro-Goldwyn-Mayer.

Al O'Keefe will arrive from Denver the first part of this week to assume the managerial duties of the Producers Distributing Corporation exchange in this city.

James R. Keitz, branch manager of the local Greater Features exchange, recently returned from a three weeks' trip thru Idaho.

John Ruger, owner of the American and Orpheum theatres at Park City, Utah, visited exchanges this week.

Kenneth Hodkinson, district manager for United Artists, spent a week in the local office recently.

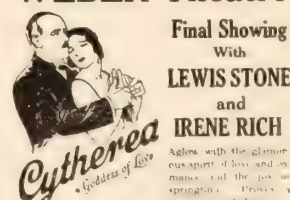
George Ekre and Tony Hartford have just left for their respective territories with their Universal product.

"The Little Kentucky Gentleman," otherwise known as Jimmie Beale, is coming down from Seattle to work out of the local Universal office.

L. N. Strike of the Star and Kinema theatres of this city, has gone east to New York, Chicago, and the larger cities for a two or three weeks' trip.



WEBER Theatre



Also A Good Comedy

Adults 15c Children 10c

Coming Wednesday
Voice Drama in
"The Beauty Prize"

The Weber Theatre recently ran this attractive ad on "Cytherea" (First National).

Minneapolis

LES Davis of First National, the local manager, has just returned from a trip into South Dakota.

Messrs. Hay and Nicholas, Fairmont, Minn., exhibitors, widely known over the Northwest were in Minneapolis last week.

So was John De Marce of Benson, Minn.

H. P. Smoots of Little Falls dropped in for a few days.

Frank Rabwin of Eveleth, in town for a few days following his sale to Finkelstein & Ruben, announces that he going to California for awhile.

Cresson Smith, midwest divi-

sion manager for United Artists, was a visitor at the Minneapolis office not long ago.

Harold Finkelstein of Finkelstein & Ruben is passing out the cigars in consequence of his marriage last week.

The old Lyric Theatre at Daveenport, Ia., is no more. It has been remodeled into a business block.

E. Jacobson of Sioux City, Ia., has bought the Palace Theatre at Schleswig, Ia., from Henry Rickert. L. Sampson will be the manager.

The Grand Theatre at Mondovi,

Wis. has been taken over by the Northern Wisconsin Amusement Company. R. T. Laatsch will be manager.

Harry Colton announces that he has leased the Opera House at Palmyra, Wis.

Mrs. Hazel Gross is doing a good business in the new Robbinsdale, Minn., theatre she opened recently.

The report is that Plymouth, Wis., is to have a \$100,000 theatre building. Sheboygan and Chicago capitalists are interested and A. H. Fries of Elkhart Lake is scheduled as manager.

J. T. Bailey, operator at the Rialto Theatre, Bedford, Ia., has a badly burned pair of hands the result of the explosion of a film he was winding, but he saved thirteen reels lying a few feet away and prevented fire in the theatre.

Red Seal Pictures Corporation is expected to come into Minneapolis soon with a branch.

Film Booking Offices have put on Max Kopman in the Minneapolis territory to help make March a banner month. Art Seibel was added to the Sioux Falls staff and George Leninoff and Jack Rothschild to the Des Moines force.

Kansas City

CHARLES GERMAN, who owned the Royal theatre, Bonner Springs, will operate in a church until a new theatre has been constructed. That's how he stands with the ministerial organization in his town, since his house was destroyed by fire.

Among the out-of-town exhibitors in the Kansas City film market this week were: Walter Wallace, Orpheum, Leavenworth, Kas.; C. H. Jordan, Seeley theatre, Abilene, Kas.; Ensley Barbour, Joplin, Mo.; C. L. McVey, Dreamland theatre, Herington, Kas.; Mrs. E. Jennings, Majestic,

Little River, Kas.; Frank Weary, Farris theatre, Richmond, Mo.; Edward Peskay, Penn and Rivoli theatres, St. Joseph, Mo.; G. E. Montrey, Park and Palace theatres, St. Joseph, Mo.

"Curley" Wilson, Abilene, Kas., exhibitor, has accepted a position as Pathe representative in the Northern Kansas territory.

M. W. Reincke is to have charge of the booking for Universal theatres in the Kansas City territory and will make Kansas City his headquarters. He will maintain his interests in St. Joseph, Mo., theatres, however.

Cleve Adams, F. B. O. district manager, was a Kansas City visitor this week, as were J. W. MacFarland, home office representative for Associated Exhibitors, and R. S. Ballantyne, Pathe district manager.

Lou Bent, F. B. O. representative is ill at his home.

C. D. Hill, P. D. C. district manager, was a Kansas City visitor.

J. A. Epperson, Pathe branch manager, has returned from a week's trip. Tom Byerle, First National branch manager, recently

confined to the hospital, is greatly improved.

W. E. Callaway, Southern district manager for First National, returned to his headquarters in New Orleans this week.

When 300 members of the Co-operative Club of Kansas City were guests of the Orpheum theatre, managed by Lawrence Lehman, this week they received a genuine and unexpected treat. The third number on the program proved to be an "act" by Harry Taylor, manager of the Universal exchange and a member of the Co-operative Club.

Chicago

ARCHITECT CRANE of New York, who is drawing plans for Andrew Karzas' new Woodlawn Theatre, a 5200-seat house, which will be built on the site of the present Woodlawn, was in Chicago this week for a conference with Mr. Karzas. It is understood that the wrecking of the Woodlawn, to make way for the new structure, will start on May 1st.

Jack Rose, former assistant manager at Warner Brothers' Chicago exchange, is now assistant to Jimmy Coston, of the 63rd Street Theatre.

Clyde Elliott is due back at his Evanston headquarters this week, after making a visit to New York City.

Charles Lamb, of the Palm Theatre, Rockford, is scheduled to leave for a vacation trip to California, shortly. He will be accompanied by Mrs. Lamb.

District Manager Cleve Adams and Exchange Manager Jack Sampson, are scheduled to attend the F. B. O. convention in Los Angeles.

Another theatre has become affiliated with the Great States Theatres, Inc. It is the recently completed New Paris Theatre at Paris, Illinois, which was taken over by the corporation on February 8th.

S. J. Gregory was seen on film row this week for the first time in

some weeks, and according to Ted Schlanger of Universal, stated that he expects to have eight new motion picture houses under way by the first of the year, including the Cicero Theatre, which is already under construction.

James Collins is back in the show business again, having taken over Louis Frank's Halsted Theatre at 61st and Halsted streets. Mr. Collins formerly operated the Francis and Sultan Theatres.

Al Bachman, manager of the Randolph Theatre, who fractured his ankle ten days ago, is back on the job with his leg in a plaster cast.

Felix Mendelsohn is acting manager of Metro-Goldwyn's Chicago exchange following the resignation of L. A. Rozelle.

Mullens & Patterson have dissolved partnership. Under the new arrangements, Mr. Mullens will continue to operate the Star Theatre at Palmyra, while Mr. Patterson will run the Princess Theatre at Hettick.

F. W. Deyong has sold his theatre at Waterloo, Illinois, to Mrs. A. Hall of Duplo, Illinois.

Herbert Stern of Balaban & Katz, has left for a vacation in Mexico City. Bill Hollender of this organization, is also away, having left for a five weeks' business trip, which will take him to California.

Harry Balaban is now a mem-

ber of First National's city sales staff.

Julius Lamm and Ludwig Sussman, owners of the Elite Theatre in Waukegan, have taken a ten-year lease on the 700-seat Orpheum Theatre at Waukegan, and will operate it as a stock house. Messrs. Lamm and Sussman have also taken a ten-year lease on the 1100-seat Palace Theatre at Moline, which will also be operated as a stock house.

Andrew Karzas' new 2,500 seat North Center Theatre opened its doors to the public February 3rd. Rex Lawhead, for a long time manager of the Lincoln Square Theatre at Decatur, is in charge of the new house.

L. A. Rozelle, for six years manager of Metro's Chicago exchange, has tendered his resignation to become effective March 1st.

Charles Ryan, formerly manager of the Milford Theatre, has been appointed to a similar position at the New Irving.

Joe Wolf has resigned as Associated Exhibitors' salesman.

Sam Blair, Pathe publicity man, is again in our midst.

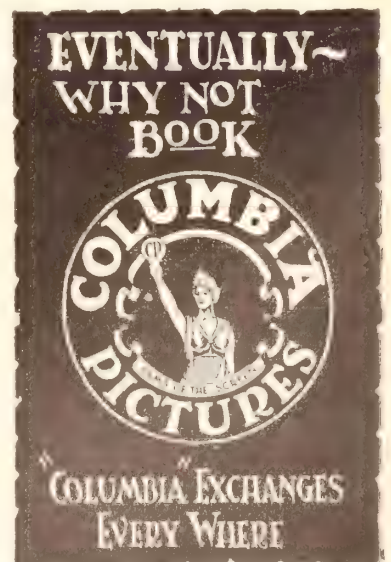
Norman Ally of International News Service, is back at his Chicago headquarters.

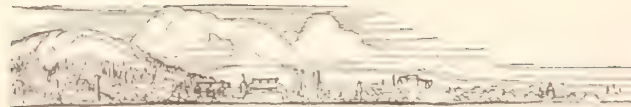
Harry Graham, manager of Pathe's Double I territory, is scheduled to visit New York next week.

Roy Pierson, who covers suburban territory for Pathe, is spending the week in New York.

Al Bachman, manager of the Randolph Theatre, is back on the job after being confined to his home for a week with a dislocated ankle.

Vice-President R. P. Matthews and General Sales manager S. E. Rose of the Robert Morton Organ Company, spent the week at the Chicago headquarters.





Butte

WILLIAM J. MORGAN of Producers-Distributing corporation of New York City has been in Butte in the interests of his company. Mrs. Morgan accompanied him on this trip and C. R. Wade the Producers' local manager was host to the party. Pathe Exchange in Butte closed its doors on Monday, Feb. 1, in honor of the father of Pathe's Montana shinner, Mr. Thomas Worry who died the past week. Edward Worry of the official staff has the sympathy of his host of friends in the loss of his father.

Louis Marx, special representative of Universal is spending

two weeks with Montana exhibitors.

G. H. Howard of Big Timber, Montana, better known as "Bert" arrived in Butte the first of the month to do a little film shipping. Mr. Howard is known as one of the oldest exhibitors in the state.

W. J. Hieneman, manager of Universal, has just returned from a sales conference held in Salt Lake, with L. J. Schlaifer, Division manager.

W. H. A. Rankinof and J. P. Connors of Warner Bros. arrived in Montana last week to cover the state.

Herman Strasburger is the new Pathe salesman for Montana.

Milton Cohen, United Artist salesman and Joe Dowd are calling on the theatre men of the state.

Frank Murphy, Booker-Manager for Famous Players-Lasky local exchange is in the field.

W. F. Gordon, manager of First National in Salt Lake city was in Butte recently to confer with his head salesman here, J. J. Harrington and call on the manager of the Silver Bow Amusement Company, W. J. Sullivan.

The Rialto theatre of Deer Lodge, which recently experi-

enced a bad fire is open again to the public.

W. J. Sullivan, manager of the American and Rialto theatres has the Sybil Brown dancing girls of Butte in every Friday evening.

Claude Jensen of the Jensen-Von Herberg company stopped here recently on his way back from the east. While here Mr. Jensen inspected his holdings in the city and one of the results of his conference here with Mr. Rowe and L. Dreibelbis, other stock holders of the Silver Bow Amusement company, is a number of improvements to be made at their theatres.



Atlanta



A. R. McRAE, well known exhibitor of Sheffield, Ala., arrived in Atlanta last Tuesday.

Lee L. Goldberg, Secretary of Big Feature Rights Corporation of Louisville and associate of Colonel Fred Levy paid a short visit to Atlanta this week.

Bob Simril, has joined the sales force at Liberty's Atlanta exchange, under the guidance of Jack Elwell.

Tom Little, branch manager for Producers Distributing Corporation, left Atlanta last Tuesday for a brief trip through the territory.

W. A. Lightman, popular

Nashville exhibitor, reports plans have been made to build an approximately 600-seat house in Smackover, Ark. This will only be one of a chain recently acquired by Mr. Lightman and his partner, M. J. Pruniski.

Paul E. Krieger, manager of First National's Louisville Exchange, spent Wednesday in Atlanta.

N. V. Darley, who left Atlanta and the Alpha Theatre thirteen months ago to embark upon independent enterprise in Ybor City, Fla., made the first visit to Film Row Thursday. He brings cheering news of the suc-

cess of his new enterprise, the Rivoli Theatre.

Hank Hearn returned early this week from his first visit to New York executive offices of Associated Exhibitors since his appointment as Southern Division Manager.

M. W. Smith, of the U. S. War Department Theatres, spent part of this week in Atlanta.

J. E. O'Gara has joined the sales force of Theatre Supply Company of Atlanta.

Hank Hearn, manager for Associated Exhibitors in the southern territory, is the proud possessor of a lovely wrist watch

given him by his former close associate and friend, Oscar Oldknow.

L. J. Darmour, vice-president of Standard Cinema Corporation of New York, was in Atlanta this week on a tour of the F. B. O. exchanges.

The Theatre Department of Universal in Atlanta was entirely divorced from the distribution department when Dan Michalove moved his offices from the quarters in the Universal exchange to a suite in the new 101 Marietta Building on Marietta Street.



San Francisco



SAFE crackers knocked the knob from the safe in the office of the Sutter Theatre, 2103 Sutter Street, early Jan. 31st, but were unable to open the strong box.

Walt Rosener, Loew's Warfield orchestra director, isn't really a dancing teacher, but he, nevertheless, has a dancing class. It numbers over 300—all girls—at the Y. W. C. A.

Rodney Pantages, eldest son of the vaudeville magnate, will be at the managerial helm of the new Pantages Theatre when it opens here on February 20th. The open-

ing of the new theatre, located on Market Street at the Civic Center, will be a gala occasion.

The Star Theatre at Colusa, which was owned and operated by J. D. Dunfield, has been purchased by B. T. Fitchett.

Sol Lachman and Chester Dornio, of Reno, Nevada, were in town in the interest of equipment for their new theatre in Reno.

Les Thuerkaufer has resigned from Associated Exhibitors and returned to his former position of manager at the Cameo Theatre, San Francisco.

Dorothy Yates, "information" of the Golden State Theatre & Realty Corp., has been promoted to the bookkeeping department.

Frank Atkins, the junior of the Atkins family of Marysville, was a recent caller on the row.

T. M. Newman is another of the local theatre folk who has been on the sick list.

"Hoot Mon" of Paramount—otherwise known as Scotty—has been given charge of the booking department, taking Henry Hausstein's place.

Bob McNeil of the Golden State

Theatre & Realty Corp., has placed an order for Preddey Reflector Lamps for the new State Theatre at Daly City and the Golden Gate Theatre on San Pablo Ave., Oakland.

The local F. B. O. office force and exhibitors were introduced to Lee Marcus, the general sales manager of F. B. O. who stopped in San Francisco on a tour covering the entire western territory.

David Murray, Verne Buck, Frank Shaw and David Phennig of the Granada Theatre were recent guests of honor at the Aladdin Studio.



Florida



SCHALURT BROTHERS have taken over the Royal at West Tampa. They are re-

Mr. Exhibitor: Ask at the Film Exchanges for the



It's little to ask for, but it's the only reliable aid you can give your musicians to help put the picture over

modeling the house and adding some new equipment.

N. V. Darley, manager of the Rivoli in Ybor City, is visiting relatives in Mobile.

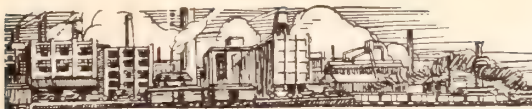
The Strand Amusement Company, of Tampa, at their annual meeting voted to increase their capital stock from \$500,000 to a million, and declared a 100 per cent stock dividend, in addition to the usual cash dividend amounting to 8 per cent.

The Florida real estate boom is having its effect upon the show business. It is reported that all over the State the theatres are playing to capacity.

Reports of new theatres being built, or about to be, come in every week and most of these reports are real too. Little towns that could hardly support one house with two or three shows a week, are now keeping two or more running every night.

The great South Florida Fair and Gasparilla Carnival is now in full swing in Tampa. Twelve business men of Tampa have backed a motion picture to be made during the carnival by the Chester Beecroft Company.

James M. Wiest has been appointed manager of the Victory in Tampa, by General Manager, John B. Carroll, of the Consolidated Amusement Co.



Detroit



BRAD BURQUE has resigned as manager of the Rex theatre in Jackson, Mich., and accepted a position as salesman for Associated Exhibitors to cover the key cities in Michigan.

W. A. Aschman, special serial representative for Pathe in the midwest division is a visitor in Detroit this week.

Ed. J. Smith, general salesman for Associated Exhibitors, Inc., was in Detroit last week conferring with Manager Fred Davie.

Waldo Bros., owners of the Virginia theatre in Detroit, have broken ground for a new theatre to be built on the east side of the city.

Don Rose, ad salesmanager for Paramount at the Detroit office, recently operated upon for appendicitis, is recovering rapidly.

Herman Gordon and Morris Reubin, have taken over the Quo Vadis theatre, formerly operated by Black and Smiley.

Ravin and Kramer, who operate the Colonial theatre in Holland, Mich., have taken over the Holland theatre this week.

Murray Nadler, formerly a Universal salesman, is now employed by Warner Bros. in Detroit.

Visitors along film row this week were numerous, the following having appeared: Ed. Reeves, Paw Paw theatre, Paw Paw; J. A. Price, Liberty theatre, Holly; Mrs. Elizabeth Desenberg, Star theatre, Lawton; Robt. Codd of the Codd and Angel circuit; Mrs. Wm. Peck and her son, from the Rowena theatre in Fenton, and Wm. MacLaren, Capitol theatre, Jackson, Michigan.

H. A. Ross, district manager for Paramount, has left for a three weeks' trip to California.

Miss Edith Candler, Otto Bolle's private secretary for the past three years, will sail on February 13th for Europe.

Hickman Price from the Hays organization recently made a special trip to Detroit.

A. W. Bowman, city salesman for United Artists missed his Olds coach for a few days last week only to be advised that the local police department recovered it. The same thing happened to Max Allen, an exhibitor who operates the Park theatre in Lincoln Park.

Ed. J. Wall deserves mention for some of the exploitation tie ups he has been working on.

Carl H. Shalit, in charge of city sales for P. D. C., recently bought a new Cadillac coach for his wife.

Bob Sheehan, premier showman of Hamtramack, latest acquisition is a Great Dane dog, so big that he was unable to get him on the elevator in the film building.

John H. Kunsky will start construction immediately on a 2500-seat house in Birmingham, Mich., a suburb of Detroit.

State exhibitors are to have a party February 17th at the Wolverine hotel, Detroit, which is being conducted by the M. P. T. O. of Michigan. Every exhibitor is invited to attend and a large crowd is expected.

George Olsen, of the Star theatre, Grayling is in Florida where he is in a very serious condition.

P. C. Schram, of Kalamazoo, who is spending the winter in California, will be back around the first of April.

F. B. Moore, of the Community theatre, Coldwater, is spending the balance of the winter in Florida.

Maurice J. Caplan of the Metropolitan Motion Picture Co., Detroit, leaves Sunday for New Orleans to attend the annual conven-

tion of the National Screen Advertisers association.

Miss Gladys Davis is the new cashier at the A. B. C. office, taking the place of Ann Morris, who, by the time this goes to press will be Mrs. Al. Weiner.

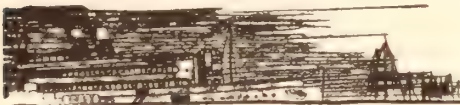
Unless the unexpected happens, causing a postponement, A. J. Kleist's theatre in Pontiac, the Orpheum, is scheduled to open Monday evening, February 15th. This is the fifth theatre in Pontiac under Kleist control.

Harold Munz, manager of the Tuxedo theatre in Detroit, is a very handy man about his theatre. He has installed a complete set of house phones in his theatre doing the job himself.

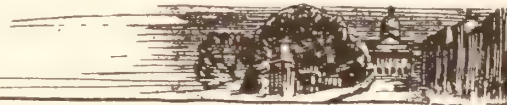
Glen C. Silver has taken over the Mack theatre, formerly operated by Mr. Woodworth.

Lloyd Willis, district manager for Warner Bros. in this section, has been transferred to the home office where he will act as general representative. Herbert E. Elder has been tendered Mr. Willis' position.

Sam Dembow, booker for Paramount houses was a visitor in Detroit last week with Bill Watson of Bay City.



New England



JOSEPH MORENZI of the Plaza Theatre, Salem, Mass., has taken over the Union Hill Theatre in Gloucester, Mass., and will run it as a stock theatre.

Work has started on the construction of the new Keith-Albee Theatre in Woonsocket, R. I.

The Imperial Theatre at Pawtucket, R. I., has been extensively remodelled and was reopened last week. It has a seating capacity of over 1500 and James Somes, who manages the Strand, is managing the Imperial in addition.

The Capital Theatre, a new house, opened last week at Fall River. The theatre is operated by Nathan Yarmins, who also operates the Bijou, Rialto, Strand, Plaza, Park and Empire Theatres. It has a seating capacity of 1200.

Arthur Blanchard and brothers of Southbridge, Mass., have opened a new theatre in that town with a seating capacity of about 1500.

Harold "Judge" Eskine, formerly manager at New Haven, Conn., for Associated Exhibitors, has been appointed special representative at the Boston offices.

Walter Davidson, salesman for Warner Brothers, has resigned.

Jack Kline has been made division manager for Warner Brothers, with headquarters in Boston.

Manuel Cohen, joined the Metro-Goldwyn-Mayer at Boston under Manager Wolff.

R. C. Cropper, manager of the Pathe exchange at Boston, is back at his desk after a business trip to New York.

Laurence "Buddy" Stewart has been made special exploitation man for the Associated Exhibitors.

Max Rothe, personal representative of Mr. Granger of the Fox organization, is making his headquarters at the Boston office for the next four weeks.

The Philbin and Globe Theatres in Clinton, Mass., are now under the management of the Louis M. Boas circuit.

Fred Frechette has taken over the management of the Empire Theatre in Palmer, Mass., and added them to his string of houses in Chicopee and Westfield, Mass.

The Somerville Theatre in Somerville, Mass., has been purchased from John Hobbs by Arthur

Viano, who operates several other theatres in Somerville and Cambridge. The theatre will start Feb. 15 on a program of motion pictures and vaudeville.

Mrs. Taylor, owner of the Richmond Theatre at North Adams, Mass., is battling the storms on the Atlantic en route to Europe for an extended vacation.

Wallace Scates, manager of Associated Exhibitors, Boston, has resigned and J. Brown is taking his place for the present.

George Balson, special district manager for Vital Exchanges, has recently visited Boston.

A. Blofson, district manager for Associated Exhibitors, visited the Boston offices recently.

Abe Erskine has joined the Metro sales force at Boston.



Houston



L. POLEMONAKOS and associates, who are building the new Ritz Theatre, will leave in a few days for Dallas, Texas, where they will complete arrangements for equipment and film service for a new theatre.

Abe Silberberg of the Crown and Folly theatres has let contract for complete remodelling of the Crown Theatre. Mr. Silberberg plans to complete this remodeling in thirty days.

Colonel A. L. Fardwell, General Manager of the Interstate Amusement Company interests, stopped off in Houston several days last week, visiting Eddie Bremer of the Majestic Theatre

and Elliott S. Foreman of the Palace Theatre.

J. A. Renfro of Fort Worth, who has been assistant manager of the Majestic Theatre for two months, returned to Fort Worth last week.

Houston news-writers and magazine scribes have organized a

news club and are sponsoring a carnival to raise funds to erect permanent club rooms.

Local theatre managers have agreed to furnish the club rooms with the 'phone, floor lamp, typewriter, etc. Elliott S. Foreman of the Palace Theatre has been very active in this movement.

Bill O'Donnell, supervisor of the Majestic and Palace theatres in Houston and the Majestic in San Antonio, is in Dallas on a business trip.

Mr. and Mrs. Will Horwitz, Jr., of the Texas and Iris theatres, have returned from a three weeks' trip to New York, Mobile and Havana.



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Des Moines



THE Majestic Theatre, it is announced from the A. H. Blank offices, will be quite elaborately remodelled and a change of policy probably put into effect after the first of March. With the closing of the Rialto another of the Blank houses on that date, the Majestic will be equipped with the seats and other furnishings from the Rialto.

J. E. Cass who was formerly with Universal at Minneapolis is now covering the key towns out of the Des Moines office.

A. W. Kahn, manager of the Pathe exchange was out covering the territory, having recovered from the near attack of the flu.

Tom Acklan is remodelling his theatre at Swan, Iowa.

J. H. Feldhans, who recently bought the Princess Theatre at Odebolt, was recently in Des Moines.

E. J. Tilton, manager of the First National exchange, was in Chicago on exchange business.

Visitors in Movie Row were

Messrs. Stephens and Puffer of the Orpheum Theatre at Webster City, Jess Collins of the Rex Theatre at Perry, Tony Schiavone of the theatre at Pershing, Tony Veenschoten of the Rivoli at Elcador, C. T. Nolan of Palmer, Bill Treloar of Ogden, Joe Gerbracht of the Ames Theatre Company at Ames and J. H. Feldhans of the Princess at Odebolt.

Frank Good, manager of the Iowan Theatre at Red Oak, received a visit from C. F. Rose, branch manager for Famous Players at Omaha.

Dan B. Lederman, district manager for Associated Exhibitors in the territory covered by Des Moines, Minneapolis, Omaha, Oklahoma City, Winnipeg and Kansas City says that business conditions are much improved and that prospects look bright for a splendid summer business.

The Gem Theatre at Emerson, Iowa, was sold by William Huntsman to J. C. Wilkins.

Joe Cowan, salesman for Universal will cover Iowa and Nebraska territory.

A. W. Nichols, district manager for Famous Players visited the Des Moines office last week.

The Princess Theatre at Bettendorf, Iowa, has been sold. J. H. Pabst bought the theatre from J. J. Georgen.

W. A. Bowker of the Opera House at Onawa, Iowa, has been the victim of ill health. But after a rest trip to Excelsior Springs he feels all on the mend.

The Rialto Theatre at Sioux City which is one of the houses belonging to Mr. Blank has been leased by a stock company from the east. The theatre, which seats 900 had until January 24 shown only pictures.

Manny Gottlieb, manager of the Des Moines branch of Universal, was in Omaha on a business trip.

Harry Hersteiner, owner of the Family Theatre, Des Moines, has bought two new Motiograph machines for his theatre.

The officers of the Des Moines Film Board of Trade have been moved from 519 Iowa Building to 210-11 Iowa Building.

A. W. Kahn, manager of the Pathe office, reports that the Policeman's Ball was a grand success.

Visitors in Film Row were Mr. Hendricks of the Strand Theatre at Mt. Vernon, Mr. Nolan of the Watson of the Grand theatre Opera House at Palmer, Mr. at Knoxville, Bill Eddy of the Empress at Indianola, J. Benjamin Gerbracht of the Ames Theatre Company at Ames, Mr. Prine of the Lyric Theatre at Boone. Mr. Krumley of the Omaha office of the Western Supply Company visited the Des Moines office. Another visitor at the Western Supply Company offices was Les Phillips of the Exhibitors Supply Company.

Tony Veenschoten of the Rivoli Theatre at Elcador went from Des Moines to Boyden, Iowa, to visit his parents. He has also invested in a new Chevrolet coupe.



Central Penn



OSCAR Neufeld of the DeLuxe Film Company, Inc., was the host to a gathering of motion picture exhibitors of Eastern Pennsylvania at the Penn Harris Hotel, Harrisburg, Pa., last Sunday. Mr. Neufeld sent out a letter to every exhibitor in this territory, requesting the presence of himself and wife to meet on Sunday, January 31, and discuss matters of interest concerning the betterment of business conditions in this territory. Moreover, Mr. Neufeld had arranged with the hotel to take care of the meeting without any expense. At the conclusion of the session, he wanted to avail himself of the opportunity to renew old acquaintances and meet, face to face, the new comers among exhibitors. Among those present were: Dr. H. I. Schad and wife, President Motion Picture Theatre Owners, Reading, Pa., Mr. and Mrs. C. Floyd Hopkins, General Manager, Wilmer & Vincent, Harrisburg, Harlan E. Woehrl and wife, Third Street Theatre,

Easton, John A. Jackson, Lebanon, Pa., Joel A. Levy and wife, Reading, Pa., J. Y. Petticofer and wife, Womelsdorf, Pa., I. Refowich, Freeland, Pa., J. A. Theros, Parkesburg, Pa., Zupnick & Bubb, New Freedom, Pa., A. C. Werner, Reading, L. H. Johnston, Mt. Joy, Pa., J. J. Hardy and wife, Columbia, Pa., T. K. Larkin and wife, Oxford, Pa., Dan C. Neagley and wife, Columbia, Pa., J. F. Fahnestock and wife, Muncy, Pa., A. M. Fisher and son, Marysville, Pa., George M. Krupa and wife, Lancaster, Pa., H. J. Rice, Keeney's Theatres, Williamsport, Olean D. Miller and wife, Lancaster, George Cinader and wife, Temple, Pa., R. E. Koser and wife, Lewisburgh, Pa., O. W. Geibel and wife, Harrisburg, Pa., Ed. B. Linch, Williamsport, Pa., D. S. Cooper and wife, Carlisle, Pa., George W. Vint, Harrisburg, O. B. Feldser, Harrisburg, Mrs. J. M. Thomas, Harrisburg, W. J. Rothensies, Red Lion, Pa., S. A. Aciri and wife, Marietta, Pa., Dr.

J. Hawk and son, Tower City, Pa., Charles E. Newbaker, Steelton, Pa., Mel. A. Sokolow, Oscar Neufeld and wife, Philadelphia, Samuel Stiefel, Ervin Weiss, William U. Bethell, Ely J. Epstein, Jule Miller, Arrow film player, Lester Wurtele, Eil M. Orowitz, Associate Editor, *The Exhibitor*, and David Barrist, Editor, *The Exhibitor*.

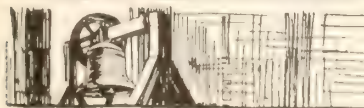
The meeting was an interesting one to all concerned and on the completion of the business at hand, someone discovered that the day was Mr. Neufeld's forty-first anniversary. He was called into the center of the room and as a token of the appreciation of the members of the Motion Picture Theatre Owners of Eastern Pennsylvania, and as a fitting birthday present, every manager present subscribed to a blanket contract, giving to Mr. Neufeld as President of the DeLuxe Film Company, Inc. bookings for open dates that aggregated to thousands of dollars.

C. Floyd Hopkins, head of Wilmer & Vincent theatrical interests in Harrisburg and Reading, has been appointed chairman of the committee of the Harrisburg Chamber of Commerce to which his been assigned the task of accelerating the construction of the proposed soldiers' memorial bridge.

The Photoplay Theatre, Duncannon, was turned over to the Veterans of Foreign Wars for the nights of February 1 and 2.

The Strand Motion Picture Theatre, Carlisle, was engaged by Carlisle American Legion Post, No. 101, for the holding of its annual play festival.

Anast Belehas, prominent Harrisburg, Pa., hotel man, has announced that he will probably abandon his project to erect a new combination picture theatre and forty-room hotel on the plot he purchased with that intention, in September, 1924, at 114 West High street, Carlisle, almost directly opposite the Pennsylvania railroad station.



Philadelphia



HERBERT HAYMAN, who has been connected with the New York Exchange of Famous Players-Lasky, has succeeded Ben Tolmas as manager of the Philadelphia office of Independent Film Corporation.

Joe Wilson, assistant technical director for Metropolitan Pictures Corporation, was a recent visitor at

the local office of Producers Distributing Corporation.

John Gill, who has been connected with Liberty Film Exchange, has joined the sales force of Universal.

A. M. Rosenberg, who has been representing the Advance Trailer Service in this section, has accepted a position as salesman for the Independent Film Corporation.

Fred Beckhart, owner of the Alma theatre, Kensington Ave. and Ontario St., which has been operated for several years under a lease by A. Brown, has taken over the theatre. C. J. Seldenridge will act as resident manager and will have charge of the bookings.

John Evans, who recently sold his Tioga and Drury theatres, and

who has been confined to his home for a long time on account of illness, is slowly recovering.

Charles Dutkin, original manager of the Grant theatre, 40th St. and Girard Ave., has returned to that theatre in the same capacity after having spent the past two years as manager of the Astor theatre, 7th St. and Girard Ave.

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Building Patronage for a City Neighborhood Theatre

How Personality and Stunts Put a Brooklyn House on Its Feet

An Interview with Fred J. Dollinger

THE Filmland Theatre at 2819 Church Avenue, Brooklyn, N. Y., located in the central section of Flatbush and therefore practically banketed by competition from houses belonging to chain operators, presented as difficult a problem in showmanship as any manager, courageous enough to undertake the task of making it a "go" on the financial resources yielded by the box office alone, could find in a long tour of investigation—assuming that any theatre man would deliberately go in search of a "tough assignment."

To begin with the location of the Filmland was not the most advantageous, for compared to the sites of the competing houses it was somewhat off the beaten track of the business activities of Flatbush's community life up to that time. It is a well built house with main floor and balcony, and is well equipped to afford comfort to patrons and the means of staging a good show.

The usual difficulties in matters of bookings which confront a theatre in this situation were encountered by the Filmland—a single house in a belt studded with theatres belonging to circuits.

Within the period which Fred J. Dollinger, managing director of the theatre has been in charge, the Filmland has bounded along to an enviable situation as a well patronized and profitable enterprise—despite these great difficulties. The formula which he used to put the theatre on its feet—working, he says, entirely "on the box office returns," is made up of a combination of "personality" and a large bag of showmanship "stunts."

Dollinger is a veteran showman. He has acted on the stage, directed productions and managed theatres of all kinds. For many years he has managed picture theatres, having spent most of his time in pictures directing houses in New York city.

As an active participant in the management of picture theatres, he has observed from this vantage point the development of the "exhibitor's game," from its nickelodeon days up to the present.

"Today," he says, "the people want more than pictures alone. The exhibitor must give his patrons something in addition to straight picture programs, in order to do the business. Even so, the pictures remain the backbone of the entertainment and the

biggest problem confronting the showman therefore is that of getting the right kind of features and short subjects.

"But beyond the photoplays themselves there are great tasks for the modern exhibitor to perform in these days of hot competition. Exploitation stunts and novelties staged in the theatre are as essential to the life and progress of the small theatre as to the cinema palace located in the heart of the big cities.

"In the neighborhood houses there is needed the added element of 'Personality.' The manager of the community theatre must be in close touch with his patrons, he must be a familiar figure to them and as much a part of the theatre as the architecture of the house itself.

"My experience has been that the neighborhood theatre manager must work with his patrons. He must make it a part of his job to be in evidence as much as possible, standing in the back of the theatre to meet them, greeting as many as possible with a nod and a 'how do you do.' As often as the occasion will permit, he must go before them and make an address from the stage, suiting his remarks to further the impression of personal acquaintance and the promotion of the community spirit within the theatre."

The list of stunts which Dollinger performed to make the people of his community "get acquainted" with the Filmland, include several ingenious campaign devices. But he employed and is continuing to use the "night" idea to keep his patrons interested. There are "surprise" nights and "Amateur" nights and other novelties in continuous procession at the Filmland. The response to these novelties increases steadily as the word of mouth advertising of the patrons won over to the house widens its circle.

The first sensational stunt

THREE MANAGEMENTS

WE HAVE watched closely, and with interest, the fortunes that have befallen three successive managements of one small theatre. This house is located in a remote suburb of a large city—a fairly typical town having a population of between five and six thousand.

When first our curiosity led us to inspect this theatre, some three years ago, we were impressed with its complete lack of modern appointments and abominable picture presentation. Flicker, a dark unevenly illuminated screen, misframe, breaks, etc.,—these were all prevalent to the extent of practically ruining the entertainment value of the show itself.

The house, at that time, was not paying and soon another exhibitor undertook the task of pleasing the townsfolk who, in the main, were just as ready picture fans as those in any other similar town.

This new owner did contrive to increase the box office receipts, though through no apparent improvement in the quality of the pictures themselves. But the new management sensed that the lack of attractiveness of his theatre and the irritating projection was an insult to his patrons. Accordingly an improvement was made in the projection and the theatre itself was subjected to a superfluous renovation. Whether or not the house made money under this arrangement is problematical, for after operating about a year this second owner sold out to the present management.

When the theatre changed hands this last time it was closed and underwent a much needed re-equipping and general house cleaning. The opening night saw a fresh inviting atmosphere with flawless picture presentation. This management had diagnosed the reasons for the apparent indifference of the townsfolk to picture shows. The success of the theatre from then on may be appreciatively judged when it is known that at this writing there are two influential circuits dickering for control of this house.

And we, for our part, are certain that no item was more responsible for this singular reversal to success than modernized picture presentation.

P. M. Abbott.

Building Neighborhood Patronage

(Continued from preceding page.)

which Dollinger staged was an aeroplane flight, which followed a ballyhoo campaign announcing that weekly and season passes would be dropped from the plane, scheduled to fly over the theatre at a certain hour of the day set. The effect of the campaign, which depended mostly on hand bills and poster announcements, was counted in the thousands of youngsters and grownups who packed the streets solid enough to stop the traffic.

Dollinger's use of the aeroplane stunt was a working out of the plan "make use of the materials at hand." As he is a pioneer aviator and has a wide acquaintance among the flyers, this was one of the stunts which he could put on at small expense. A former pupil of his made the flight for \$35 and the whole cost of the stunt exceeded that by very little, for only a few passes were included in the bundles of paper which were liberated in midair—the balance consisting of hand bills and heralds.

A live mailing list of 2,000 names was built up overnight practically by means of a tie-up with newspaper stands. The tie-up was accepted with the greatest willingness by the news dealers, since it afforded those enterprising merchants to offer their steady patrons a pass to the Filmland. This was done by means of a handbill, the upper portion bearing an invitation to the recipient to come to the theatre and use the bill as a pass, the lower portion consisting of a printed blank with spaces for the names and addresses of those to whom the pass was issued and the signature of the dealer. This of course, meant many free admissions, scattered through the various performances during the week—but a fair portion probably would not have attended the Filmland show at all without such inducement and a portion of these were converted to regular patrons, which Dollinger rightly figures as added advantages of the stunt.

He has put on and consistently improved the quality of each event, a regular program of "nights." Monday night there is usually a "crackers and milk" eating contest, which has scored consistently. Tuesday night is regularly devoted to amateur performers. Thursday, "Surprise" night, at which any form of novelty is likely to



Fred J. Dollinger, manager Filmland Theatre, Brooklyn, N. Y.

WATCH THE AIR!

FREE! FREE!

TO

THE LUCKY ONES

ON SATURDAY, OCTOBER 3d, at about 4 O'Clock the FILMLAND THEATRE AEROPLANE will fly over and around the Theatre throwing out 500 Envelopes with FREE Passes for the Theatre.

Don't miss this. Just watch the Aeroplane.

There will also be 100 Season Passes thrown out of the Aeroplane.

In case of bad weather, this flight will take place the following day.

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FILMLAND THEATRE

CHURCH & NOSTRAND AVENUES

First Run Photo Plays. Best in Music and Entertainers

ALWAYS A GOOD SHOW

Above, the handbills used to exploit the aeroplane flight. At the right, the pass circulated by newsdealers which brought the Filmland a live mailing list of 2,000 names.

be staged. To these he has added from time to time "Bathing beauty" contests; "Bobbed Hair Beauties" contests; Baby Contests; "Irish Night," and a host of others.

The Charleston craze has been capitalized several times at the Filmland. Dollinger's first stunt along this line was a contest which ran for a week and cost a total of \$17. This was done by cooperation with a dancing school, which advertised the affair and sponsored the contest at the Filmland. There were preliminary trials each evening of the week, with the winners of all evenings appearing in a finale on Sunday night. "This," said Dollinger, "brought out people from all parts of the city. The entrants brought along their cousins, uncles, aunts and grand parents with the result that the Bronx, Long Island towns, Manhattan and even New Jersey were represented in the overflow audience on Sunday night, at which the prizes of \$10, \$5 and \$2 were distributed to the three best Charlestoners discovered by the week of tryouts at the Filmland.

Dollinger is now at work on an ambitious production to be known as the "Filmland Follies." He has selected several pretty girls of the neighborhood to make up the chorus and ensemble dancing numbers of the "Follies" and is rehearsing them in dances and formations and songs, especially written. A few professional performers will be engaged to do specialty numbers and appear in the production with the local boys and girls.

Since the dance fad is now at its greatest popularity and there is a demand for novelty numbers in addition to the pictures, Dollinger believes that one of the most important tie-ups a neighborhood exhibitor can make is with the dancing teachers. By means of co-operation with dance schools or individual teachers the theatre is in a position to stage acts which will make a great local appeal and at a very small cost.

A MERRY CHRISTMAS

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Church and Nostrand Avenues

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Except Saturday, Sunday and Holidays
Until January 8, 1926.

"Fiddlers" Rage Continues Up State New York

Charles Goulding, manager of Proctor's Fourth Street theatre in Troy, N. Y., is staging a fiddlers' contest. And so is John Garry, of the Empire in Glens Falls; William Benton of the Rialto, in the same city, and dozens of others.

Benton, of the Rialto in Glens Falls, has decided to award gold prizes to winners in a fiddlers' elimination contest. The prize winner of the contest will also receive a silver cup which Mr. Benton has personally selected.

Joseph Hoffman Appears in Concert at Stanley

In the fourth of a series of five Sunday night concerts given by the Stanley Music Club of Philadelphia, two distinguished artists, Carl Flesch, violinist, and Josef Hoffman, pianist, appeared at the Stanley Theatre before an audience of 3,000. While the previous concerts of this organization have occupied a high position among the season's musical events, this program proved to be most remarkable. Both artists were given an ovation.

"Children's Hour" Daily Show at 4 to 5 P. M.

Manager George Swanick of the Lyric Theatre, Hamilton, has established a "Children's Hour" at the theatre, between 4 and 5 P. M. daily, when they are admitted for the small admission of five cents, with the one cent tax extra. The old "nickel show" is, therefore, back once more in Hamilton and the children are swarming to the Lyric, which is a large local house.

Elaborate "Frolic" Show at Strand

America in Denver Moves Jazz Orchestra to Stage

The increasing popularity of the featured jazz orchestra, billed as Henry Trustman's "Americans," decided the management of the American theatre in Denver, to move the musicians to the stage for the presentation of their numbers. The orchestra made its first appearance on the stage in a Musical Presentation in conjunction with the photoplay "The Only Thing."

The Denver picture houses continue to give added prominence to their special orchestras as the popularity of these attractions steadily grows. The Victory features Cavallo's Symphonie Victorians; the State has retained Leon Vavara and his novelty orchestra over a period of several weeks; the Rialto stars Fred Schmitt's Super-Syncopators, playing a series of National songs in a series called "A Trip Around the World," and with the recent presentation of "The Unguarded Hour," the First National feature, the Webber had the Supreme Syncopators advertised as the added attraction there.

"Joy Week" Scores at the Hippodrome, Youngstown

The Hippodrome at Youngstown, O., last week staged one of the most pretentious shows ever attempted at this house when a bill of vaudeville and pictures was offered as a "Joy Week" program.

The acts which played the house included Kenney & Hollis in "The Two Doctors," a satire on medicine; Walter Manthey & Girls, a revue production featuring songs, dances and melodies; Brent Hayes, "The Master of the Banjo;" Billy Kelly & Co. in "Picking a Peach;" Cook and Oatman; Lew Ross & Co., and an afterpiece in which all the performers appeared. The screen version of "The First Year" was the featured photoplay.

Semi-Annual Jazz Revue is Staged at Palace, Dallas

The Palace Theatre, Dallas, Tex., presented the third annual Jazz Revue as the special offering there last week. The revue featured twenty artists including a twelve piece jazz band. Those who appeared in the revue were Kitty McCoy, blues singer; Josephine Hackney, Charleston stepper; Walter Lattimore, blues singer; The Blatherwick Kiddies, jazz time rope twirlers, and the Palace Chorus.

Stars Cabaret Orchestra at Edmonton House

ON Wednesday, Thursday and Friday of each week, Manager Walter Davis of the Empress Theatre, Edmonton, Alberta, makes a special presentation as an added attraction of the Bluebird Orchestra which plays for cabaret entertainments and dances at the Sunnydale Pavilion at other times. The engagement is intended to bolster the patronage on these three days at the theatre. They play twice daily.

Charleston Endurance Champ at Rivoli, N. Y.

JOHN GIORIA, winner of the Champion Charleston Endurance contest held at Roseland dance hall on Broadway, is appearing in the "Charleston Medley" number presented this week by Eddie Elkins and His Melody Mixers at the Rivoli Theatre in New York. Gioria, who Charlestoned for 22 hours and 30 minutes continuously, is being featured by the Rivoli in billing outside the theatre and in newspaper copy.

The Rivoli's presentation for the week is called "The Bughouse Cabaret," a John Murray Anderson production with special music and lyrics by Milton Ager and Jack Yellen.

"Behind the Front" is the featured photoplay and other numbers on the program are "Il Guarany," overture; "Love Nest," a colored pictorial fantasy, Harold Ramsay at the Rivoli Grand Organ; "Sailing," a KO-KO Song Car-tune and "Rivoli Movievents."

"Pianologue Idea" Staged at Loew's State

At Loew's State Theatre the week of January 30 the West Coast Theatre Presentation, a Fanchon and Marco "Pianologue Idea" is quite different than any that have been seen before.

A huge back drop with large arched stained glass window on one side of the stage and a great hanging lamp with amber lighting gives tone to the setting. The presentation opens with Dorothy Keeley playing "Dado" at a grand piano and around the stage are the men in the cast. At the finish of the act the girls enter, giving the impression of a home party. The guests each do their bit to entertain. During Bell and Coats' number they all leave the stage and at the finish of "Those Two Boys" song, they return in a Floradora Sextette number with the girls in purple dresses.

At the close of the Sextette the back drop goes up disclosing six grand pianos on a platform and the six girls from the sextette take their places at the pianos and play. They are Malvina Polo, Dorothy Keeley, Irma Starkling, Madeline Lesh, Marie Per-gone and Ama Lou Barnes. The background is of different colored hangings and in the middle of the number Dorothy Gilbert, Davis Goodman, Carlos Ronero, Jinette Vallon and George Ward, the 'Boy from the Movies' do a buck dance on the top of the pianos, having stepped out of the hangings. The presentation closes with the entire company in one dancing the Charleston.

"Gypsy Follies" This Week at Capitol, Detroit

"Gypsy Follies," third of the Publix stage presentations is playing the Capitol Theatre, Detroit, this week. The number was produced by John Murray Anderson and features a company of 25.

Edna Wallace Hopper, billed as "The 62 year old flapper" is announced as an added attraction. She holds a matinee for ladies only on Friday at 10:30 A. M. The feature picture is Raymond Griffith in "Hands Up."

Revue Number Staged By Plunkett Is The Biggest of Series

IN production and "names" the "New Mark Strand Frolic" which Joseph Plunkett is offering as a presentation feature at the Strand on Broadway this week, is a more ambitious effort than he has attempted so far in the new policy of staging elaborate numbers to supplement the photoplay attractions each week at that house.

The presentation features four well-paced episodes under the titles "Idyll," "Billboard Antics," "Song of Songs" and "The Box of Tricks."

The opening episode has Mlle. Kemova and the Mark Strand Ballet Corps and the Tamara Utgoff Harp Ensemble, with the Misses Cardani, Allen, St. Claire, Hammerle & Pleshkova. George Stickney, of "The Monkey Talks" Co., is the star of "Billboard Antics," and John Quinlan, tenor and Pauline Miller, soprano, are featured in the "Song of Songs" number. Edward Albano, Leonard Workman, Betty Hale and the Melody Saxophone Sextette appear in "The Box of Tricks."

These "Frolic" shows which Plunkett introduced several weeks ago, are continually assuming greater importance from the production standpoint, and their value to the box office is increasing steadily, as greater prominence is given to them in the advertising of the theatre. The banner sign, suspended over the main entrance, which formerly was regularly used to bill the coming week's featured photoplay, now is given over to billing for the current "Frolic."

"Herb And His Bunch" Still Big Draw at State

Fred Stritt with "Herb and his Bunch" continue as big favorites with the entertainment seekers of Detroit, where they are playing this week in a new number at the State Theatre. The current number is called "Heating Up the North Pole."

Taylor & Hawks, Wanda and Seals, Melvin Flegal and other novelty acts are working with the act, which runs 40 minutes. "The Splendid Crime" is the photoplay attraction.

Fritzi Scheff on Bill at "Met" in Boston

F RITZI SCHEFF singing "Kiss Me Again," from "Mlle. Modiste," which she created on the speaking stage, appeared as a stellar attraction at the Metropolitan theatre in Boston last week.

The theatre starred "names," presenting a bill which included Miss Scheff, John Quinlan, tenor; Ruth Brewer, instrumentalist who plays fourteen different instruments; "The American Beauty Revue," the John Murray Anderson presentation with Fay Lamphier, "Miss America" in person; and Adolphe Menjou and Florence Vidor in "The Grand Duchess and the Waiter."

Tea Served In Cedar-Lee Lobby

Cleveland Society Woman Sponsors of Afternoon Affair

DR. B. L. Brody, head of one of the leading theatre chains in Cleveland has introduced a novelty at his new Cedar-Lee theatre. Recently he turned the spacious lobby of the Cedar-Lee over to twenty-four of Cleveland Heights' society leaders for a Russian tea.

The foyer is elaborately decorated and looks like a drawing room in a modern well appointed home. An Ampico player piano adds both beauty and pleasure. Through the cooperation of one of the local decorators, a real Russian samovar was secured. An antique tablecloth of great value was contributed. Waitresses in Russian costume served Russian style tea and tiny tea cakes. The Ampico furnished music. Twenty dancers from a popular dancing school furnished Russian dancing. Following the entertainment, the guests saw the screen program.

It is the intention of Dr. Brody to offer the foyer of his Cedar-Lee theatre for such teas, for the price of regular theatre admission. Possibly the entertainment offered will not always be as elaborate as on this initial occasion. But tea and cakes and some novelty will be presented prior to the picture entertainment. This plan will introduce the Cedar-Lee as a neighborhood center for social entertainment.

At twenty cents admission, ladies can entertain their friends at little expense. The expense of serving tea and entertainment is cheap advertising compared to the advantages accruing to the theatre, according to the management. The first effort was enthusiastically praised by the guests and Dr. Brody is already in receipt of requests for dates for another Russian tea.

Fitzgibbons in Charlotte to Take New Publix Post

J. J. Fitzgibbons, former New York district manager for Publix Theatres, transferred to supervise the Carolinas district, and J. H. McKoy, a graduate of the Publix Theatre Managers Training School, appointed to succeed Thomas Holliday as manager of the Alhambra Theatre in Charlotte, are expected in that city this week.

The transfers of managers in the Publix organization, reported in MOTION PICTURE NEWS last week, are declared to have no significance beyond that of the natural changes in personnel which comes in so large an organization. The vigorous competition being waged in Charlotte between Warner Enterprises and the Publix houses, however, has given rise to much speculation in film circles there concerning the transfers made by the latter organization.

Park at Lehigh, Pa. Will Present Vaudeville Acts

A change of policy at the Park Theatre, Lehigh, Pa., calls for the introduction of vaudeville in addition to pictures. Manager Bayer says this plan will be followed for the remainder of the winter.

The MANAGER'S OFFICE

DAVID J. LUSTIG, for the past year and a half manager of the Regun theatre in Harlem has severed his connections with that organization. Lustig, who has gained a wide reputation for his publicity and exploitation work as well as his managerial abilities, will announce his new affiliations shortly.

JOSEPH CLOUTURE is now managing Notre Dame Theatre at Manchester, N. H. The house recently has changed over to a first run policy. Formerly it operated as a subsequent run straight picture theatre.

HAROLD BISHOP is again the manager of the Metropolitan Theatre in Winnipeg. The "Met" has returned to a straight picture policy. Bishop was appointed manager of the Metropolitan last summer but in a short time transferred over to the Capital Theatre.

CHARLES STRAW, succeeded as manager of the Metropolitan by Harold Bishop, has returned to Brandon, Manitoba, where he has become manager of the Capitol Theatre, replacing E. C. Christensen, who resigned after being manager of this popular house for the past five years or more.

New Philadelphia Opera House Adds Vaudeville

The Opera House at New Philadelphia, O., owned by W. N. and H. R. Skirboll, will change its policy starting Monday, February 8th. On that date a combination vaudeville and picture policy will be introduced, succeeding the straight picture policy. Three high class vaudeville acts will be shown at the Opera House the first three days of the week, in addition to the picture program. The last half of the week, only pictures will be shown.

An advance in admission will be asked for the combination program. An orchestra has been installed in addition to the organ, so the patrons of the Opera House will get a lot more entertainment for their 50c. than they did formerly for 35c. The 35c. will prevail the latter half of the week, however.

This change of policy will in no way affect the class of pictures shown at the Opera House, according to W. N. Skirboll.

Wolf Directs Loew's State Orchestra in L. A.

"Rube" Wolf, one of the most versatile musical personalities of the West Coast, has taken up the baton as director of a new Loew's State Theatre orchestra in Los Angeles, succeeding Gino Severi, who left to take up a new post in the West Coast Theatres circuit.

Wolf has been associated in Faneon & Marco enterprises for the last fifteen years. He was born in Los Angeles and received his musical education there and in New York. In addition to being concededly one of the best cornetists, he is also master of stage dances and particularly shines at the Charleston. In fact, Rube claims to be the first orchestra leader ever to do the Charleston. He also plays a variety of musical instruments.

Showman Fans' Host At Golden Wedding

Johnston Celebrated In His Theatre

All the picture fans of four towns were invited to attend two days of free movies in the Bolivar Opera House, Bolivar, Pa., in honor of the golden wedding anniversary of the proprietor of the theatre and his wife, Mr. and Mrs. Charles M. Johnston.

January 27 marked the fiftieth anniversary of their wedding and on that and the following day, more than 4,000 persons from Bolivar, West Bolivar, Lockport and Garfield accepted the invitation to visit the theatre. In addition to a special program of free pictures, Mr. and Mrs. Johnston provided a light lunch at the opera house for all comers. Open house also was maintained for the two days at the Johnston residence, and all who went there were treated to turkey and all the trimmings.

Almost everybody in Bolivar, and hundreds from the other three towns, partook of the Johnson hospitality.

Mr. Johnston is 72 years old and was born in Fairfield Township, near Bolivar. He has been a justice of the peace for thirty-five years and a notary public for twenty-three years. He also was Bolivar's postmaster for five years.

Mrs. Johnston was Miss Rebecca Hammond, a sister of the late Hon. James B. Hammond, who represented Westmoreland county in the Pennsylvania Legislature. The couple were married on January 27, 1876.

Mr. Johnston has for a number of years successfully operated the Bolivar Opera House as a motion picture theatre.

Ontario Exhibitor Shares "Stage" With Hockey

Manager I. Shulman of the Strand Theatre, Uxbridge, Ontario, has established a co-operative basis with the people of the town with respect to counter-attractions in the form of important local hockey matches which generally excite great interest in the district.

In a recent statement, which was widely distributed, Shulman announced that he would close the Strand Theatre absolutely tight on the night that the weekly league hockey game would be played so that the local hockey club could have the whole stage as it were. In return for this concession, he would expect that the people would extend him good patronage on the other five nights of the week. On his part he promised the best available film attractions to make it worth while for the people to attend the theatre.

Jazz Orchestra Proves Good Card at Suburban House

Deciding his patrons needed a change from the usual daily and nightly routine, Jack Whittam, manager of the Strand theatre, suburban house of Kansas City, has booked a negro orchestra, widely known for its Okeh records. After billing his neighborhood he reports that business shows a marked increase.

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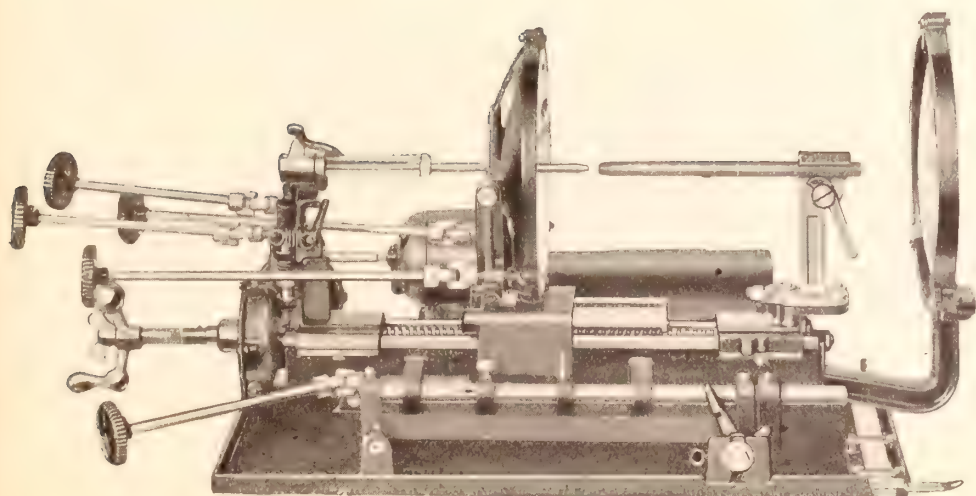
THE tremendous success and popularity of Peerless Reflector Arc Lamps has a deeper significance than you might grasp at first thought, for it means that Peerless has set the standard of Reflector Arc Lamp construction and performance, and Peerless performance is so far above comparison that it is easily recognized every inch the leader it was built to be.

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Loew's Cameo, Cleveland, which was recently completed and stands on the site of the former Cameo. This view is part of the lobby.

Lowe's Cameo at Cleveland Rebuilt Into Modern and Attractive Theatre

THE Cameo, opened within the past two months, is the ninth and newest motion picture theatre operated by Loew's Ohio Theatres in Cleveland. While all of the other eight houses are modern in every detail, and offer the best facilities for the accommodation of their patrons, unique interest centers about the Cameo because of local sentiment in the house that originally stood in the same location. The Star Theatre, as it was called, was built over forty years ago on what was then "Upper Euclid Ave.," meaning that part of Euclid Ave. which is between the Public Square and East Ninth St. The Star was the home of burlesque and only men were admitted. It was operated by Messrs. Frank Drew and Charles Campbell. It had been a burlesque house from the time of its opening until Loew's Ohio Theatres leased it, tore out everything but the four walls and transformed it into one of the prettiest of the less elaborate motion picture theatres in the city.

The transformation was effected at an approximate cost of \$100,000. An entirely new floor had to be constructed, with a moderate pitch. The original proscenium arch was built according to old-fashioned ideas, and to build a new arch, new steel columns had to be inserted and new girders—something unusual in engineering. As the theatre now stands, the auditorium has a floor space of 7,000 square feet, allowing for about 820 seats. The balcony has 1,700 square feet with 430 seats, making a total of 1,250 seats available. The proscenium arch measures 30ft x 27ft. 6in. The stage has been reduced from its original size of 10 feet to 30 feet. The theatre is steam heated, has a modern two fan belt ventilation system, and has standard illumination with emergency lights and telephones.

The decorations of the Cameo carry out

the name of the theatre. Cameos prevail everywhere. The centre of the velvet drape under the proscenium arch displays a beautiful cameo. In the lobby, brilliantly illuminated with double bracket lighting fixtures and mirrors, artistic cameos are featured in each panel. The color scheme is tan and rose. The plaster walls are tinted a soft tan. The lights all have silk shades and cast a mauve glow over the house. The heavy velvet stage curtain is a rich brown. The carpets are contrasting, being a pale green. The male ushers and the cashiers

are all uniformed and lend dignity to the theatre. A two manual Wurlitzer organ is instituted in the Cameo theatre. May McGraw and Arthur J. Pugsley are the singing organists. Both of them sing their own illustrated songs—a novelty which has proved a popular attraction.

The projection room is entirely new. In fact, it had to be built on extra, so it has both light and modern conveniences. Three Simplex machines with Peerless lamps were installed by the Exhibitors Supply Company of Cleveland. The throw is about 110 feet. Brenkert dissolving stereopticons are also installed. Art Ayres and Joe Grey alternate as projectionists.

Fred Coddington, former manager of Loew's Mall theatre, is now manager of the Cameo. The theatre policy is to show pictures from 9 a. m. until 11 p. m. every day of the week. Admission prices are 15c for children at all times; 25c for adults on week days and 35c on Sundays and holidays.

H. R. Burroughs Appointed Engineer, by "Roxy"

H. Robins Burroughs of New York City, a prominent theatre engineer, has been appointed consulting engineer for the new Roxy Theatre, to be erected in New York by the Roxy Theatres Corporation. This theatre, for which Mr. Burroughs is now designing the structural steel, will be, upon completion, the world's largest theatre with a seating capacity of approximately 6,300 seats.

Apollo Theatre, Winona, Minn. Holds Premiere

The Apollo theatre, built by Beyerstedt Brothers and Hodge, opened recently at Winona, Minn., bringing competition back to the city. The theatre has 1,340 seats and cost \$150,000. It will play a combination policy. Beyerstedt Brothers are known throughout the Northwest as musicians.



Exterior of the Victory theatre, Kemmerer, Ia., which recently opened. This house is claimed to be one of the most attractive of its class in the Central West.

You can check up

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EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

Buffalo, N. Y., to Have New Neighborhood Theatre

The South Park section of Buffalo is to have another motion picture theatre. George Hanny, Jr., announces that the South Park Amusement Company will build a \$175,000 theatre at South Park avenue and Woodside, work on which will begin this spring. The house, which has been designed by Architect Henry L. Spann of Buffalo, will have a seating capacity of 1,500. There will be a large stage, fully equipped. One of the novelties will be a loge balcony, in which there will be specially designed chairs exclusively.

The theatre, which will be operated in conjunction with the Maxine and Capitol, two other community houses controlled by the South Park company, is in a thickly populated section of the city, residents of which are enthusiastic over the coming of

the new theatre, which will be of brick and terra cotta construction. Mr. Hanny's partner, George C. Hall, will be associated with him in the new house. Mr. Hall is president of the Crystal Beach Amusement Company. It is planned to open the theatre to the public late next fall. Messrs. Hall and Hanny have been in the exhibiting end of the business in Buffalo for over a decade.

Mr. Hanny plans to incorporate a number of novelties in the new theatre which he declares will strike a new note in community house construction.

There will be a large orchestral organ and an orchestra. Every known modern device will be in the projection booth on which special work is being done to make it one of the finest in western New York. The seats will be unusually large and deeply upholstered and the floors covered with luxurious rugs and carpets. The interior will be elaborately decorated.



An attractive touch is lent the foyer of the Victory theatre, Kemmerer, Ia., through this fountain.

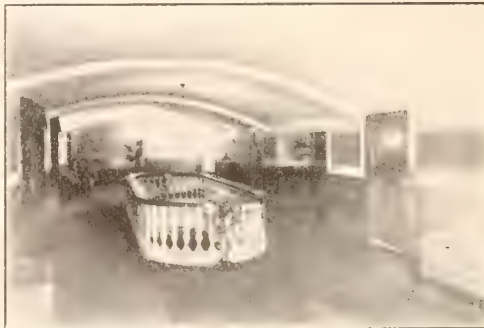
Capitol, Arlington, Mass., Newest of A. J. Locatelli Circuit

The Capitol Theatre, Arlington, Mass., is the newest of Albert J. Locatelli's playhouses to be opened and is built with the idea of becoming a community center. It is located in a newly developed section in Arlington and draws its patronage from that town, Cambridge, Somerville, Belmont, Lexington, Winchester and Medford. Located on Massachusetts avenue, the through highway running west of Boston, it is easily reached from many other communities.

Secretary of State Frederic C. Cook, Mayor Charles E. Webster of Somerville, Chairman Devereaux of the Arlington selectmen and a host of notables were present at the opening to publicly express their best wishes to the enterprising managing director of the Locatelli circuit.

The house seats 1,200 and the single balcony 525. The Robert Morton organ is one of the largest in New England. The stage is fully equipped to present road shows although the policy is now strictly pictures. The theatre is complete in detail, with two ticket offices in the outer lobby, an inner lobby, reception rooms with divans, hand carved Italian furniture. A matron is constantly in attendance in the lady's room. The entire house is heavily carpeted as well as the stairways. The men's rooms are fur-

nished in black wicker furniture upholstered in cretonne. There is a mezzanine floor with



A view of the promenade of the Capitol theatre, which was recently opened in Arlington, Mass.

four large divans, attractive floor lamps, mirrors, birds and gold fish. From the mezzanine floor lead the corridors to the balcony. The color scheme is of old rose, gold and gray, the first floor carpeting being of gray with black figures, while the mezzanine carpet is of a soft green. The illuminated sign over the marquee contains 2,000 lights. Back stage are seven dressing rooms, each with separate toilets, bath and hot and cold water.



Exterior of the Capitol theatre, Arlington, Mass. This theatre is the center project around which was constructed the elaborate apartment and business block. The house is the latest addition to the A. J. Locatelli circuit.

Bardy M. P. Machine Co. Reported Bankrupt

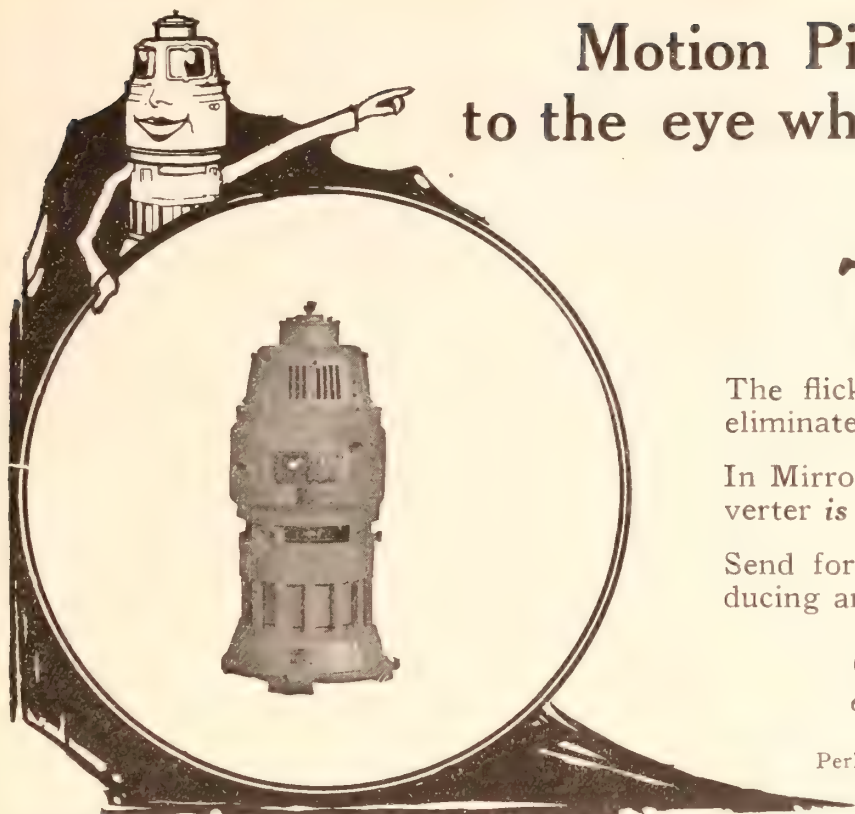
A great many members of the motion picture industry in Philadelphia have lost heavily by the failure of the Bardy Motion Picture Machine Co., which spent almost \$75,000 in an attempt to perfect a shutterless and flickerless motion picture projector, and which will go into voluntary bankruptcy according to a vote taken by the stockholders at a recent meeting held in the Hotel Vendig, Philadelphia. Optical engineers who have been working in conjunction with Sam Bardy, the inventor, have been unable to correct certain lens defects which, it is reported, prevented the machine from being placed on the market in a compact and practical size. The machine, which also eliminated the re-wind, is too bulky, it is said, for installation in the average theatre.

Several Kansas City Houses Recently Opened

Several openings of new theatres in the Kansas City territory were announced this week. The new Abdallah Temple Shrine theatre has been opened in Leavenworth, Kas., by T. S. Wilson, while in Osceola, Mo., the Paramount theatre has been opened by S. C. Alexander, the house seating about 300 persons and operating on a tri-weekly change of program policy. The Midwest Film Distributors, Inc., of Kansas City announce their new house, the Kennedy, in Kirksville, Mo., will open March 15. The Madrid theatre, a 1,500-seat suburban house of Kansas City, to be managed by Jack Roth, will open about April 1. Another new house is being planned for Osawatimie, Kas., according to reports reaching Kansas City movie row, although the names of those interested have not yet been announced.

Another Large Theatre for New York City

Plans are being prepared for the erection of theatre building and hotel to cost approximately \$1,500,000, at 244 to 252 West 52nd Street, just west of Broadway. The plans being prepared by Paul B. LaVelle, architect, involve the unique achievement of a 1,050 seat theatre built upon plot approximately 60 feet by 100 feet, and of a 250 room hotel upon a plot approximately 65 feet by 100 feet.



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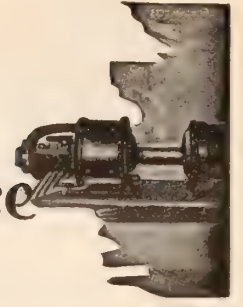
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Perspective Part III



WO properties were singled out by Mr. Young for special mention of which the first was that the mere substitution of one lens for another *alters the scale of the picture, but does not alter its form.* This elementary truth has been stated in text books, but it has not yet been really assimilated by the average photographer, and its repetition rarely fails to evoke expressions of surprise and incredulity.

Of course, to get an absolutely exact result we must expand our rough statement of the case and lay down precisely the conditions to be observed, e. g., the position of the node of entrance must be absolutely parallel and the lenses must be of high standard. If any difference in form can be detected it is due to some failure to observe these conditions, and does not invalidate the law.

Secondly, if any perspective pictures (whether flat, cylindrical, spherical, or of any other kind) is viewed from an appropriate position, the impression it makes on the retina will be identical, so far as form is concerned, with that made by the original scene as seen from the spot where the lens was placed when taking the picture. In other words, so far as the physical sensations are concerned, the picture so viewed "looks like" the original scene.

Position of Plate Important

Passing on to the second head (see last week's article)—viz., the influence of the form and position of the plate, or sensitive surface on which the image is thrown by the lens—the average photographer need not concern himself with such refinements

elements composing the picture agrees fairly well with their appearance as seen by the eye, whereas with the flat picture this is not the case with elements far from the "center." On the other hand, the distortion of an object which covers a large amount of the surface will generally be greater than if taken on a flat plate—the picture of a long building taken in a panoramic camera shows this; while the result of photographing a print or a map with such a camera would be ludicrous. Any system of perspective may cause distortion in some respects; while in every system the picture when viewed from an appropriate point looks like the scene portrayed and appears free from distortion, with some special exceptions.

Direction of Plate Controls Picture

For some special purposes the panoramic camera is useful—e. g., in taking a large

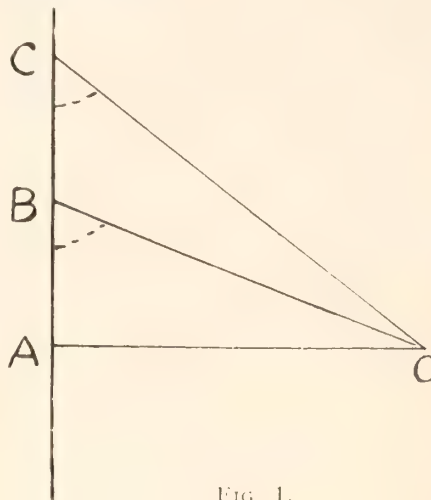


FIG. 1.

group, by arranging them in a circle round the camera, it is possible to avoid the distortion of individual faces, which might occur at the ends of the group if an ordinary plate were used. Much the same result could be obtained by using a telephoto lens;

tests such as this, there is no advantage and many disadvantages in replacing the flat plate by a cylindrical surface; and the same remark would apply to a spherical surface—if it were practicable to produce one.

Using the ordinary photographic plates, one of the first things that a novice learns

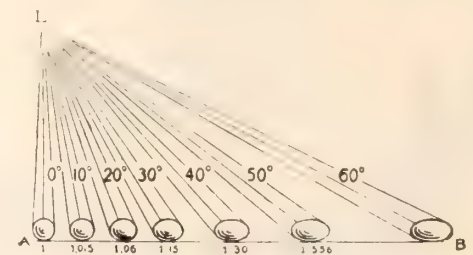


Fig. 2. Theoretical diagram, illustrating perspective views of spheres at different angles.

is that by changing the direction of his plate he changes his picture; so if, by tilting his camera, he gets a picture with vertical lines converging, he can remedy this by merely restoring the camera back—and the plate with it—to the vertical.

Distortion of Pictures

In Fig. 1, ABC is a section of a plate and O is the center or, to be more precise, the node of entrance of the lens. Then the amount of distortion at any point depends on the angle made by the ray from O with the plate: there is none near A, where the ray is at right angles to the plate. Near B there is some distortion which is greatly increased near C.

This "wide angle" distortion—properly so called—is due to the smallness of the angle between the plate and the light ray. The lens had no part in it; indeed, by swinging the plate (stopping down the lens at the same time) it is possible to get wide angle distortion with a narrow angle lens.

The distortion of a tennis ball is very obvious, even at 30 degrees (Fig. 2) while no apparent distortion could be detected in a picture of a building, taken with a Hypergon lens, the top of which was at an elevation of 50 degrees. The explanation is that

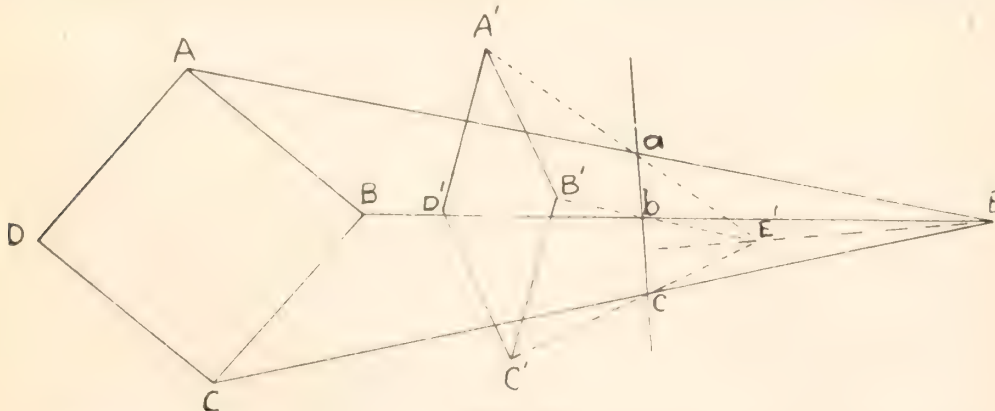


FIG. 3.

as cylindrical or spherical perspective. True, if one takes a photograph on a cylinder or spherical surface, the form of the smaller

and placing the camera at some distance from the group, arranged in this instance in a straight line. Except with a few sub-

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cover next week's issue

in the ordinary way the eye had no means of judging whether a picture was *correct* or not, but it at once detected any *unnatural* distortion as, e. g., when a tennis ball is seen in the guise of a Rugby football. The difference of opinion which exists as to the most suitable focal length for a lens to be used with a given plate, is due to the fact that the apparent distortion depends very largely upon the nature of the subject.

Viewing Position

The third head—the influence of the position from which the picture is viewed—is of paramount importance. As already stated, when a perspective picture is seen from the appropriate viewpoint, it resembles the original scene; if seen from any other point, it ceases to do so; but knowing that the picture itself is unaltered, the spectator generally either fails to notice this effect, or attributes it to some other cause. To appreciate the effect it is necessary to fix the attention not on the actual picture—the counterfeited—but on the reality it represents.

In Fig. 3 is shown one of the diagrams to illustrate this point. ABCD represents an object (e. g., the top of a square box) the outlines of which are traced on a glass screen, the eye being kept in the position E. When the tracing is complete the eye is moved to E', and now the outline abc is what would be obtained if the object A'B'C'D' were traced, with the eye in the position E'.



A view of the stage of the Capitol theatre, Taylorville, Ill.

Egelston Square Theatre Opens at Boston

The Egelston Square Theatre at Washington street, Egelston square, Boston, opened Saturday. The new theatre is owned by Walter Littlefield, who also runs the Everett Square Theatre in Hyde Park. At the opening, F. R. Littlefield gave an address of welcome. The playhouse takes the place of the one destroyed by fire some eighteen months ago. Instead of rebuilding the old house, the ruins were torn down and an entirely new structure erected with a seating capacity of 1222. A. L. Lashway, formerly with the Loew and Gordon chains, is manager of the new playhouse. A program of one feature, short numbers and four acts of vaudeville will be given with two changes of bill weekly. A large delegation of film notables were on hand at the opening.

Wurlitzer Reports Record Sales of Theatre Organs

The first month of the new year has set a new high mark for the Rudolph Wurlitzer Company, so far as sales and installations

of organs in motion picture houses are concerned, it is claimed.

Memphis, Tenn. leads the procession with two important installations, both in Loew houses, the State and the Palace. The Denver branch reports three important installations, one in Denver and the other two in nearby cities.

The Cincinnati branch reports the following for that district: Liberty Theatre, Lawrenceburg, Ind.; Colonial Theatre, Dayton, O.; Kentucky Theatre, Lexington, Ky.; Tivoli Theatre, Indianapolis's newest and greatest movie palace; Ark Theatre, Lafayette, Ind.; Linden Theatre, Columbus, O.; Columbia Theatre, Columbus, O.; and the Palace Theatre, Jellicoe, Tenn.

Kelsey to Build Theatre at Chelan, Wash.

Announcement was made in Seattle last week of the purchase of a lot 105 by 120 feet in size, in Chelan, Washington, by R. A. Kelsey, owner and operator of the Ruby Theatre in that town. It is Mr. Kelsey's plan to erect a three story building on the property within the next few months, including a hotel and theatre. Plans for the latter structure, which will cost approximately \$35,000, are now being made, and actual construction is expected to begin within a few weeks.

Two New Theatre Projects for New England

Henry J. Steinberg has started the construction of a motion picture theatre on Elm street, Worcester, Mass., which will be one of the largest playhouses in the state outside of Boston and which will cost in the vicinity of \$500,000 outside of furnishings and equipment. In connection with the theatre, Mr. Steinberg is to build a 14-story hotel and a business block.

The new Braintree Theatre at Braintree, Mass., is rapidly nearing completion and is expected to be opened within a few weeks. Arthur McGrory, who operates the Weymouth Odd Fellows Opera House will also operate the new theatre, which will have a seating capacity of about 800.

J. F. Cook to Build Theatre at Marysville, Mo.

J. F. Cook, father of C. E. Cook, business manager of the M. P. T. O. Kansas-Missouri, will build a \$50,000 theatre in Marysville, Mo., it was announced this week. Work on the theatre, which will be 44x132 feet, will start before March 1 and is expected to be completed by July 1. J. R. Cook, another son of Mr. Cook, will manage the house, the name of which has not yet been determined. The house will include every convenience that is possible in a theatre of its size, Mr. Cook said.

New Modern Theatre for Pittsburgh, Penn.

Plans are being completed for the erection of theatre building to be erected at Seventh Street and Penn Avenue by Rowland and Clark. The seating capacity of the new theatre will be 5,000. The theatre will be modern in every respect, and no expense will be saved in trying to make it beautiful.

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Wanted

AT LIBERTY. Manager-operator; 10 years' experience in the show business; can furnish good references; will go anywhere. Write to Wm. H. Maxon, 138 Liberty St., Oswego, N. Y.

PIANIST, expert, desires engagement to play alone, evenings only, in picture theatre within commuting distance from New York City. Box 635, Motion Picture News, New York City.

WOMAN PICTURE ORGANIST.—A-1; large library; country preferred. Madame Quinney, 1015½ Bangs Ave., Asbury Park, N. J.

ORGANIST.—At liberty; 7 years at Columbia Theatre; can give best of reference; union. Elmer Howell, care Columbia Theatre, Muncie, Ind.

AT LIBERTY—After Feb. 15, high-powered publicity director, theatre manager and advertising expert; a showman with years of experience, with all leading Broadway theatrical producers and circus enterprises; have no equal in the show business, as a strong opposition billing agent; thousands of would-be publicity men now using my original ideas; will locate any place in United States where I can get a reasonable salary for good services; age, 39; excellent appearance; producer of stage presentations; reference, any recognized showman in the world. Wire or write, Chas. A. Koster, 5331 Skillman Ave., Woodside, Long Island.

MANAGER or assistant; five years' experience with Broadway motion picture house; excellent references. Box 630, Motion Picture News, New York City.

RECOGNIZED Theatre Manager at liberty next week owing to consolidation of theatres; have managed cinema, two-a-day and combination houses; highest references; producer presentations, special weeks and events with box office value; exploitation expert. Box

625, Motion Picture News, New York City.

WANTED.—Theatre, 400 or more seats in mid-west town of 5000 or more population. Theatre, 6646 Parnell Ave., Chicago.

For Sale

ORGAN.—See D'Art Ridge for bargains in used Wurlitzers, Seeburgs, Fotoplayers, Cremonas, Kimballs, Bartolas, Robert Mortons, Reproducos, Electric Pianos and Music rolls. Have you an organ, piano or music roll to sell? List them with D'Art Ridge, 845 S. Wabash (6th floor), Chicago.

CLOTH BANNERS.—\$1.40, 3 x 15 feet, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Paper Banners. Associated Advertisers, 111 W. 18th St., Kansas City, Mo.

WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested, communicate with patentee, I. I. Hance, Meriden, Conn.

FOR SALE.—Motion picture theatre; town of famous summer resort of over 5,000; fully equipped; seats 700; only theatre in Tannersville, N. Y. J. J. Byck.

FOR SALE.—300 new veneer green finish theatre chairs; always a large stock of used chairs on hand; immediate shipment; lowest prices. Theatre Seating Co., 845 S. State St., Chicago, Ill.

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The collage consists of several individual advertisements for the movie "Infatuation" starring Corinne Griffith. The ads are arranged in a grid-like fashion. Key elements include:

- Des Moines Theatre:** "Wonderful—Corinne Griffith in 'INFATUATION'".
- Circle Theatre:** "A drama of a woman who dared tell her husband the truth".
- Capitol Theatre:** "Corinne Griffith in 'Infatuation'".
- Rival Theatre:** "Corinne Griffith in 'Infatuation'".
- Leland Theatre:** "Corinne Griffith in 'INFATUATION'".
- Strand Theatre:** "Corinne Griffith in 'INFATUATION'".
- Other ads:** Mention "Percy Marmont", "Herb and Bunch", "Fred Stritt", and "The Night Club".

A notably good brand of display work has been done by the advertising men of first-run theatres in their newspaper campaigns of First National's "Infatuation." The group of representative ads shown above include displays by the following theatres: The State, Detroit; Circle, Indianapolis; Des Moines Theatre, Des Moines; Allen, Cleveland; Mark Strand, Brooklyn, N. Y.; Leland, Albany; Rival, Baltimore; Capitol, Cincinnati; Capitol, Dallas, Tex., and Colorado, Denver.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist.	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Roque	Prod. Dist. Corp.	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P. Schulberg (S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict.	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O.	5669 feet	
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder dog	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O.	6006 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp.		
Let's Go Gallagher	Tom Tyler	S. R.	4901 feet	Jan. 9
Live Wire, The	Johnny Hines	Film Book. Offices.	5182 feet	Oct. 3
Lost World, The	Special Cast	First National	7000 feet	Sept. 12
Man of Nerve	Bob Custer	First National	9700 feet	Feb. 21
Man Who Found Himself	Thomas Meighan	F. B. O.	4452 feet	Nov. 28
Mystic, The	Pringle-Earle	Paramount	7168 feet	Sept. 5
Never the Twain Shall Meet	Stewart-Lytell	M-G-M	6239 feet	Sept. 12
New Champion, The	Wm. Fairbanks	Metro-Goldwyn	8143 feet	Aug. 8
Not So Long Ago	Betty Bronson	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Once In a Lifetime	Richard Holt	Paramount	6849 feet	Aug. 8
Outlaw's Daughter, The	Josie Sedgwick	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Parisian Nights	E. Hammerstein - L. Tellegen	Universal	4375 feet	Dec. 19
Part Time Wife	Alice Calhoun	F. B. O.	6278 feet	June 20
Plastic Age, The	Special Cast	Lumas Film (S. R.)	6100 feet	Dec. 5
Pretty Ladies	Zazu Pitts	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Primrose Path, The	Bow-MacDonald	Metro-Goldwyn	5828 feet	July 25
Ridin' the Wind	Fred Thomson	Arrow	5475 feet	Oct. 31
Scandal Street	Kennedy-Welch	Film Book. Offices.	5014 feet	Oct. 24
Sealed Lips	Revier-Landis	Arrow	6923 feet	Nov. 14
Seven Days	Lillian Rich	Columbia Pict. (S.R.)	5770 feet	Nov. 7
Shore Leave	Barthelmess-Mackail	Prod. Dist. Corp.	6974 feet	Sept. 12
Siege	Virginia Valli	First National	6856 feet	Aug. 29
Son of His Father, A	Special Cast	Universal	6424 feet	June 20
Souls for Sables	Special Cast	Paramount	6925 feet	Sept. 19
Speed Madness	Windsor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Spook Ranch	Frank Merrill	Hercules Film	4579 feet	
Steppin' Out	Hoot Gibson	Universal	5247 feet	May 2
Sun Up	Sterling-Revier	Columbia	5267 feet	Dec. 19
Tearing Loose	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Teaser, The	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Three Wise Crooks	Laura La Plante	Universal	6967 feet	May 30
Timber Wolf, The	Evelyn Brent	Universal	6974 feet	Oct. 24
Trouble With Wives, The	Buck Jones	Film Book. Offices.	6074 feet	Oct. 24
Wall Street Whiz, The	Vidor-T. Moore	Fox	4869 feet	Sept. 26
What Fools Men	Richard Talmadge	Paramount	6489 feet	Aug. 11
Wheel, The	Stone-Mason	Film Book. Offices.	5452 feet	Nov. 7
White Outlaw, The	Special Cast	First National	7349 feet	Oct. 10
Wild Horse Mesa	Jack Hoxie	Fox	7325 feet	Aug. 2
Wild, Wild Susan	Special Cast	Universal	4830 feet	June 27
With This Ring	Bebe Daniels	Paramount	7221 feet	Aug. 22
	Mills-Tellegen	Paramount	5774 feet	Aug. 15
		B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4800 feet	
Circle, The	Eleanor Boardman	Universal	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Metro-Goldwyn	4609 feet	Aug. 22
Classified	Corinne Griffith	Universal	4609 feet	Aug. 22
Clothes Make the Pirate	Errol-D. Gish	First National	6927 feet	Oct. 17
Compromise	Irene Rich	First National	7000 feet	Nov. 14
Desert Demon, The	Buffalo Bill, Jr.	Warner Bros.	6586 feet	Nov. 7
Dollar Down	Ruth Roland	Artclass Pict.	5012 feet	
Everlasting Whisper, The	Tom Mix	Truart (S. R.)	5860 feet	Aug. 29
Exchange of Wives, An	Ruth Roland	Fox	5611 feet	Oct. 24
Fighting Heart, The	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Golden Princess, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Heads Up	Bronson-Hamilton	Fox	7032 feet	Oct. 3
Heartless Husbands	"Lefty" Flynn	Paramount	6395 feet	Sept. 19
Hell's Highroad	Gloria Grey	F. B. O.	5482 feet	Nov. 21
Hurricane Horseman, The	Leatrice Joy	Madoc Sales	5000 feet	Dec. 26
In Search of a Hero	Leatrice Joy	Prod. Dist. Corp.	6084 feet	Sept. 5
Iron Horse, The	Wally Wales	Artclass Pict.	4440 feet	
Keeper of the Bees, The	Richard Holt	Gerson Pictures	5090 feet	Feb. 13
Low Tylers' Wives	O'Brien-Bellamy	Fox Film Corp.	10424 feet	Sept. 13 '24
Little Annie Rooney	Robert Frazer	F. B. O.	6712 feet	Oct. 17
Lorraine of the Lions	B. P. Schulberg (S.R.)	United Artists	8850 feet	Oct. 31
Lovers in Quarantine	Kerry-Miller	Universal	6753 feet	Aug. 15
Luck and Sand	Daniels-Ford	Paramount	6570 feet	Oct. 24
Man on the Box, The	Leo Maloney	Clarion Photoplays	4903 feet	
	Sydney Chaplin	Warner Bros	7282 feet	Oct. 10

Feature	Star	Distributed by	Length	Reviewed
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O.	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazier	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 26
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp.	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 10
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp.	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Star, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp.	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict.	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O.	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 10
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib.	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels	
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 10
Fifty-Fifty	L. Barrymore-H. Hampton	Assoc. Exhib.	5561 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glen Hunter	Assoc. Exhib.	5600 feet	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib.	5400 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib.	5500 feet	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp.	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist.	4611 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8404 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4510 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp.	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr.	Artclass Pict.	4728 feet	
Satan in Sables	Lowell Sherman	Warner Bros	7090 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6840 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5840 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp.	5070 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick	6500 feet	Sept. 19
S.O. S. Perils of the Sea	Elaine Hammerstein	Columbia Pict. (S.R.)	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick	6800 feet	Jan. 2
Under the Rouge	Tom Moore	Assoc. Exhib.	6500 feet	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp.	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6639 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	Dec. 5
Wild Girl	Louise Lorraine	Truart (S. R.)	5800 feet	
Wyoming Wild Cat, The	Tom Tyler	F. O. B.	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	Georg Walsh	Chadwick	5600 feet	Feb. 11
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compson	Assoc. Exhib.	6022 feet	Nov. 21

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices	4508 feet	Dec. 26
Desert's Price, The	Buck Jones	Fox	5769 feet	Dec. 19
Don't	S. O'Neill-B. Roach	Metro-Goldwyn	6008 feet	
Fate of a Flirt	Dorothy Revier	Columbia Pict.	5823 feet	Jan. 23
Flood, The	Special Cast	Truett (S. R.)		
Golden Strain, The	Special Cast	Fox	5989 feet	Jan. 2
Grouse Woman, The	Special Cast	Universal	7500 feet	Aug. 22
Great Love, The	Dana-Agnew	M-G-M		
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S. R.)	4865 feet	
His People	Rudolph Schildkraut	Universal	8983 feet	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet	Dec. 5
Infatuation	Special Cast	First National	5794 feet	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet	Dec. 19
Lodge in the Wilderness, The		Tiffany (S. R.)	6500 feet	
Lord Jim	Percy Marmont	Paramount	6702 feet	Nov. 21
Lover's Island	Hampton-Kirkwood	Assoc. Exhib.		Jan. 23
Madam Behave	Eltinge-Pennington	Prod. Dist. Corp.	5417 feet	Nov. 14
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5437 feet	Dec. 5
Masked Bride, The	Mae Murray	Metro-Goldwyn	5699 feet	Dec. 12
Midnight Flyer, The	Landis-Devore	F. B. O.	6200 feet	Jan. 9
Morals for Men	Tearle-Mills	Tiffany (S. R.)	6500 feet	Dec. 5
North Star, The	Strongheart (dog)	Assoc. Exhib.	5 reels	Jan. 16
Northern Code, The	Eva Novak	Lumas	5920 feet	Jan. 9
Pals	Louise Lorraine	Truett (S. R.)	5800 feet	
Perfect Clown, The	Larry Semon	Chadwick	5600 feet	Dec. 26
Pinch Hitter, The	Glenn Hunter	Assoc. Exhibitors		Dec. 12
Pleasure Buyers, The	Irene Rich	Warner Brothers	7202 feet	Feb. 13
Prince of Pep	Richard Talmadge	F. B. O.	4911 feet	Jan. 2
Sally, Irene and Mary	Special Cast	Metro-Goldwyn	5564 feet	Dec. 19
Smilin' at Trouble	"Lefty" Flynn	F. B. O.	5175 feet	Dec. 19
Soul Mates	Special Cast	M-G-M	6000 feet	Jan. 6
Splendid Road, The	Anna Q. Nilsson	First National	7646 feet	Dec. 12
Streak of Luck, A	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4884 feet	
That Royle Girl	Dempster-Fields	Paramount	10253 feet	Dec. 19
Three Paces East	Goudal-Ames	Prod. Dist. Corp.	7369 feet	Jan. 2
Thundering Through	Buddy Roosevelt	Artclass Pict.	4527 feet	
Time the Comedian	Cody-Busch	Metro-Goldwyn	4557 feet	Dec. 20
Triple Action	Pete Morrison	Universal	4800 feet	Nov. 14
Tumbleweeds	Wm. S. Hart	United Artists	7254 feet	Nov. 28
Two Fisted Jones	Jack Hoxie	Universal	4555 feet	Dec. 5
Wages for Wives	Special Cast	Fox	6352 feet	Dec. 5
When the Door Opened	Special Cast	Fox	6515 feet	Nov. 28
Woman of the World, A	Pola Negri	Paramount	6353 feet	Dec. 26
Womanhandled	Richard Dix	Paramount	6765 feet	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet	Nov. 21
Barrier, The	Kerry-Barrymore	Metro-Goldwyn		
Bashful Buccaneer, The	Reed Howes	Rayart (S. R.)	5000 feet	Nov. 14
Black Bird, The	Lon Chaney	M-G-M	6688 feet	Feb. 13
Blue Streak, The	Rich. Talmadge	F. B. O.		
Braveheart	Rod LaRocque	Prod. Dist. Corp.	7256 feet	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp.		
Cowboy and the Countess, The	Buck Jones	Fox	6 reels	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn	6393 feet	Feb. 6
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp.	5660 feet	Feb. 6
Demon, The	Jack Hoxie	Universal	4539 feet	
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp.	5781 feet	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet	Jan. 9
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue	De La Motte	Prod. Dist. Corp.	5503 feet	Feb. 6
Fighting Edge, The	Harlan-Miller	Warner Brothers		
First Year, The	Special Cast	Fox	6038 feet	Feb. 6
Flaming Waters	Special Cast	F. B. O.	5700 feet	Jan. 30
Gilded Butterfly, The	Special Cast	Fox	6280 feet	Jan. 16
Girl from Montmartre	La Marr-Stone	First National	8 reels	Feb. 13
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet	Dec. 26
Hands Up	Raymond Griffith	Paramount	5883 feet	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib.		Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet	
Husband Hunters	Tiffany		6580 feet	
I Do	Harold Lloyd	Assoc. Exhib.		
Just Suppose	Richard Barthelmess	First National	7 reels	Jan. 30
Lady from Hell	Blanche Sweet	Assoc. Exhib.	6 reels	Feb. 6
Little Giant, The	Glenn Hunter	Universal	6850 feet	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S. R.)	5570 feet	Feb. 13
Mannequin	Special Cast	Paramount	4981 feet	Jan. 2
Man Rustlin'	Bob Custer	Film Book. Offices	4666 feet	Jan. 16
Marrying Money		Truett (S. R.)	5800 feet	
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet	Jan. 30
Phantom of the Forest	Thunder (dog)	Lumas Film	5800 feet	Feb. 6
Prince of Broadway	George Walsh	Chadwick	5800 feet	Jan. 2
Queen O'Diamonds	Evelyn Brent	F. B. O.	5129 feet	Feb. 6
Reckless Lady	Belle Bennett	First National	7336 feet	Feb. 6
Rocking Moon	Wally Wales	Artclass Pictures	4800 feet	
Sea Beast, The	Bowers-Lashman	Prod. Dist. Corp.	6000 feet	Jan. 23
Shadow of the Law	John Barrymore	Warner Bros.	6393 feet	Jan. 30
Splendid Crime	Bow-Lewis	Assoc. Exhib.		
Steel Preferred	Daniels-Hamilton	Paramount	6000 feet	Dec. 26
Stella Maris	William Boyd	Prod. Dist. Corp.	6688 feet	Dec. 26
Stop, Look and Listen	Mary Philbin	Universal	5786 feet	Jan. 30
Sweet Adeline	Larry Semon	Pathe	5305 feet	Jan. 30
Thrilling Youth	Charles Ray	Chadwick	6000 feet	Jan. 23
Too Much Money	Billy West	Rayart (S. R.)	5000 feet	
Trafalgar, The	Nilsson-Stone	First National		Jan. 23
Trip to Chinatown, A	"Lefty" Flynn	F. B. O.		
Western Pluck	Special Cast	Fox		
What Happened to Jones	Art Accord	Universal	4207 feet	Feb. 6
When Loves Grows Cold	Reginald Denny	Universal	6700 feet	Dec. 19
Where the Worst Begins	Mrs. Rudolph Valentino	F. B. O.	7 reels	Feb. 13
White Mice	Ruth Roland	Truett (S. R.)	5800 feet	Dec. 12
Without Orders	Jacquelin Logan	Associated Exhib.		
Yankee Senor, The	Leo Maloney	Clarion Photoplays	4900 feet	
	Tom Mix	Fox	5 reels	Jan. 61

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Auction Block, The	Boardman-Ray	M-G-M		
Beautiful Cheat, The	Laura La Plante	Universal	6583 feet	Feb. 13

Feature	Star	Distributed by	Length	Reviewed
Behind The Front	W. Berry-Hatton	Paramount		
Beyond the Rocks	"Bob" Custer	F. B. O.		
Broadway Billy	Billy Sullivan	Rayart (S. R.)	5000 feet	
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.		
Cave Man, The	Prevost-Moore	Warner Bros.		
Cohens and the Kellys, The	Special Cast	Universal		
Count of Luxembourg	George Walsh	Chadwick	6300 feet	Dec. 26
Dancer of Paris, The	Special Cast	First National		
Danger Quest, The	Reed Howes	Rayart (S. R.)	5000 feet	
Dangers of a Great City	Special Cast	Fox		
Desperate Game, The	Pete Morrison	Universal	4450 feet	Dec. 12
Devilkin	Norma Shearer	M-G-M		
Dixie Merchant, The	Special Cast	Fox		
Double Fisted	Jack Perrin	Rayart (S. R.)	5000 feet	
Driftin' Thru	Harry Carey	Pathe	5 reels	Jan. 30
Far Cry, The	Sweet-Mulhall	First National		
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet	
Grand Duchess and the Waiter	Menjou-Vidor	Paramount	6314 feet	Feb. 6
Half-Breed Hostler, The	Bob Custer	F. B. O.		
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet	
Ibanez Torrent	Garbo-Cortez	M-G-M		
Irene	Colleen Moore	First National		
Johnstown Flood, The	Special Cast	Fox		
King of the Turf	Special Cast	F. B. O.		
Ladies of Leisure	Elaine Hammerstein	Columbia (S. R.)		
Light Eternal	Norma Shearer	M-G-M		
Little Irish Girl, The	Special Cast	Warner Bros.		
Made for Love	Leatrice Joy	Prod. Dist. Corp.	5700 feet	Feb. 13
Man Upstairs, The	Monte Blue	Warner Bros.	7 reels	Feb. 13
Million Dollar Handicap, The	Vera Reynolds	Prod. Dist. Corp.	6117 feet	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib.		
Moana		Paramount	7 reels	Jan. 30
Money Talks	Special Cast	M-G-M		
Morgan's Finish	Special Cast	Tiffany (S. R.)	6500 feet	
My Own Pal	Tom Mix	Fox		
Night Cry, The	Rin-Tin-Tin	Warner Bros.		
Night Watch, The	Special Cast	Truett (S. R.)		
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet	Jan. 23
Rainbow Riley	Johnny Hines	First National		
Road to Glory, The	Special Cast	Fox		
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib.	6800 feet	Feb. 6
Silent Witness, The	Louise Lorraine	Truett (S. R.)	5800 feet	
Sky High Corral	Art Accord	Universal		
Song and Dance Man, The	Tom Moore	Paramount	7 reels	Jan. 30
Speed Limit, The	Raymond McKee	Lumas Film	6000 feet	
Thrill Hunter, The	Special Cast	Columbia		
Tough Guy, The	Fred Thomson	F. B. O.		
Transcontinental Limited	Special Cast	Chadwick (S. R.)		
Trumpin' Trouble	Buffalo Bill, Jr.	Artclass Pict. (S. R.)	4800 feet	
Two Can Play	Bow-MacDonald	Assoc. Exhib.		
Under Western Skies	Norman Kerry	Universal	7 reels	
Vanishing American, The	Dix-Wilson	Paramount	10063 feet	Nov. 7
Wanderer, The	William Collier, Jr.	Paramount	8173 feet	Sept. 12

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion	Tom Tyler	Truett (S. R.)	5800 feet	
Arizona Streak, The	Tom Tyler	F. B. O.		
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Blue Blazes	Pete Morrison	Universal	5000 feet	Jan. 23
Broken Hearts of Hollywood	Harlan-Miller	Warner Brothers		
Champion Lover, The		Prod. Dist. Corp.		
Chip of the Flying U	Hoot Gibson	Universal		
Coming and Going	Buffalo Bill, Jr.	Artclass Pictures	4800 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.		
Happiness	Special Cast	Film Book. Offices		
Hearts and Spangles	Wanda Hawley	Lumas Film	6200 feet	
How to Train a Wife	Valli-O'Brien	Assoc. Exhib.		
Love Toy, The	Lowell Sherman	Warner Bros.		
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5738 feet	
Marriage	Special Cast	Fox		
Monte Carlo	Special Cast	M-G-M		
My Old Dutch	Special Cast	Universal		
Night Patrol, The	Richard Talmadge	F. B. O.		
Non-Stop Flight		F. B. O.		
Oh, What a Nurse	Syd Chaplin	Warner Brothers		
Play Safe	Monty Banks	Assoc. Exhib.		
Red Dice	Rod LaRocque	Prod. Dist. Corp.		
Secret Orders	Evelyn Brent	F. B. O.		
Six Shooting Romance	Jack Hoxie	Universal	4837 feet	Jan. 30
Tangled Herds	Buddy Roosevelt	Artclass Pictures	4800 feet	
Test of Donald Norton	George Walsh	Chadwick		
Vanishing Hoofs	Wally Wales	Artclass Pictures	4800 feet	
Why Girls Go Back Home	Marie Prevost	Warner Brothers		
Winning the Futurity	Special Cast	Chadwick (S. R.)		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Border Sheriff, The	Jack Hoxie	Universal		
Combat, The	House Peters	Universal		
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
Isle of Retribution, The	Special Cast	Film Book. Offices		
Other Women's Husbands	Blue-Prevost	Warner Bros.		
Racing Blood		Lumas Film (S. R.)		
Rustlers Ranch	Art Accord	Universal		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet	Dec. 26
Streets of Sin		Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S. R.)	4800 feet	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Click of the Triangle T	Hoot Gibson	Universal		
Footloose Widow, The	Irene Rich	Warner Bros.		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros.		

Feature	Star	Distributed by	Length	Reviewed
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros.		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		
Sally in our Alley	Mary Philbin	Universal		
Sign of the Claw	Thunder (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Escape, The	Pete Morrison	Universal		
Gilded Highway, The	Dorothy Devore	Warner Bros.		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros.		
Passionate Quest, The	Marie Prevost	Warner Bros.		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan-Miller	Warner Bros.		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Accidents Can Happen	Al Alt	Universal		
Account of Monte Cristo	Bischoff, Inc.		2 reels	
Air Cooled	"Aesop Fable"	Pathe	1 reel	
Alice Blues	Alice Ardell	F. B. O.	2 reels	
Alice Plays Cupid	Winkler (S. R.)		2 reels	
Alice the Jail Bird	Winkler (S. R.)		2 reels	
All Abroad	"Helen & Warren"	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt	Universal	2 reels	
Are Golfers Cuckoo?	Tennek Film Corp.			
Bachelor's Babies	Special Cast	Educational	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	"Dinky Doodle"	F. B. O.	1 reel	
Bankrupt Honeymoon, A	Special Cast	Fox	2 reels	Feb. 13
Barnyard Follies	"Aesop Fable"	Pathe	1 reel	Sept. 5
Beauty Parlor, A	"Fat Men"	F. B. O.		
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie		Educational	1 reel	Jan. 30
Better Movies	"Our Gang"	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reels	Feb. 13
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bonehead Age, The	"Aesop Fable"	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Brotherly Love		Educational	1 reel	Jan. 23
Buried Treasure	"Our Gang"	Pathe	2 reels	
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	"The Gumps"	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Suds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	
Caretaker's Daughter, The	Charles Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen and Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murohy	Universal	2 reels	
Circus Day		Pathe	2 reels	
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	"Aesop Fable"	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Crashing Through	Cliff Bowes	Educational	1 reel	
Criss-Cross Cruise, A	"Hodge-Podge"	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc.	2 reels	Oct. 31
Custard's Last Wallop		Tennek Film Corp.		
Dancing Daddy	Jack Duff	Educational	2 reels	
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	"Aesop Fable"	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dizzy Daddies		Pathe	2 reels	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	
Don't Butt In		Pathe	1 reel	
Do Your Duty	"Snub" Pollard	Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S. R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York		Fox	2 reels	
English Channel Swim, The	"Aesop Fable"	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	"Cartoon"	Educational	1 reel	
Felix the Cat in Blunderland	"Cartoon"	Educational	1 reel	
Felix the Cat in Eats Are Wets	"Cartoon"	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	"Cartoon"	Educational	1 reel	
Felix the Cat on the Farm	"Cartoon"	Educational	1 reel	
Felix the Cat, Fans the Flames	"Cartoon"	Educational	1 reel	
Felix the Cat Flirts with Fate	"Cartoon"	Educational	1 reel	Feb. 13

Feature	Star	Distributed by	Length	Reviewed
Felix the Cat Kept on Walking		Educational	1 reel	Jan. 23
Felix the Cat on the Job	"Cartoon"	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	
Felix the Cat Spots the Spooks	"Cartoon"	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	"Cartoon"	Educational	1 reel	
Felix the Cat Trips Thru Toyland	"Cartoon"	Educational	1 reel	
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Fire Fighters, The	"Aesop's Fable"	Pathe	1 reel	
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	
Fly Time	"Aesop Fable"	Pathe	1 reel	
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Fraternity Mixup, A	Alice Ardell	F. B. O.		
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabbie's Seat	"O. Henry"	Fox		
Billy Bevan		Pathe	2 reels	Dec. 19
From Rags to Riches	Ralph Graves	Pathe	1 reel	Feb. 13
Funnymooners	Wanda Wiley	Universal	2 reels	
Going Good	"Aesop Fable"	Pathe	1 reel	
Gold Rush, The	"Our Gang"	Pathe	2 reels	Jan. 30
Good Cheer		Pathe	1 reel	
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gooseland	Alice Day	Pathe	2 reels	
Gosh Darn Mortgage, The		Pathe	2 reels	
Great Open Spaces, The	"Aesop Fable"	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold		Tennek Film Corp.		
Haunted House, The	"Aesop Fable"	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	"Fat Men"	F. B. O.		
Helpful Al	Al Alt	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	"Aesop Fable"	Pathe	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywouldn't	Johnny Sinclair	Bischoff, Inc.	2 reels	Sept. 12
Hold Everybody	Perry-Cooley	Fox	2 reels	
Hold Everything	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardell	F. B. O.	2 reels	
Hold Your Hat	Al St. John	Educational	2 reels	
Home Cured	Johnny Arthur	Educational	2 reels	
Honeymoon Hotel, The	Neeley Edwards	Universal	1 reel	
Honeymoon Squabble, The	Edna Marian	Universal	2 reels	Jan. 23
Honor System, The	"Aesop Fable"	Pathe	1 reel	Nov. 21
Horse Laugh	Chas. Puffy	Universal	1 reel	
Hot Cakes for Two	Alice Day	Pathe	2 reels	Jan. 23
Hot Dog	Arthur Lake	Universal	1 reel	Jan. 23
Hot Doggie	Walter Hiers	Educational	2 reels	Nov. 14
Hot Feet	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail		Film Book. Offices	1 reel	
How the Elephant Got His Trunk		F. B. O.	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	
Humming Birds, The	Buddy Messenger	B'way Dist. Corp.	2 reels	
Hungry Hounds	"Aesop Fable"	Pathe	1 reel	
Hunting in 1950	"Aesop's Fable"	Pathe		
Hurry, Doctor	Ralph Graves	Educational	2 reels	
In Deep	Cliff Bowes	Educational	1 reel	Oct. 10
Inventors, The		Tennek Film Corp.		
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5
Jimmy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	"Aesop's Fable"	Pathe	1 reel	Feb. 13
Just Spooks	"Dinky Doodle"	F. B. O.	1 reel	
Keep Trying	Cliff Bowes	Educational	1 reel	
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	"Hey Fellas"	Davis Dist.	2 reels	Sept. 5
Ko-Ko Nuts	"Cartoon"	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	"Cartoon"	Red Seal	1 reel	Nov. 14
Ko-Ko Steps Out	"Cartoon"	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict.	1 reel	Oct. 3
Lame Brains	Alice Ardell	F. B. O.	2 reels	
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 5
Lickety Split	Lige Conley	Educational	2 reels	Feb. 6
Light Housekeeping	Lige Conley	Educational	2 reels	
Lighter Than Air	"Aesop's Fables"	Pathe	1 reel	Jan. 30
Lion and the Monkey, The	"Aesop's Fables"	Pathe	1 reel	Oct. 10
Little Brown Jug, The	"Aesop's Fables"	Pathe	1 reel	Feb. 13
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	Feb. 13
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 3
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Maizie Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Mail Coach, The	"Aesop's Fables"	Pathe		
Mamma Behave		Pathe	2 reels	
Meet My Girl	Ralph Graves	Pathe	2 reels	
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Away	"The Gumps"	Universal		
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	"The Gumps"	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	"Krazy Kat"	Winkler (S. R.)	1 reel	
Monkey Business	"Our Gang"	Pathe	2 reels	
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	"Aesop Fable"	Pathe	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars		Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Special Cast	Fox	2 reels	Feb. 13
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	"Fat Men"	F. B. O.	2 reels	

Feature	Star	Distributed by	Length	Reviewed
One Wild Night	Neely Edwards	Universal	1 reel	
Our Wild Ride	"Our Gang"	Pathe	2 reels	Dec. 12
Only Son, The	Paul Parrott	Pathe		
Our La-La	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Over There-Abouts	Mack Sennett	Pathe	2 reels	
Papa, Be Good!	Glenn Tryon	Pathe	2 reels	Dec. 5
Parisian Knight, A	Earle Foxe	Fox	2 reels	Dec. 19
Pawnshop Politics	"East Side"	Fox		
Pay the Cashier	Paul Parrott	Pathe		
Peacemakers, The	"Helen & Warren"	Fox	2 reels	Nov. 7
Peggy in a Pinch	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	
Pie Eyed Pie	"Krazy Kat"	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book. Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Quick Service	Cliff Bowes	Educational	1 reel	
Rainbow's End, The	"Felix the Cat"	Educational	1 reel	Dec. 19
Raisin' Trouble	"Van Bibbers"	Arrow	2 reels	
Reporter, The	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Roomers Adrift	Burns-Steadman	Educational	2 reels	
Run Tin Can	Billy Dooley	Educational	2 reels	
Salty Sap, A	Alice Ardell	Film Book. Offices	2 reels	
Salute	Harry Langdon	Pathe	3 reels	Feb. 6
Saturday Afternoon	Jimmy Aabrey	F. B. O.	2 reels	
Saving a Safe	Al Alt	Universal	2 reels	
Scandal Hunters	Special Cast	Educational	1 reel	Oct. 17
Scrambled Eggs	Big Boy	Educational	2 reels	Feb. 13
Sea Scamps	Special Cast	Fox	2 reels	Aug. 29
Shoes	Clyde Cook	Pathe	2 reels	Nov. 14
Should Sailors Marry	Al St. John	Educational	2 reels	
Sky Bound	Earle Foxe	Fox	2 reels	
Sky Hooks	Bobby Vernon	Educational	2 reels	Oct. 31
Sky Jumper, The	Cliff Bowes	Educational	1 reel	Nov. 28
Slippery Feet	"The Gumps"	Universal	2 reels	
Slow Down	Alice Day	Pathe	2 reels	Nov. 28
Smash Up, The	"O. Henry"	Fox		
Soapsuds Lady, The	Charles Parrott	Pathe	1 reel	Feb. 13
Social Triangle, A	Mohan-Engle	Pathe	1 reel	Oct. 17
Soft Pedal	Billy West	Arrow	2 reels	
Solid Ivory	Special Cast	Pathe	2 reels	Sept. 26
So Long Bill	Alberta Vaughn	Film Book. Offices	2 reels	
Somewhere in Somewhere	Neely Edwards	Universal	1 reel	
So's Your Old Man	"Aesop Fable"	Pathe	1 reel	
Spanish Love	Alice Day	Pathe	1 reel	
Spanking Breezes	Wanda Wiley	Universal	2 reels	Nov. 14
Speedy Marriage, The	Bischoff (S. R.)		2 reels	Sept. 12
Spooky Spooks	Educational		2 reels	Oct. 24
Spot Light	Clyde Cook	Pathe	2 reels	Dec. 19
Starvation Blues	Edna Marian	Universal	2 reels	Sept. 5
Stranded	Special Cast	Fox	2 reels	
Strong for Love	Bowes-Marlowe	Educational	1 reel	
Sweat and Pretty	Special Cast	Fox	2 reels	Aug. 29
Sweet Marie	Alice Day	Pathe	2 reels	Oct. 24
Sweet Pickle, A	"Fat Men"	F. B. O.	2 reels	
Tailoring	Ralph Graves	Pathe	2 reels	Nov. 21
Take Your Time	Eddie Gordon	Universal	2 reels	Oct. 31
Taxi War, A	B'way Dist. Corp.		2 reels	
Tea for Love	Harry Langdon	Pathe	3 reels	
There He Goes	"Aesop's Fables"	Pathe	1 reel	Jan. 23
Three Blind Mice	Charles Puffy	Universal	1 reel	Jan. 30
Tight Cargo	Lupino Lane	Educational	2 reels	Feb. 6
Time Flies	"Helen and Warren"	Fox	2 reels	
Too Many Relations	"Fat Men"	F. B. O.	2 reels	
Three Wise Goofs	Constance Darling	Universal	2 reels	Sept. 12
Too Much Mother-in-Law	Johnny Arthur	Educational	2 reels	Aug. 15
Tourist, The	Special Cast	Fox	2 reels	Oct. 31
Transients in Arcadia	Special Cast	Pathe		
Trimmed in Gold	"Aesop Fable"	Pathe	1 reel	Sept. 26
Ugly Duckling, The	Edna Marian	Universal	2 reels	Oct. 3
Uncle Tom's Gal	Arthur Lake	Universal	1 reel	
Understudy, The	Charles Chase	Pathe	2 reels	Nov. 21
Uneasy Three, The	Jas. Finlayson	Pathe	1 reel	
Unfriendly Enemies	"Aesop Fable"	Pathe	1 reel	
Up in the Air	Clyde Cook	Pathe	2 reels	
Wandering Papas	Pathe		2 reels	
Wandering Willies	Pathe		2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 13
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 9
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
Whispering Whispers	Pathe		2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Whoa Emma	Jimmie Adams	Educational	2 reels	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wicked City, The	"Aesop Fable"	Pathe	1 reel	
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	
Wildcats of Paris	"Aesop Fable"	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable"	Pathe	1 reel	
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Wireless Lizzie	Walter Hiers	Educational	2 reels	
Woman of Letters, A	"Helen and Warren"	Fox		
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	Feb. 13
Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3

Short Subjects

Feature	Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	10 episodes	Oct. 24
All Astride (Sportlight)	Pathe	1 reel	Jan. 30

Feature	Distributed by	Length	Reviewed
All for a Girl	Buddy Messenger	B'way Dist. Co.	2 reels
All Tied Up	"Fat Men"	Film Book. Offices	2 reels
All Wool	Mohan-Engle	Pathe	1 reel
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels
Amundsen Polar Flight, The	Pathe		3 reels
Angelus, The	Cranfield & Clarke		
Animated Hair Cartoons (Series)	(S. R.)	1 reel	
Are Parents Pickles?	Parrott-Ralston	Red Seal Pict.	1 reel
At Home	"Our Gang"	Pathe	1 reel
Baby Be Good	"Juvenile"	Educational	3 reels
Bar-G Mystery (Serial)	Pathe		
Barrier Busters (Sportlight)	Pathe	1 reel	Sept. 12
Boundary Line, The (Mustang Series)	Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)	Universal	2 reels	Dec. 5
Call of Hazard, The (Fred Humes)	Universal	2 reels	
Casey of the Coast Guard (O'Hara-Ferguson)	Pathe	1 reel	
Clever Feet (Sportlight)	Pathe	1 reel	
Colorful Fashions From Paris (Novelty)	Educational	1 reel	
Crook Buster, The (Mustang)	Universal	2 reels	
Cuba Steps Out (Variety)	Fox	1 reel	
Dixie Doodle (Sportlight)	Pathe	1 reel	
Egypt Today	Fox	1 reel	Feb. 13
Fight Within, The	George Larkin	Universal	2 reels
Film Facts (Series No. 1)	Red Seal Pict.	1 reel	Jan. 30
Flame Fighter, The (Serial) Herbert Rawlinson	Rayart	10 episodes	
Flaming West, The (Mustang Series)	Universal	2 reels	
Flashes of the Past	Pathe	2 reels	
Flirting With Death	Red Seal Pict.	2 reels	Sept. 26
Giraffe's Long Neck, The	F. B. O.	1 reel	
Gold Trap, The (Mustang Series)	Universal	2 reels	Oct. 10
Great Arena, The (Sportlight)	Pathe	1 reel	
Green Archer, The (Serial) Ray-Miller	Pathe	10 episodes	Dec. 5
Grinning Fists (Fred Humes)	Universal	2 reels	
Gunless Bad Man, The	Universal	2 reels	
Hearts of the West	Edmund Cobb	Universal	2 reels
Her First Night in Philadelphia	Cranfield & Clarke	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels
His Pal	Chesterfield M. P. Co.		
In a China Shop (Variety)	(S. R.)	2 reels	
I Remember	Fox	1 reel	
Iron Trail Around (Variety)	Short Films Syn.	2 reels	Sept. 26
Just Cowboys (Mustang Series)	Fox	1 reel	Dec. 26
Knickknacks of Knowledge (Hodge Podge)	Universal	2 reels	Oct. 10
Leaps and Bounds (Sportlight)	Educational	1 reel	Nov. 14
Life's Greatest Thrills	Pathe	1 reel	
Lightning Hunch (Serial)	Universal	2 reels	Sept. 26
Lightnin' Strikes	Arrow		
Magic Hour, The	Tennek Film Corp.	2 reels	
Magical Movies (Hodge Podge)	Cranfield & Clarke	1 reel	Dec. 19
Man With a Scar, The (Fred Humes)	Educational	1 reel	
Marionettes (Hope Hampton)	Universal	2 reels	Jan. 30
Marvels of Motion (Series)	Educational	1 reel	Dec. 5
Montana of the Range	Red Seal Pict.	1 reel	Sept. 5
Mother Goose's Movies (Hodge Podge)	Universal	2 reels	Feb. 6
My Bonnie (Ko-Ko Series)	Educational	1 reel	Feb. 6
My Own Carolina (Variety)	Red Seal Pict.	1 reel	Oct. 3
One Wild Time (Corbett & Holmes)	Fox	1 reel	Aug. 29
Outings For All (Sportlight)	Universal	2 reels	
Parisian Modes in Color	Pathe	1 reel	
Perils of the Wild (Serial)	Educational	1 reel	Jan. 30
Queen of the Hills	Universal	10 episodes	
Raid, The (Mustang Series)	Universal	2 reels	
Range Law (Mustang Series)	Universal	2 reels	Oct. 10
Rider of the Pass (Mustang Series)	Universal	2 reels	Nov. 23
River Nile, The (Variety)	Universal	2 reels	
Road From Latigo, The (Mustang Series)	Fox	1 reel	Nov. 28
Runaway Taxi, A (Stereoscopic)	Universal	2 reels	Oct. 17
Rustlers of Boulder Canyon, The (Mustang Series)	Pathe	1 reel	Oct. 3
Rustlin' Kid, The (Mustang Series)	Universal	2 reels	Nov. 21
Scarlet Scream, The (Serial) Jack Daugherty	Universal	2 reels	
Shadows of the Tiger	Universal	10 episodes	
Shakespeare (Gems of the Screen)	Tennek Film Corp.	2 reels	
Shooting at Time (Sportlight)	Red Seal	1 reel	
Shootin' Wild (Mustang Series)	Pathe	1 reel	
Silvery Art	Universal	2 reels	Oct. 24
Sky Skidder, The	Red Seal	2 reels	Sept. 26
Sky Tribe, The (Variety)	Bischoff	10 episodes	
Songs of Ireland (Music Film)	Fox	1 reel	
Songs of Scotland (Music Film)	Pathe	1 reel	
Starting an Argument (Sportlight)	Pathe	1 reel	
Story Teller, The (Hodge Podge)	Pathe	1 reel	Oct. 3
Strenuous Life, The (Sportlight)	Educational	1 reel	
Taking Chances (Mustang Series)	Pathe	1 reel	
Then and Now (Sportlight)	Universal	2 reels	
Toiling for Rest (Variety)	Pathe	1 reel	
Too Many Bucks (Mustang Series)	Fox	1 reel	
Top Hand (Edmund Cobb)	Universal	2 reels	Nov. 21
Tricked (Mustang Series)	Universal	2 reels	Dec. 19
Uncle Tom's Cabin	Universal	2 reels	Sept. 12
Uprising Generation (Sportlight)	F. B. O.	1 reel	
Walloping Wonders (Sportlight)	Pathe	1 reel	Feb. 6
What Price Touchdown (Sportlight)	Pathe	1 reel	
Whirlpool, The (Variety)	Pathe	1 reel	
White Paper (Variety)	Fox	1 reel	
With Pencil, Brush and Chisel (Variety)	Fox	1 reel	
Wild Beasts of Borneo	Educational	2 reels	Sept. 12
Wild West (Serial) Ferguson-Mulhall	Pathe	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	Pathe	2 reels
Winking Idol, The (Serial) Desmond-Sedgwick	Universal	10 episodes	Feb. 13

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30
Aristocrat, The	Special Cast	B. P. Schulberg (S. R.)		
Atlantis	Special Cast	First National		
Back Slapper, The	Special Cast	M-G-M		
Bad Habits	Special Cast	Astor Dist. (S. R.)		
Barriers of Fire	Monte Blue	Warner Bros.		
Battling Butler	Buster Keaton	M-G-M		

Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Beau Geste.	Special Cast.	Paramount.			Let's Get Married.	Richard Dix.	Paramount.		
Beauty.	Special Cast.	M-G-M.			Life of a Woman.		Truett (S. R.)	6500 feet.	
Because I Love You.	Pola Negri.	Paramount.			Lightnin'.	Jack Perrin.	Tiffany (S. R.)	6500 feet.	
Behind the Screen.	Special Cast.	M-G-M.			Lightning Jack.	Al Ferguson.	Ambassador Pict. (S.R.)	5000 feet.	
Bellamy the Magnificent.	Special Cast.	M-G-M.			Lightning Passes, The.	Ken Maynard.	Fleming Prod. (S. R.)		
Ben Hur.	Special Cast.	M-G-M.	12000 feet.	Jan. 16	Lights of Mojave, The.	Edith Thornton.	Davis Dist.-Vital.		
Big Parade, The.	John Gilbert.	Metro-Goldwyn.	12550 feet.	Nov. 23	Little Firebrand, The.	Marilyn Mills.	Arrow Pictures.	5007 feet.	Dec. 12
Black Pirate, The.	Douglas Fairbanks.	United Artists.			Long Odds.	Special Cast.	Davis Dist. Div.		
Blind Goddess, The.	Special Cast.	Paramount.			Loyalties.	Bessie Love.	Fox.		
Border, Intrigue.	Franklyn Farnum.	Inde. Pict. (S. R.)	5 reels.	June 6	Lover's Oath, A.	Ramon Novarro.	M-G-M.		
Border Women.	Special Cast.	Phil Goldstone (S.R.)	5000 feet.		Lunatic at Large, The.	Leon Errol.	Aster (S. R.)	5800 feet.	Oct. 17
Born to Battle.	Tom Tyler.	F. B. O.	5100 feet.	Feb. 13	Lying Wives.	Special Cast.	First National.		
Borrowed Plumes.	Daw-Welch.	Arrow.			Man and the Moment.	Buck Jones.	Ivan Abramson (S.R.)	7 reels.	May 2
Broken Homes.	Lake-Glass.	Astor Dist.			Man Four Square.		Metro-Goldwyn.		
Brooding Eyes.	Lionel Barrymore.	Ginsberg Dis. Corp. (S. R.)			Man With a Thousand Faces.	Special Cast.	Fox.		
Brown of Harvard.	Jack Pickford.	Metro-Goldwyn.			Married Cheats.	Ramon Novarro.	M-G-M.		
Call in the Night, A.		Truett (S. R.)			Memories.	Milton Sills.	Fox.		
Cat's Pajamas, The.	Bronson-Cortez.	Paramount.			Men of Steel.	Special Cast.	M-G-M.		
Charity Ball, The.		Metro-Goldwyn.			Message to Garcia, A.	Special Cast.	First National.		
Cigarette Maker's Romance, The.	Special Cast.	M-G-M.			Midnight Flames.		M-G-M.		
Circus, The.	Charles Chaplin.	United Artists.			Midnight Special.	Bebe Daniels.	Columbia Pict. (S. R.)		
Cleaner Flame, The.	Syd Chaplin.	Arrow.			Miss Brewster's Millions.	Bebe Daniels.	Truett (S. R.)		
College Widow, The.	Special Cast.	Warner Bros.			Million Dollar Doll.	Special Cast.	Paramount.		
Coney Island.	Special Cast.	M-G-M.			Millionaire Policemen.	Doris Kenyon.	Assoc. Exhib.		
Courage of Captain Plumb.	Jack Perrin.	Davis Dist.-Vital.			Mismates.	Special Cast.	Ginsberg Dist. (S. R.)		
Crashing Through.	Bob Reeves.	Ambassador Pict. (S.R.)	5000 feet.		Miss 318.	Colleen Moore.	First National.		
Cyclone Bob.	Special Cast.	Anchor Film Dist.			Miss Nobody.	Corinne Griffith.	M-G-M.		
Cyrano de Bergerac.	Special Cast.	Atlas Dist. (S. R.)	9500 feet.	July 18	Modern Musketeer, A.	Gene Corrado.	First National.		
Danger Line, The.	Special Cast.	Astor Dist. (S. R.)			Mr. Batling Butler.	Buster Keaton.	Bud Barsky (S.R.)	5000 feet.	
Dark Horse, The.	Harry Carey.	Prod. Dist. Corp.			My Lady of Whims.	Clara Bow.	M-G-M.		
Daughter of the Sioux, A.	Wilson-Gerber.	Davis Dist.-Vital.	5 reels.	Oct. 24	My Neighbor's Wife.	Herbert Rawlinson.	Arrow.	6089 feet.	Jan. 23
Dead Command, The.	Special Cast.	M-G-M.			Mystery Club, The.	Matt Moore.	Davis Dist.-Vital.		
Defend Yourself.	Dorothy Drew.	Dependable Films.	5000 feet.	Jan. 9	Mysterious Island.	Special Cast.	Universal.		
Demon Rider, The.	Ken Maynard.	Davis Dist.-Vital.	5000 feet.	Aug. 3	Mystery Lady, The.	Special Cast.	M-G-M.		
Desert Gold.	Holt-Dove.	Paramount.			Neil Gwyn.	Dorothy Gish.	British National.	6 reels.	Feb. 6
Desert Healer.	Stone-Bedford.	First National.			Nervous Wreck, The.	Thomas Meighan.	Prod. Dist. Corp.		
Detour.		Prod. Dist. Corp.			New Klondike, The.	Charles W. Paddock.	Paramount.		
Devil Horse, The.	Rex (horse).	Pathe.			Nine and 3-5 Seconds.	Special Cast.	A. G. Sten, Inc.	5600 feet.	Nov. 12
Dice Woman, The.	Priscilla Dean.	Prod. Dist. Corp.			Nocturne.	Special Cast.	M-G-M.		
Do Clothes Make the Woman?	Mrs. Valentino.	F. B. O.			North of Nome.	Special Cast.	Arrow.	5491 feet.	
Don Juan.	John Barrymore.	Warner Bros.			Natcracker, The.	E. E. Horton.	Assoc. Exhib.		
Don X.	Bruce Gordon.	B. A. Goodman (S.R.)	5000 feet.	Feb. 13	Old Ironsides.		Paramount.		
Dumb Head.		Tiffany (S. R.)	6500 feet.		Old Soak, The.	Jean Hersholt.	Universal.		
Earth Woman, The.	Priscilla Bonner.	Davis Dist.-Vital.			On With the Show.	Lowell-Russell.	Lowell Prod.	7 reels.	
East of the Setting Sun.	Constance Talmadge.	First National.			Open Book.	Special Cast.	M-G-M.		
Eden's Fruit.		B. P. Schulberg (S.R.)			Ordeal, The.	Special Cast.	M-G-M.		
Ella Cinders.	Colleen Moore.	First National.			Padlocked.	Special Cast.	Paramount.		
Ermine and Rhinestone.		H. F. Jans (S. R.)			Palace of Pleasure.		Fox.		
Eve's Leaves.	Leatrice Joy.	Prod. Dist. Corp.			Paris.	Charles Ray-E. Boardman.	Metro-Goldwyn.		
Fangs of Fate.	Bill Patton.	Chesterfield (S.R.)	5000 feet.	Feb. 13	Paris at Midnight.	Special Cast.	Prod. Dist. Corp.		
False Pride.		Astor Dist.			Partners Again.	Sidney-Carr.	United Artists.		
Fast Life in New York.	Special Cast.	M-G-M.			Passionate Youth.	Special Cast.	Truett (S. R.)	6 reels.	July 11
Fifth Horseman, The.		Lee-Bradford (S. R.)			Peggy Takes a Chance.	Peggy O'Day.	Davis Dist.-Vital.		
Fighting Buckaroo, The.	Buck Jones.	Fox.			Peggy in Chinatown.	Peggy O'Day.	Davis Dist.-Vital.		
Fighting the Paradise, The.	Rex Baker.	Phil Goldstone.	5000 feet.		Peggy in Danger.	Peggy O'Day.	Davis Dist.-Vital.		
Fighting Courage.	Ken Maynard.	Davis Dist.-Vital.	5 reels.	July 11	Peggy from Headquarters.	Peggy O'Day.	Davis Dist.-Vital.		
Fighting Fate.	Billy Sullivan.	Rayart (S. R.)	4991 feet.	Feb. 6	Peggy on the Job.	Peggy O'Day.	Davis Dist.-Vital.		
Fighting Heart, The.	Frank Merrill.	Bud Barsky Prod. (S. R.)	5000 feet.		Peggy of the Secret Service.	Peggy O'Day.	Davis Dist.-Vital.		
Fighting Smile, The.	Bill Cody.	Inde. Pict. Corp. (S.R.)	4630 feet.		Peggy Scores a Victory.	Peggy O'Day.	Davis Dist.-Vital.		
Fighting Thorbreds.	Billy Sullivan.	Rayart (S. R.)	5000 feet.		Peggy Under Orders.	Peggy O'Day.	Davis Dist.-Vital.		
Fine Manners.	Gloria Swanson.	Paramount.			Plumes.	Special Cast.	M-G-M.		
Flames.	Special Cast.	M-G-M.			Poker Faces.	Special Cast.	Universal.		
Flaming Frontier, The.	Special Cast.	Paramount.			Poor Girl's Romance, A.	Special Cast.	Film Book. Offices.		
Fleet Foot.	Marilyn Mills.	Davis Dist.-Vital.			Prince of Pilsen.	Special Cast.	Prod. Dist. Corp.		
Flight to the Hills, The.		Paramount.			Prowlers of the Night.	Fred Humes.	Universal.		
Flyin' Thru.	Al Wilson.	Davis Dist.-Vital.		Nov. 7	Pursued.	Dorothy Drew.	Dependable (S. R.)	5000 feet.	Nov. 14
Flying Fool, The.	Dick Jones.	Sunset Prod. (S. R.)			Quality Street.		Metro-Goldwyn.		
Forest of Destiny, The.		Gotham Prod. (S. R.)			Quo Vadis.	Emil Jannings.	First National.		Nov. 28
Forever After.	Corinne Griffith.	First National.			Rainmaker, The.	Wm. Collier, Jr.-G. Hale.	M-G-M.		
For Heaven's Sake.	Harold Lloyd.	Paramount.			Red Clay.	William Desmond.	Universal.		
Fort Frayne.	Ben Wilson.	Davis Dist.	5000 feet.	Aug. 29	Red Kimona, The.	Mrs. Wallace Reid.	Davis Dist.-Vital.		Jan. 2
Four Stragglers, The.	Special Cast.	M-G-M.			Red Mill, The.	Marion Davies.	M-G-M.		
Friends.	Special Cast.	Vitagraph.			Return of a Soldier.	Special Cast.	Metro-Goldwyn.		
Frisco Sal.	Special Cast.	M-G-M.			Road That Led Home, The.		Vitagraph.		
Frivolity.		B. P. Schulberg (S.R.)			Rogue's Riches.	Special Cast.	Astor Dist. (S. R.)		
Galloping Dude, The.	Franklyn Farnum.	Inde. Pict. Corp. (S.R.)	4700 feet.		Rolling Home.	Reginald Denny.	Universal.		
Gambling Chaplain, The.	Special Cast.	M-G-M.			Romance a la Carte.	Richard Dix.	Paramount.		
Garden of Allah, The.	N. Talmadge-R. Colman.	United Artists.			Romance of an Actress.	Josie Sedgwick.	Chadwick.		
Garden of Eden, The.	Special Cast.	M-G-M.			Ropin' Venus, The.	Special Cast.	Universal.		
Get Off the Earth.	Raymond Griffith.	Paramount.			Rust.		M-G-M.		
Glorifying the American Girl.		Paramount.			Rustling for Cupid.		Fox.		
Gold Hunters, The.	David Butler.	Davis Dist.-Vital.	6500 feet.	Nov. 7	Sagebrush Lady, The.	Eileen Sedgwick.	Chesterfield M.P. Corp.	5000 feet.	Feb. 6
Goose Man, The.	Special Cast.	M-G-M.			Sailors' Wives.		First National.		
Greatest Show on Earth.		Paramount.			Salvage.	Madge Bellamy.	Truett (S. R.)	5800 feet.	
Great Jewel Robbery.	Herbert Rawlinson.	Dependable Films.	4800 feet.	Jan. 9	Sandy.	Ben Lyon.	Fox.		
Grey Vulture, The.	Ken Maynard.	Davis Dist.-Vital.			Savage, The.	Lillian Gish.	First National.		
Gulliver's Travels.		Universal.			Scarlet Letter, The.	Special Cast.	M-G-M.		
Hairpin Duchess, The.	Special Cast.	M-G-M.			Sea Horses.	Special Cast.	Paramount.		
Harem Girl, The.	Special Cast.	Astor Dist. (S. R.)			Sea Wolf, The.	Ralph Ince.	Ralph Ince Prod.	7500 feet.	Dec. 19
Haunted Range, The.	Ken Maynard.	Davis Dist.-Vital.		Sept. 26	Second Chance.	Nilsson-Frazier.	First National.		
Haven, The.	Special Cast.	M-G-M.			Self Defense.	Aileen Percy.	Arrow Film Corp.		
Hell's Four Hundred.	Margaret Livingston.	Fox.			Separate Rooms.	Special Cast.	Fox.		
Her Big Adventure.	Special Cast.	Kerman (S. R.)	4800 feet.	Jan. 16	Seventh Heaven.	Special Cast.	Fox.		
Her Honor, The Governor.		F. B. O.			Seward's Folly.	Special Cast.	M-G-M.		
High Steppers.	Special Cast.	First National.			Shadow of the Mosque.	Odette Taylor.	Cranfield & Clarke (S. R.)	6200 feet.	
His Woman.	Special Cast.	Whitman Bennett.	7 reels.		Shadow of the Mosque.	Stewart Rome.	Ufa.	5750 feet.	Dec. 26
Horses and Women.		B. P. Schulberg.			Share and Share Alike.	Jane Novak.	Arrow.	5569 feet.	
Honeycomb Express, The.	Special Cast.	Warner Bros.			Shenandoah.		B. P. Schulberg (S. R.)		
Human Mill, The.	Special Cast.	M-G-M.			Shipwrecked.	Owen-Schildkraut.	Prod. Dist. Corp.		
Hurricane, The.	Special Cast.	Truett (S. R.)			Shooting Square.	Jack Perrin.	Ambassador Pict. (S.R.)	5000 feet.	
I Can Do It.	Special Cast.	M-G-M.			Siberia.	Special Cast.	Fox.		
I'll Tell the World.	Olmstead-Arthur.	M-G-M.			Siegefried.		Ufa.		Sept. 12
Inevitable Millionaires.					Silence.	H. B. Warner.	Prod. Dist. Corp.		
In His Arms.	M. Moore-Devore.	Warner Bros.			Silken Shackles.	Irene Rich.	Warner Bros.		
In Praise of James Carabine.	Special Cast.	M-G-M.			Silver Lanterns.	Special Cast.	Arrow.		
In to Her Kingdom.	Corinne Griffith.	First National.			Silver Treasure, The.	Special Cast.	Fox.		
Jason.	Special Cast.	M-G-M.			Sky Rocket, The.	Peggy Hopkins Joyce.	Assoc. Exhib.		
Justice of the Far North.	Special Cast.	C. B. C. (S. R.)	5500 feet.		Smith of Cornell.	George Walsh.	Chadwick.		
Kid Boots.	Eddie Cantor.	Paramount.			Somebody's Mother.	Mary Carr.	Rayart.	6000 feet.	
Kiki.	Norma Talmadge.	First National.			Sons of the Sheik.	Rudolph Valentino.	United Artists.		
Killer, The.	Marilyn Mills.	Davis Dist.-Vital.			Sparrows.	Mary Pickford.	United Artists.		
La Boheme.	Gish-Gilbert.	Metro-Goldwyn.			Starlight Ranch.	Wilson-Gerber.	Davis Dist.-Vital.		
Lady of the Harem, The.	Special Cast.	Paramount.			Star Maker, The.	Philbin-Bushman.	Universal.		
Lady of Leisure.	Special Cast.	M-G-M.			Strange Bedfellows.		Metro-Goldwyn.		
Lawful Cheater, The.	Bow-McKee.	B. P. Schulberg.	4946 feet.	Jan. 9	Sunshine of Paradise Alley.	Special Cast.	Chadwick Pict.		
Lawless Love.	Al Ferguson.	Davis Dist.-Vital.			Sweet Rosie O'Grady.		Columbia Pict.		
Law or Loyalty.	Lawson Harris.	Davis Dist. Div.	4800 feet.	Nov. 14	Tale of a Vanishing People.	Roberts-Agnew.	Tiffany (S. R.)	6500 feet.	
Lena Rivers.	Special Cast.	Arrow.	6521 feet.		Taxi Mystery, The.	Garbo-Moreno.	Ginsberg (S. R.)		
Les Miserables.		Universal.			Temptress, The.	Special Cast.	M-G-M.		
					Tentacles of the North.	Special Cast.	Davis Dist.-Vital.		
					Ten to Midnight.		Prod. Dist. Corp.		

Feature	Star	Distributed by	Length	Reviewed
Texas's Oath, The	Ken Maynard	Davis Dis.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
Thoroughbred	George O'Brien	Fox		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Pals	Marilyn Mills	Davis Dist. Vital	4987 feet	Dec. 5
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tony Runs Wild	Tom Mix	Fox		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film		
Travelin' Fast	Jack Perrin	Ambassador Pict.		
Travis Coup, The		(S. R.)	5000 feet	
Tricks	Marilyn Mills	Tiffany (S. R.)	6500 feet	
True North, The	Special Cast	Davis Dist. Div.	5 reels	Sept. 15
Unknown Lover, The	Elsie Ferguson	C. C. Griffin Prod.	7000 feet	Dec. 19
Unknown Soldier, The		Vitagraph	6895 feet	Nov. 28
Up and At 'Em	Jack Perrin	P. D. C.		
Vengeance of Durand, The	Irene Rich	Ambassador Pict.	5000 feet	
Viennoise Medley	Special Cast	Warner Bros.		
Volcano, The	Bebe Daniels	First National		
Volga Boatman, The	Elinor Fair	Paramount		
Warrior Gap	Wilson-Gerber	Prod. Dist. Corp.		
Way of an Eagle, The	Special Cast	Davis Dist.	4900 feet	Aug. 22
Wedding March, The		M-G-M		
What Will People Say		Paramount		
What Price Glory		Metro-Goldwyn		
		Fox		

Feature	Star	Distributed by	Length	Reviewed
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon	Special Cast	Ginsberg Dist. Corp. (S. R.)		
Whispering Smith	Special Cast	P. D. C.		
White Chief, The	Monte Blue	Warner Bros.		
White Fairy	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wild Oats Lane	Dana Agnew	Prod. Dist. Corp.		
Wife, The	Special Cast	M-G-M		
Wilderness Woman, The		First National		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth		Principal Pict. (S. R.)		
Wise Guy, The	James Kirkwood	First National		
With Kit Carson Over the				
Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S. R.)	6600 feet	Jan. 9
Wives for Rent	Valli-O'Malley	Universal		
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World of Promise, The		Fox		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Yellow Fingers	Olive Borden	Fox		
Yoke, The	Special Cast	Warner Bros.		
You Too	Special Cast	M-G-M		

Newspaper Opinions on New Pictures

"Black Bird"—M-G-M., Capitol, N. Y.

American: "Lon Chaney is at his best in crook roles. 'The Black Bird' is not another 'The Unholy Three,' but, it is the same type of story, smoothly directed, well cast. Browning both wrote the story and directed it, an excellent combination. Through a few clever scenes at the opening he plunges the story into the very heart of Limehouse. That little sequence is particularly well done. Limehouse is simply shown as a fog with faces, all

2ND
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WEEK

A Tremendous Hit!

See these ideal screen lovers dance the Mazurka

RUDOLPH VALENTINO
AND
VILMA BANKY
IN
"THE EAGLE"
LON CHANEY
"The Phantom of the Opera"

Typical Stillman theatre ad employing half tone illustration. Used as a two-column feature for the showing of "The Eagle" (United Artists) in Cleveland.

MAE MURRAY

Offers one of the most vivid and glamorous roles of her career as the mystery dancer of Montmartre, whose plan to despoil a wealthy marquis was "double-crossed" by Cupid! Her costumes alone will thrill you. With

FRANCIS X. BUSHMAN

THE MASKED BRIDE

DIRECTED BY CHRISTIE CABANISSE

LATEST SENNETT COMEDY—PATHE NEWSREEL
PALACE MAGAZINE—TOM GANNON'S MUSIC

WEEK STARTING TODAY—SUNDAY, JANUARY 10

LOEW'S PALACE THEATER

Good sales copy and arrangement feature this three column ad used by Loew's Palace, Washington, D. C., for "The Masked Bride" (Metro-Goldwyn-Mayer).

kinds of faces, drifting through it one at a time."

Telegraph: "Whether or not Lon Chaney in 'The Black Bird' at the Capitol this week is as gripping as Lon Chaney in 'The Unholy Three' is what people have asked ever since the picture was announced. And, having fallen under the spell of Lon Chaney and his author-director, Tod Browning in that one they will go to see the latest offering of the two without being urged—they will not be disappointed. 'The Black Bird' is a crook melodrama rarefied into something far finer than ordinarily passes for that sort of entertainment by the authorship and direction of Tod Browning, and the art of acting as found in Chaney, not forgetting the flawless performances of Renee Adoree, Owen Moore and Doris Lloyd."

Mirror: "The Black Bird' is a distinctive screen offering that

casts credit on the director and every member of the cast."

Times: "Tod Browning strikes the gong again with his new production and 'Lon Chaney's depiction of the two types of crook is one of the finest exemplifications of screen artistry one would hope to behold. Miss Adoree is natural and charming as a French girl."

World: "Miss Renee Adoree that delicately dark and lovely French lady whose amazingly true acting in 'The Big Parade' contributed so much to the general excellence of that masterpiece at the Astor, is to be seen in what was written as a secondary role to a limehouse drama, starring Lon Chaney. To the part, that of Mile. Fifi who has crossed the Channel to perform upon the stage of a London dive, Miss Adoree imparts a vividness which hoists the characterization into a position of beauty and im-

portance. 'The Black Bird' is a drama of menace cast in the symphony of a London fog, suggesting love, grey alleys, danger and greed."

Post: "Another exceptional melodrama."

Journal: "If you like a good crook play you'll stay to see this for a second time."

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"SOUL MATES"
Starring
AILEEN PRINGLE
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EDMUND LOWE
ADDITIONAL TROUPE MEMBERS
A FANTASY ON "WOLF IN THE SKIN" AND "I WERE YOUR MARRIED" (MILVA CHAST) Originals
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PIANO DUO
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WILLIAM FAIRBANKS



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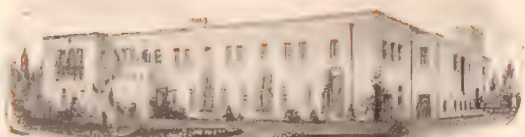


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Photography by Charles E. Gilson,
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The cast includes Herbert Standing,
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in
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February 27, 1926

Motion Picture News

Reg. U. S. Patent Office



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Vol. XXXIII

No. 9

Published Weekly — \$2.00 a year

PRICE, 20 CENTS

Albany

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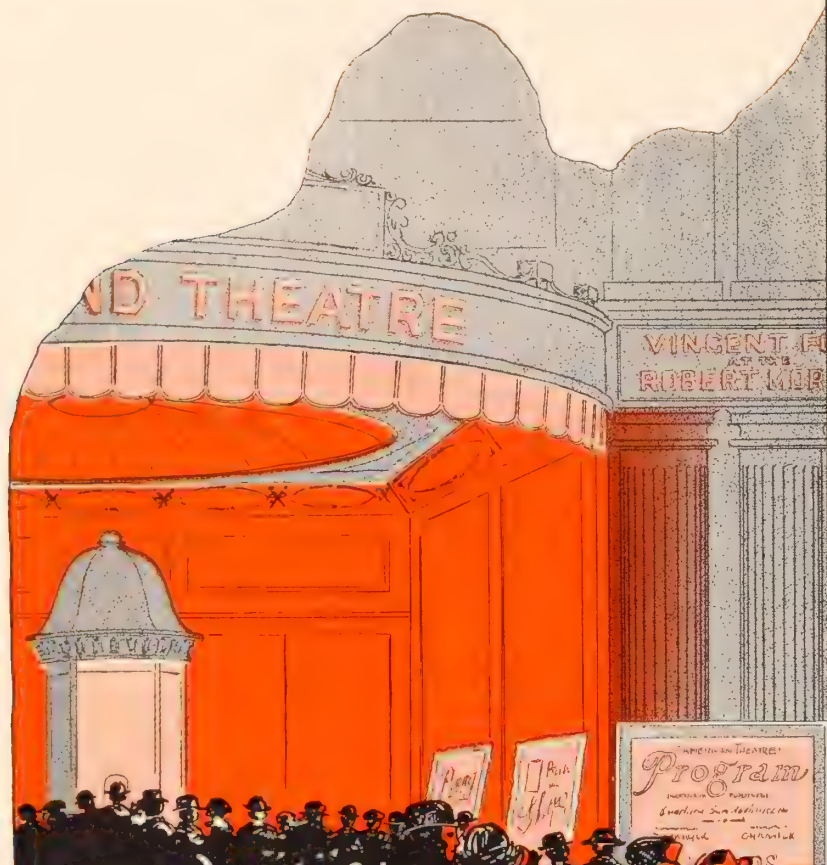
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W. P. CUFF ENTERPRISES

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STRAND THEATRE

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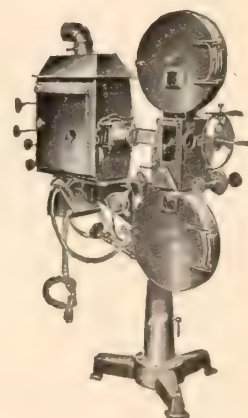
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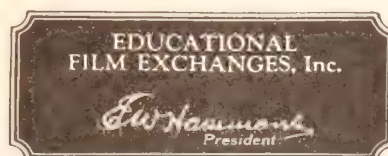


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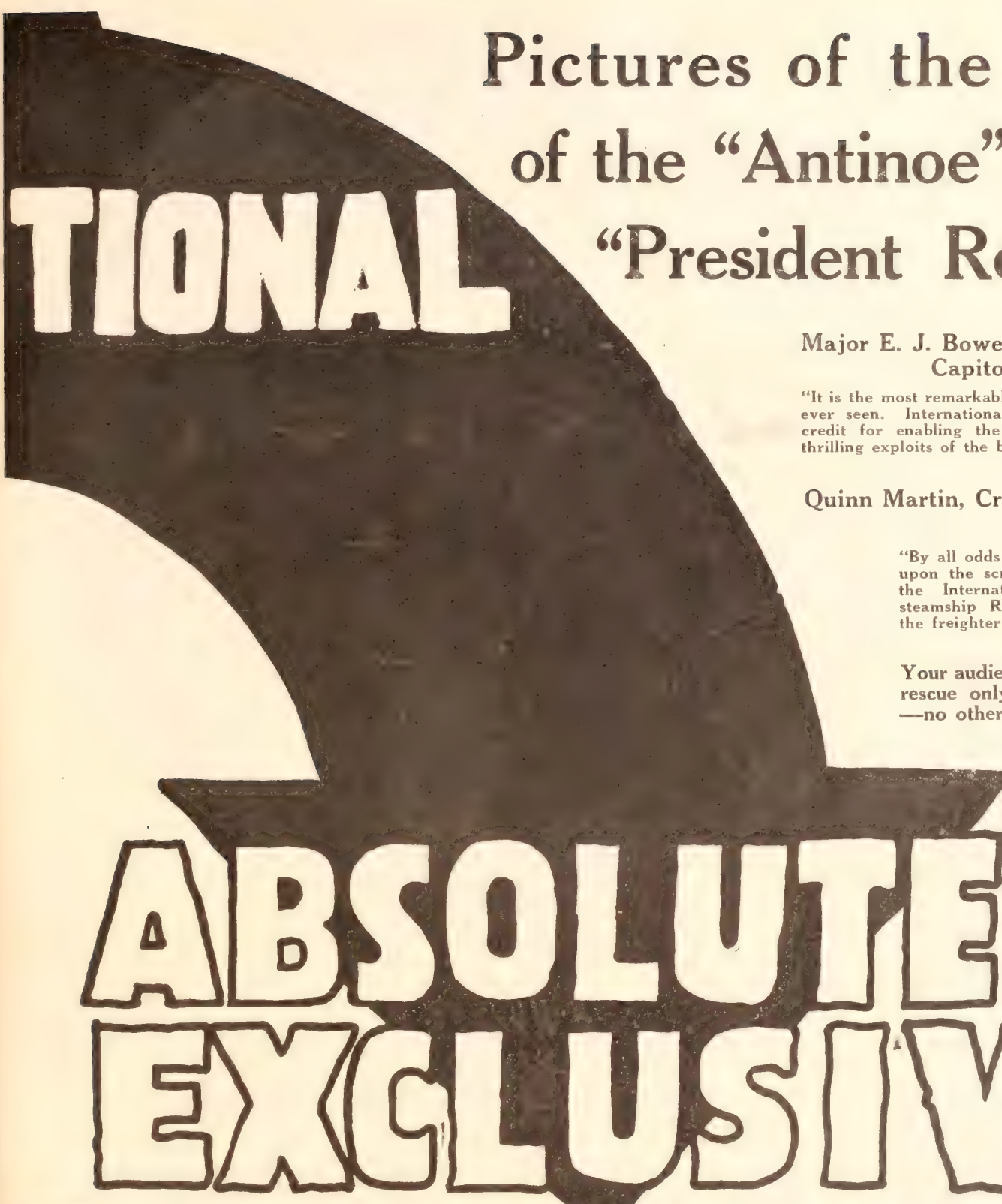
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"It is the most remarkable picture of the sea that I have
ever seen. International Newsreel deserves no end of
credit for enabling the American people to see the
thrilling exploits of the brave men of the Roosevelt."

Quinn Martin, Critic of the
N. Y. World says

"By all odds the most exciting thing moving
upon the screen at the Rialto this week
the International Newsreel showing the
steamship Roosevelt rescuing the crew of
the freighter Antinoe."

Your audiences can see this remarkable
rescue only in International Newsreel
—no other has it.

As usual without
extra cost to
exhibitors

**ABSOLUTELY
EXCLUSIVE** in

AL NEWSREEL

Released by **UNIVERSAL**



From the Farm to the Follies —

INIMITABLE Glenn Hunter in another of those "lovable boob" characterizations.

Here you have him as the boy who left home in disgrace and who returned the envy of the town. An entire Broadway musical comedy cast is only *one* of the elements that help make this a comedy-drama sure to get the money for you. Book it—NOW!

Presented by ASSOCIATED EXHIBITORS, Inc.
Oscar A. Price, Pres.



GLENN HUNTER

in "THE
BROADWAY
BOOB"

*From the Story by
Monte M. Katterjohn
Directed by
Joseph Henabery*

with
MILDRED RYAN

A champion money



VERA REYNOLDS

JOHN C. FLINN
PRESENTS

they're off!

in the speediest race-track story ever filmed

It will break
all records on
the film track!

the "kick" - the
"punch" - the glamor
of the "Sport of Kings"
with the most thrilling
horse race ever put on
the screen, shown at
every stage of the
contest.

"THE MILLION"

Featuring
CECIL B. DEMILLE'S
latest "find", **VERA REYNOLDS**
with **EDMUND BURNS**
& **RALPH LEWIS**

ADAPTED BY F. MCGREW WILLIS
FROM THE NOVEL
"THOROUGHBREDS"
BY W. A. FRASER
DIRECTED BY
SCOTT SIDNEY

RELEASED BY
PRODUCERS

getter

*Get down
on this
winner!*



DOLLAR HANDICAP"

A METROPOLITAN
PRODUCTION

Foreign Distributors
Producers International Corporation
130 West 46th Street
New York, N. Y.

DISTRIBUTING CORPORATION

C. MUNROE, President RAYMOND PAWLEY, Vice-President and Treasurer JOHN C. FLINN, Vice-President and General Manager

Member of Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President

The industry's high speed star
his career!

A. CARLOS
presents

STORY BY
JAMES BELL SMITH
DIRECTED BY
NOEL SMITH

A RICHARD
TALMADGE
PRODUCTION



"THE BLUE"

Story by
James Bell Smith

Directed by
Noel Smith

ALL
RICHARD TALMADGE
PRODUCTIONS

Distributed by

FILM BOOKING OFFICES OF AMERICA, Inc.
1560 Broadway, New York. Exchanges Everywhere

Exclusive Foreign Distributors
R.C. Export Corporation
550 Broadway
New York

SOLE AGENTS
LONDON, ENGLAND

By Appointment to H.M. Theatre of London
England

SOLE AGENTS FOR THE
ENTIRE BRITISH EMPIRE
London



in the speediest picture of

Richard Talmadge

IN

Boost this one to the limit! It has everything that spells big entertainment and your fans will go wild over it! It's a typical Talmadge speed picture, plus even more speed. There is not a slow moment from the first scene to the last fadeout—and it works into a fight climax that will pull your people right out of their seats!

Go after it strong! If there are still a few people in your community who are not Talmadge fans—this is the picture to get them started on. Every Talmadge night thereafter will be a hundred per cent!

If you haven't already played them two more entertainment-plus pictures are waiting to get the money for you:

"THE WALL STREET WHIZ"

"THE PRINCE OF PEP"

His next one will be
"THE NIGHT PATROL"
and studio reports would indicate this to be another humdinger!

STREAK

March Is
F. B. O. Month



The **LEADERS** in *the LEADING MONEY-*

Ike Libson's
GRAND OPERA HOUSE
and **LYRIC**
Cincinnati

Robt. Lieber's
CIRCLE
Indianapolis

BROADWAY
Charlotte

PANTAGES
Kansas City

Fabian's
MOSQUE
Newark

Talbot's **COLORADO**
Denver

WARNERS
New York

OPERA HOUSE
Des Moines

Miller's **FIGNEROA**
Los Angeles

STRAND
Waterbury

Loew's **STILLMAN**
Cleveland

STRAND
Hartford

Saenger Amus. Co.
STRAND
New Orleans

Famous Players'
ST. FRANCIS
San Francisco

PANTAGES
Minneapolis

R & F CAPITOL
St. Paul

Harry Goldberg
SUN
Omaha

Stanley Co.
STANTON
Philadelphia

A WARNER BROS.

aturally **BOOK** *-MAKER of the year*

Abe Goodside's
EMPIRE
Portland, Me.

CRITERION
Oklahoma City

Lou Marcus'
VICTORY
Salt Lake City

Universal's
RIALTO
Washington, D. C.

STRAND
Akron, O

John Hamrick
BLUE MOUSE
Portland, Ore.

Will Mahony's
RIALTO
Providence

METROPOLITAN
Baltimore

John Hamrick's
METROPOLITAN
Seattle

PALACE
Norwich

Sig Samuels
METROPOLITAN
Atlanta, Ga.

ALHAMBRA
Stamford

ORPHEUM
Chicago

Skouras Bros.
NEW GRAND CENTRAL
St. Louis

PRODUCTION

JOHN BARRYMORE
"The Sea Beast"
with
DOLORES COSTELLO
Directed by
MILLARD WEBB
Scenario by
BESS MEREDYTH
from Herman Melville's
"MOBY DICK"

“The Check Up”

and

Box-Office Reports

as they now appear in the NEWS provide the best and quickest way of finding out just what pictures are delivering the goods at the box-office. Every week in Box-Office Reports and once a month in “The Check-Up,” the real “lowdown” is given on current releases in simple, concise form, based upon our own direct-from-exhibitor reports. They will aid you.

--"best series that has ever been made!"

THE HOUSE OF GOOD, CLEAN PICTURES

SOLLEY THEATRE

C. M. SOLLEY, MANAGER

VIVIAN, LOUISIANA

Jan. 30, 1926.

P. O. BOX
121

Film Booking Offices of America,
New Orleans, La.,

Dear Sirs:

The series of Pacemakers I am now running will be out on Feb. 15th. They sure have proven satisfactory and I can say that they are the best series that has ever been made. What have you to follow this. "Fighting Hearts" is the name of the next series is it not. Please let me hear from you soon in regards to this series and what is your price on same.

Yours truly,

C. M. Solley

"FIGHTING HEARTS"

STARRING

Alberta Vaughn

SUPPORTED BY

LARRY KENT AL COOKE KIT GUARD GRANT WITHERS

Stories by
SAM HELLMAN

Directed by
RALPH CEDER

Distributed by

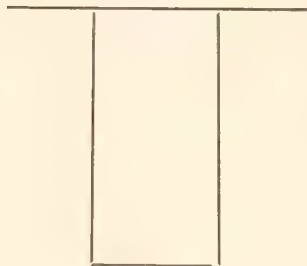
FBO

1560 Broadway
New York, N. Y.
Exchanges Everywhere

Information, Please!

Preparation of the next issue of the Motion Picture News Booking Guide will begin shortly.

Information on all releases for the period of six months ending March 1st should be forwarded as soon as possible.



For the Season 1926 ~ 1927

Here's a
Big one

No.

15

WILLIAM FOX *presents*

The Monkey Talks

*Adapted by Gladys Unger
from the French of René
Fauchois and produced in
America by*

ARCH SELWYN

The startling
comedy
drama
sensation
of
three
continents

From the Atmosphere of the
Circus Comes One of the Most
Unusual Dramatic Novelties
Presented for Stage or Screen.

Thrilling Mystery!

A love theme that is as
fascinatingly different as
it is beautiful.

The most sincere portray-
al of circus life that has

ever been penned. The
gorgeous luxury of a Fol-
lies Bergere.

And all revolving around
the talking monkey-
"Faho."

*It's different! It's tremendous! ~ ~ and FOX plans
to make it a stupendous screen sensation.*

Next week

No.

16

Fox Film Corporation.

All members of this —

Sparkling-dramatic — unusual story of a "Gold Diggers" search for happiness

a picture
that will
step out
and get
the money
anywhere

WILLIAM
FOX

Presentation

Well's Four Hundred

with
MARGARET
LIVINGSTON
HARRISON
FORD

Wallace McDonald
Henry Kolker

from the story "The Just
and Unjust" — by Vaughan
King. Scenario by Bradley

JOHN GRIFFITH
WRAY
Production

Fox Film Corporation

William Fox presents

— One of any
year's
greatest! —

SIBERIA

Bartley
Campbell's
Soul —
Stirring
drama of
Love and
Intrigue
in Darkest
Russia —

With

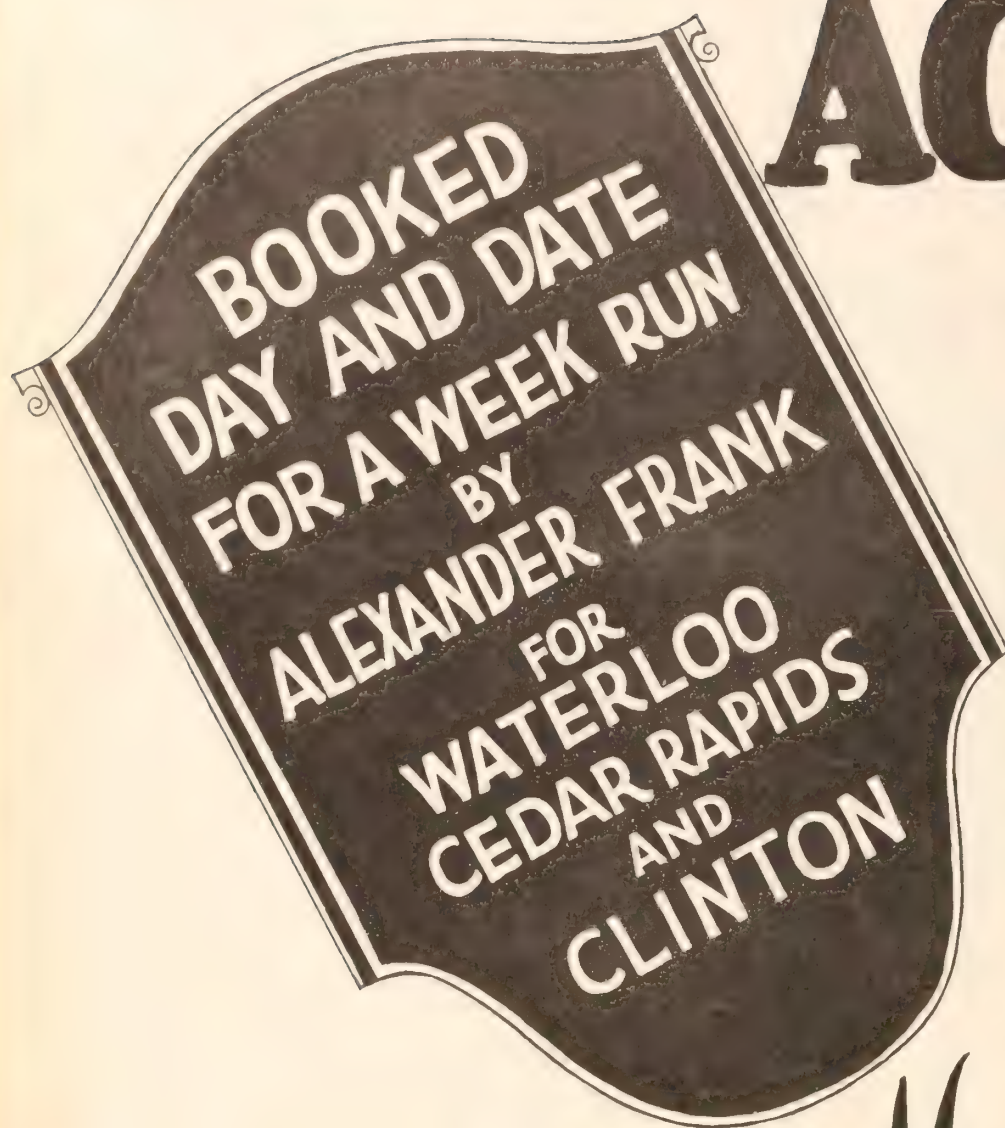
ALMA RUBENS
EDMUND LOWE
LOU TELLEGEN
LILYAN TASHMAN

Tom Santschi
Helena D'Algy
Scenario by Eve Unsell

Victor
Schertzinger
Production

Fox Film Corporation

ACTION



Mrs. **RUDO**

Directed by HARRY O. HOYT

*Produced Under the Personal
Supervision of*
DANIEL CARSON GOODMAN

Distributed by



FILM BOOKING OFFICES
OF AMERICA, INC.
1560 BROADWAY, NEW YORK, N. Y.

speaks louder than words

And this is the kind of action we're getting every day—EXHIBITOR ACTION FROM THE MOST PROMINENT CIRCUITS AND THEATRES IN THE COUNTRY!

It's a showman's picture if there ever was one! EVERYTHING ABOUT IT SPELLS BIG RECEIPTS—the sensational and unprecedented amount of publicity the star is receiving—the wonderful gowns which she brought from Paris—the prominence of the author with millions of women throughout the country! It's already sold to the public!

NATACHA RAMBOVA LPH VALENTINO

SUPPORTED BY CLIVE BROOK AND A DISTINGUISHED CAST
IN LAURA JEAN LIBBEY'S WORLD FAMOUS STORY

“WHEN LOVE GROWS COLD”

will incite the curiosity of every woman—and every man—EVERYBODY wants to see the most talked-about woman in the land! They'll come in droves! The picture will PILE UP A GROSS THAT WILL MAKE YOU PROUD OF YOUR BOX-OFFICE! Don't let it get away! Don't let your competitor get ahead of you! IT'S SUREFIRE FOR ANY THEATRE!



In her sweet little Alice
She's smashing

**3 great
shows
in one**

— backed by the
strongest advertising
campaign ever
put behind /
a special!



Blue Gown the old records down



CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	NRe
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

37 NY K 4 3

DETROIT MICH 148 PM FEB 15

NED MARIN NY
OPENED TO WONDERFUL BUSINESS WITH COLLEEN MOORE IRENE
PRODUCTION STOP AUDIENCE WILDLY ENTHUSIASTIC STOP
CONSIDER PICTURE AS A WINNER STOP AM PLAYING IT IN RUN
HOUSE STOP

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	NRe
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

20NY K 21 NL

HARTFORD CONN FEB 15

A W SMITH NEW YORK

DESPITE UNUSUAL STORMY WEATHER INDICATIONS POINT TO
A RECORD BUSINESS FOR IRENE PATRONS ARE ENTHUSIASTIC
IN THEIR PRAISE OF PICTURE

I H HOFFMAN

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	NRe
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

GEORGE W TRENDLE

John McCormick presents
COLLEEN MOORE
in her greatest comedy achievement
"IRENE"

Adapted from the famous musical comedy triumph
James Montgomery, Author, Harry Tierney and
Joseph McCarthy, Composers

with LLOYD HUGHES
GEORGE K. ARTHUR and CHARLES MURRAY
Directed by Alfred E. Green, June Mathis, Editorial Director

A First National Picture

Oh, what
a howl!



C.C. BURR presents
JOHNNY HINES
"Rainbow Riley"

From THOMPSON BUCHANAN'S "JACOB"
Directed by CHARLES HINES



BOSTON was frozen solid until Johnny arrived; then the old town roared and thawed!

"Johnny romps with such speed, it is just one laugh after the other."

—Boston Traveler.

"How Hines walks calmly into the midst of a mountain war makes hysterical entertainment."

—Boston Advertiser.

Sure—and how the crowds walked into the Olympia drenched the box-office with dollars!

A First National Picture

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President

Foreign Rights Controlled by
First National Pictures Inc.
383 Madison Avenue New York

Motion Picture News

Volume XXXIII

ALBANY, N. Y., AND NEW YORK CITY, February 27, 1926

No. 9

When Will It Happen?

THE agreement upon a uniform contract reached harmoniously between the several exhibitor organizations and the Will H. Hays association of producers and distributors is important enough in itself.

In the words of Frank J. Rembusch, who had bitterly assailed the former document, the new contract "is fair and equitable as far as is humanly possible now," and "a year or two of battle is ended."

The fact, we say, is important.

But still more important, much more, is the act of getting together; the two branches of the industry, whose relations in the past have been largely those of civil warfare, were able, through their representatives, to meet amicably and very speedily arrive at a perfectly satisfactory agreement upon a major issue.

That, indeed, is progress.

Assuredly the industry is growing up, getting beyond the rough and tumble belligerency of childhood and into the restraint and intelligence of somewhat mature years.

* * *

When the producers and distributors first got together under the Hays banner, a leader remarked: "It even isn't the association itself that counts so much as the fact that we had reached the point where we were minded and able to get together."

Previous to this association of the producers and distributors it was difficult and almost impossible to unite them, even in an emergency, and for any continuing policy for the whole good of the motion picture. Some were scarcely acquainted with each other. There was abundant suspicion and distrust. Things—big things—were at odds and ends when this organization was formed. It was tremendously

needed and it has done a lot of good. We hesitate to think what might have happened to the entertainment business if this association of interests and their resulting strength had not been brought about.

* * *

It is well, now, to consider some pertinent facts.

When the Hays group was formed the distributors were supreme—in the business. Previously the producers had been. Today the theatre dominates in power. Which fact indicates clearly enough and decisively enough that theatre owners must now form their own group; their organization on a large scale, and so achieve a meeting ground and a union of their interests and their strength.

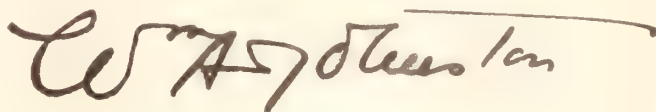
Not selfishly either; not merely to get fair play with the distributor; not merely to safeguard the huge investment in theatres; but for the good of the whole business, its right progress and construction.

Dominating as they do today, the time is certainly here when the theatre owners have got to think collectively about more matters than bookings, rentals and contracts—about more than their strictly commercial relations with producers and distributors. There isn't a big question confronting the American industry today but that vitally affects the theatre owners. Is he to continue to let the producers and distributors tackle it, unaided by him? Will he let George do it?

What, for instance, is the exhibitors' opinion on international film relations—on film reciprocity between this country and Europe? It will, some day, affect his supply of pictures—their quality and price. He's the man who best can solve the problem. Is he thinking about it at all? And is he content to leave this and other vital issues to the producers and distributors?

What are the big circuits going to do about a national organization of theatre owners? And the thousand smaller ones?

And when?



MOTION PICTURE NEWS

FEBRUARY 27
1926

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No. 9

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Calif.

Speaking Editorially

"TRUTH, THE SALESMAN," an editorial by D. B. Lederman, Western Sales Director for Associated Exhibitors, printed in the house organ of that company, sums up very well the new day in relations between salesmen and exhibitors. Mr. Lederman says in part: "The day was, when this business thrived on lies. Salesmen made all sorts of rash statements they knew their product could not back up. . . . Today, a good salesman does not use so-called high pressure methods to dispose of his product. He merely finds out the truth about his product and tells it to his customer. A customer's recollection of fair and honorable treatment remains indefinitely and holds the door open for the next sale."

METRO-GOLDWYN-MAYER has attracted wide attention during the past year by a series of publicity stunts and tie-ups, beginning with the Trackless Train, and continuing with the signing of Gloria Gould as manager of the Embassy Theatre; the producing of a Fire Prevention film in co-operation with the international organization of fire chiefs; and other ideas that hit the mark of practical showmanship.

Exploitation is now established as a very valuable adjunct to picture-handling; and M-G-M is right

up with the topnotchers in this important line of activity.

FRANK REMBUSCH, President of the Indiana M. P. T. O., speaking: "Perhaps it would be a good idea to hold a National Convention about July and have a lot of politics and hold a Conference just before the buying season opens in February and do a lot of business." An idea worth considering.

QUITE an array of news this week from M. P. T. O. A. National Headquarters, including the creation of a Contact Bureau, headed by E. Thornton Kelly, prominent Jersey theatre owner; announcement of a Speakers' Bureau; a declaration of war by Business Manager Joseph M. Seider on "theatre bootleggers;" plans for the Los Angeles convention; and other items that show continuing activity of an important sort under the Seider regime.

THE Government has now officially designated the motion picture industry as the fourth in rank in the country. This refers to capital invested, and the statement is made on the authority of the President himself, transmitting the recommendation of the Director of the Budget for a film bureau in the Department of Commerce.

"FIRE PROTECTION," the leading fire prevention magazine, in a recent issue gives high praise to the Hays Organization for its work in fire prevention.

"The Motion Picture Producers and Distributors of America, Inc., it says editorially, "is now the leading trade organization of the country in point of its efficient supervision of the fire hazards to be found in its industry."



Hal Roach executives and directors arrive in New York and are met by W. B. Frank, vice president and eastern representative; left to right: Benjamin Shipman, attorney; Bob McGowan, "Our Gang" director; Mr. Frank; Fred Jackman, director; Warren Doune, general manager.

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February 27, 1926. MOTION PICTURE NEWS Vol. XXXIII, No. 9
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Adela Rogers St. Johns, author of "The Skyrocket," the story of Hollywood life which serves as the basis of the Associated Exhibitors' release starring Peggy Hopkins Joyce.



Eileen Percy, another of the prominent dramatic players to appear in Hal Roach two-reel comedies for Pathe.



Edna Marian, whose lively antics in Stern Bros. comedies for Universal led to her selection as a Wampus Baby Star, and who is now essaying feature roles, as well.

PICTURES AND PEOPLE

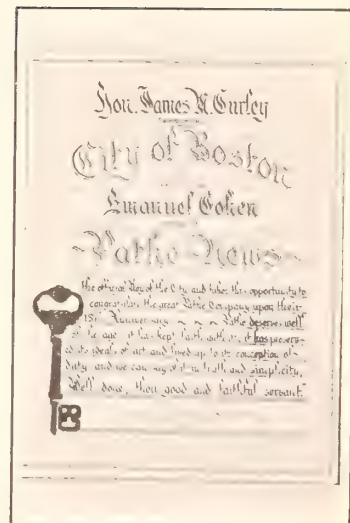
W HAT THE T. O. C. C. BALL season was hailed by many as the most enjoyable affair of the season was held last Friday night at the Hotel Astor, New York City—the Sixth Annual Dinner Dance of the Theatre Owners' Chamber of Commerce. All of the ballrooms were used, to accommodate the crowd, but the festivities centered about the Gold Room where the parties of Mrs. Alfred E. Smith, Mrs. James J. Walker and the heads of the various state and city departments were seated in the boxes. Vincent Lopez conducted his orchestra in person. Impressive ceremonies shortly after midnight commemorated the birthday of Lincoln. An entertainment program followed, arranged by Lee A. Ochs. The performers included Helen Ford and the "Dearest Enemy" company, Gus Edwards, Evelyn Herbert and others. Prominent film personages in attendance included Will H. Hays, Colvin W. Brown, Adolphe Menjou, William Seiter, John Gilbert, Louise Brooks, Miriam Cooper, Raoul Walsh, Johnny Hines, Dorothy Gish and James Rennie. Many prominent members of the municipal government were also in attendance. The proceeds are to go toward a T. O. C. C. clubhouse.

E MANUEL COHEN, editor of Pathe News, was given a signal honor by Mayor James M. Curley of Boston, the other day when he was awarded the key to the city—a favor extended only to such as Marshal Foch, Dawes, Pershing and so on. Pathe News likewise came in for praise in the presentation. The inscription accompanying the key read as follows:

"Hon. James M. Curley of the City of Boston presents to Emanuel Cohen, editor of Pathe News, the official key of the city, and takes this opportunity to congratulate the great Pathe company upon their 15th anniversary. Pathe deserves well of the age; it has kept faith with it; it has preserved its ideals of art and lived up to its conception of duty, and we can say of it in truth and simplicity, 'Well done, thou good and faithful servant.'"

B "IRENE" GIVEN PREVIEW
BEFORE an audience of some fourteen hundred persons, "Irene" was given a test preview last week at the Playhouse, Mamaroneck's superb new theatre, with unqualified success. Among those on hand for the screening were Richard A. Rowland, June Mathis, Samuel Spring, Balboni, Bruce Johnson, Louis Brock, A. W. Smith, Jr., Ned Martin, Ned Depinet, W. C. Boothby, Joe Fisher, C. W. Bunn, Hugh McCollum and C. F. Chandler. The visiting First Nationalites were entertained later by Ernest Kopp, the house manager, in his apartment over the theatre. Manager Edwin Wheeler predicted great things for the picture.

F AGGRAVATIN' WEATHER
FOX FILMS is having trouble with the weather, and wants some sort of reliable long distance weather forecasting. Much money, effort and engineering was expended in filming "The Johnstown Flood," and no more had the wet ground of the big lot dried out than the California climate staged a rainfall that would have eliminated all the use of city water. Then Alma Rubens went on location with the "Siberia" company in Idaho and the mercury dropped to 30 below zero—and stayed there.



The official key to the City of Boston and the accompanying testimonial presented to Emanuel Cohen, editor of Pathe News, recently.



Myrna Loy, the Warner Bros. vamp, adopts an exotic pet in keeping with the role which she plays in "The Love Toy," soon to be released.



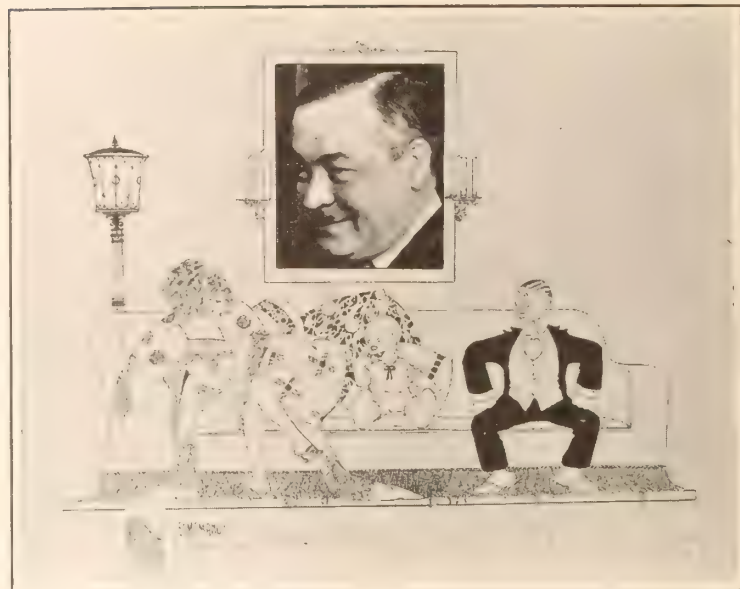
Marion Nixon, Universal player, poses in a charming picture as a tribute to Washington's Birthday. Keep your eye on Marion!

W A GREAT COMBINATION

HAT promises to be a rare combination of talent will be brought to the screen in "Padlocked," the Rex Beach story which is said to have brought the highest price ever paid for a piece of fiction in advance of publication. Lois Moran, the brilliant youngster whose few screen appearances have carried her far, will play the role of the girl, which Allan Dwan says would make a star of anyone chosen to play it. The mother will be played by Florence Turner, one of the screen's real troupers, and a veteran in experience. The combination of Belle Bennett and Miss Moran was ideal—that of Miss Turner and the Pittsburgh youngster should bring to the screen likewise some unforgettable moments. And if "Padlocked" brings Lois Moran stardom, perhaps it will also win back for Florence Turner something of the rightful place which she deserves at the hands of the photoplay, to which she has given so much.

L AL LICHTMAN RETURNS

LOOKING happy and with fully recovered health, Al Lichtman is back in the ring with both feet. (They never stay away long!) Over at the Tec-Art studio the other day we found him busy super-



George McManus, the cartoonist, prepares a special drawing in honor of the contract closed with Stern Brothers to produce a series of comedies for Universal based on his cartoon series, "The Newlyweds and Their Baby." They will not be animated cartoons, but will resemble the Buster Brown series, and there will be thirteen in the first series. The smiling gentleman is Mr. McManus.

Laurence Stallings, engaged as special dramatist on the picture, accompanied Cruze to the coast and will spend a month in Hollywood whipping the story into shape. He is considered a master of telling effects, both on stage and screen, and it is hoped that he can contribute to "Old Ironsides" some of the sincerity and brutal reality which have marked his previous work, as well as powerful drama and a largeness of pictorial appeal.

ART FILM GROUP

ANOTHER group to provide an audience for art films and unusual pictures not suitable for general circulation has been formed with the incorporation of The Film Associates, Inc., with a board including Christian Brinton, Sheldon Cheney, Jane Heap, Friedrich Kiesler, Lawrence Langner, Kenneth MacGowan and Gilbert Seldes. Single showings will commence in March at the Klaw theatre, New York City, with "L'Inhumaine," an unusual French picture with modernist settings by noted artists. Following this will be shown other interesting German, French and Scandinavian films as well as short subjects of an experimental nature.



An important table at the Laemmle 20th Anniversary dinner at the Hotel Commodore, New York City; reading clockwise: Will H. Hays, Carl Laemmle, Miss Rosabelle Laemmle, Irving Thalberg, his mother, Mrs. Thalberg, Julius Stern, Miss Sylvia Thalberg, Beno Rubel, Abe Stern, Mrs. Abe Stern



Al Lichtman, who returns to production with "Charley's Niece," which he is making for Universal release, snapped at the studio with Little Billy, the featured player, and Harley Knoles, who is directing.

vising the production of his first Universal release, "Charley's Niece," which is going on apace under the direction of Harley Knoles.

An interesting member of the cast is Little Billy, the well known Lilliputian, who plays the name role. Despite extended theatrical experience, this is his first picture engagement and he is enjoying every minute of it. He is called upon to portray a diminutive fight manager and to impersonate a small girl.

Another interesting feature is the canine member of the cast, whose name slips our memory. This remarkable dog appeared in "Tol'able David," and the manner in which she carries out the commands of her mistress is little short of uncanny.

J "OLD IRONSIDES"

JAMES CRUZE is back in Hollywood and hard at work preparing to film "Old Ironsides." His offices were enlarged during his trip abroad and he found two old-fashioned 12 pound cannon flanking the doorway, which should lend proper authority to his commands—if the doughty Cruze needed any such. In all, 35 of these cannon and 20 of the 24-pound type have been cast and mounted. Twenty sailing ships have been purchased and will be reconstructed to form part of the American fleet of 1804.

Cruze studied possible locations in Tripoli, arranged for foreign co-operation and took several reels of atmospheric shots to guide the property and wardrobe departments.



Richard Talmadge (himself, not a double) in a stunt scene for his latest F. B. O. picture, "The Night Patrol." Talmadge is one star who consistently refuses to let a double take his chances for him.

T CANADIAN BEAUTIES FETED

THE five girls who won in the recent Canadian beauty contest were given a hectic week in New York. First National gave them a luncheon at Sherry's. At the Fox studio they were guests of Director Raoul Walsh and in addition to being photographed in several hundred feet of film they were permitted to watch tests made for "What Price Glory?" At the Tec-Art studio they were entertained by members of the unit producing "Charley's Niece."

M OFFICER PICKFORD

MARY PICKFORD was made an honorary member of the Los Angeles police force last week, receiving a jeweled badge from the hands of Chief of Police R. Lee Heath in the presence of twenty important police officials. The sympathetic portrayal of a policeman's family life contained in "Little Annie Rooney" had much to do with this honor. The badge is done in four kinds of gold and platinum and bears the seal of the city in colors.

G THE AFTERMATH OF LORAIN

GEORGE SCHADE, the prominent exhibitor and proprietor of Schade's theatre, Sandusky, Ohio, furnishes a curious and striking instance of the after effects of a great disaster. The other day, on a visit to Cleveland, he stated that business in Sandusky had been off ever since the disaster at Lorain, Ohio, more than a year ago. Since that time, he says, people will fight shy of crowds and public places. Only the most exceptional picture will draw the crowds.



Amplifying unit and loud speaker with six horns used by Victor Schertzinger in directing hundreds of extras for scenes in "Siberia," the Fox Films' special. Schertzinger is seated before the camera.

B GUS EDWARDS' START

BACK in 1892, a 12-year-old immigrant boy landed in New York and went to work in a cigar factory at \$1.50 a week. Three years later he became a singer at clubs and various affairs. One night, in a Brooklyn theatre, his clear voice floating down from the balcony while the audience was joining in on a refrain led to his engagement as a regular performer. From then on it was but a question of time until he had made the name "Gus Edwards" known from coast to coast. But even more demarkable than his own story is the list of others whom he has brought to fame—Lila Lee, Lillian Walker and Johnny Hines on the screen, and on the stage such performers as Eddie Cantor, Eddie Buzzell, Olga Cook, the Duncan sisters, Louise Groody, Helen Mencken, Ona Munson, Betty Pierce, Jessica Brown, Orville Harrold, Georgie Jessel, Gregory Kelly and many others.

Now, for the first time, Edwards is producing picture presentations. The first, "A Garden of Girls," opened this week at the Rivoli, New York, and seemed, to this writer at least, to be the happiest, snappiest and most showmanlike combination yet evolved



Richard Barthelmess signs eight-picture contract with First National; left to right: Ned Depinet, southern sales manager; Dennis F. O'Brien, attorney; A. W. Smith, Jr., eastern sales manager; Ned Marin, western sales manager; Robert Perkins, counsel for First National; seated: Samuel Spring, secretary-treasurer; Richard Barthelmess; Richard A. Rowland, general manager.

since the new policy went into effect. Entertainment—singing and dancing—comes first, with costumes and scenery in their proper place as background.

L ANOTHER CANDID ADVERTISER

LAST December C. J. Latta of Shenandoah, Iowa, discovered that "truth in advertising" pays richly. Now another candidate for the Diogenes medal comes forward—Manager C. L. Roser of the Al Ringling theatre, Baraboo, Wisc.—and he, too, has found that frankness is profitable.

Recently Manager Roser had on his hands a picture acquired through block booking and which, according to his best information, was not likely to inspire his patrons with much enthusiasm. So he said in his newspaper ad: "Here's another we cannot recommend. Many professional reviewers fail to have any compliments whatever for this picture—which is one of the group we were compelled to buy in order to secure '.....' and other productions of merit. You might like this one, or you might not—it isn't up to the standard we wish it were."

Expecting a decided falling off for the week, Roser was astonished when he found, after a check-up, that the advertisement instead of reducing the attendance for the week had increased the revenue far above his expectations. It is not unlikely that an ad of this sort stimulates people to go and see for themselves if the attraction in question is really a good picture or a bad one as hinted. At any rate, we now have two converts to the policy of candid advertising expression, and these are likely to lead to many more.



Ann Rork, 17-year-old daughter of Producer Sam E. Rork, who is making a most promising film debut in Marion Fairfax' First National picture, "The Desert Healer."



Hal Roach, producer of several series of comedies for Pathe release, caught by the photographer in a jovial mood after closing new contracts.

LIKE FATHER, LIKE DAUGHTER

SAM RORK, the showman-producer, has signed a new star—Miss Ann Rork, his 17-year-old daughter. He hadn't planned a picture career for her, either, but with such a father how could she do otherwise than follow his footsteps in "show business?" When she insisted that she would prefer a film debut to the social one planned for her, Rork consented to a lengthy test. This was taken by Maurice Tourneur and was so satisfactory that Marion Fairfax not only gave her a part in "The Desert Healer" but enlarged the role to provide her a greater opportunity.

Rork still reserved judgment, however, and it was not until her work in the picture had convinced both Miss Fairfax and Tourneur that she was a "real trouper" that he gave his consent to a continued screen career and signed the contract binding him to it.

If Ann's screen performances are as consistently good as Sam's pictures, then we may announce the ascent of a new screen luminary right now. And the photo, shown elsewhere, speaks for itself.



Elenore Meherin, author of "Sandy" (Fox), has a bouncing boy of her own. She married the San Francisco editor who gave her her first job.

K. C. STAR ON CENSORSHIP

THAT worthy publication, the *Kansas City Star*, took a "fall" out of literary censorship the other day, in commenting ironically on the so-called 'clean books bill' before the New York state legislature, which applied equally as well to picture censorship. The punch line was:

"Herein lies the danger of literary censorship—it gives a political weapon into hands that are too likely to be unfit to wield it. Some legislators are terribly afraid the people won't be governed enough. What they seem to need is the political wisdom to recognize that the best and most effective protection to public morals is public opinion. That will very quickly terminate the life of any publication that persistently offends it."

DOING IT UP BROWN

IT looks as though Clarence Brown has grabbed off one of the directorial plums of the year in "The Trail of '98," which he will direct for Metro-Goldwyn-Mayer by arrangement with Joseph M. Schenck. Brown has wanted to do this story ever since he first read it, seven years ago. It will be made on an heroic scale, with exteriors filmed in the Klondike on the actual locations of the story. Brown will start work in about three weeks, after finishing "Kiki."



Mary Alden is said to give the finest of her many splendid performances in "The Earth Woman," a Mrs. Wallace Reid release through Associated Exhibitors.

AWARDING THE * * * * *

TWO asterisks were handed out this week by the National Board of Review, according to the current bulletin. The subjects to be favored with this mark of merit were "Felix the Cat in Slumberland," an Educational cartoon release, and Pathe Review No. 5, showing marriage customs in Korea, river boats of Dresden, and the Arcturus expedition.



Leading players in "The Flaming Frontier," Universal's Western epic of pony express days and the Indian warfare; left to right: Hoot Gibson, Anne Cornwall, George Fawcett, Kathleen Key and Dustin Farnum. Gibson plays the pony express rider, while Farnum portrays General Custer.

Canon Chase Meeting Ends in Wrangling and Disputes

Ramsaye and Rembusch Uphold Freedom of Screen

WRANGLING and recriminations marked the Fourth National Motion Picture Conference which held a three-day session at the Congress Hotel in Chicago, starting February 10th, under the auspices of the Federal Motion Picture Council.

The resolutions which Canon W. S. Chase, chairman, and his "blue" followers at the conference, expected to pass had tapered off considerably from the specific indorsement of the Swoope and Upshaw congressional bills calling for federal censorship of motion pictures before a vote was taken and the final resolutions which avoided the use of the word "censorship" read that: "Until there is a sufficient accumulation of evidence of scientific character to show that regulation of the films for minors is undesirable, this conference declares itself as approving an adequate means of local, state, federal, or international regulation of the motion picture industry."

Although partially defeated, Canon Chase, before the close of the conference, besought the delegates to write to Congress asking for an immediate hearing on the Swoope and Upshaw bills and for any other moving picture legislation which, he said, would doubtless result from the Chicago meeting.

Voliver W. Stewart and other delegates who were unable to secure recognition on the floor of the convention, later in the corridor denounced the high handed methods of the convention.

Charges were made that Canon Chase and others sought to railroad legislation commendatory of the Upshaw bill through the conference.

Court Verdict Halts Sunday Pictures

SUPREME Court Justice Abraham L. Kellogg has rendered a decision which may have far reaching effect on the smaller cities, towns and villages in New York state. It permanently restrains the Board of Trustees of Canastota, N. Y., from calling a special election of the voters of that town on the Sunday motion picture proposition.

The Board of Trustees of a village or its governing body may, by passing an ordinance, allow Sunday moving pictures, but to submit such matters to the voters is illegal, declares the court, and is an unwarranted waste of public funds as the vote of the people on the proposition under the law would have no binding force and effect.

Theatres Ignored by Manitoba Council

DESPITE the pleadings of the exhibitors of Manitoba for the past two years, the Manitoba Provincial Government ignored the theatres when an order-in-council was read before the Manitoba Legislature at Winnipeg on February 12 which provided for changes in the Provincial amusement tax. The two changes announced affected other taxable activities, the amusement tax on horse racing being raised and the admission tax on amateur sport events being abolished altogether. No change was made in the theatre admission tax at all.

Mrs. David Ross of Indianapolis, president of the Indiana Endorsers of Photoplays, declared outside the meeting, "From the first this convention has been packed with delegates determined on the final day of the meeting to indorse the Upshaw bill and all talk of deliberative discussion is merely a blind to conceal a predetermined purpose of the blue law advocates," and later from the floor let fly broadsides against the idea of Washington regulation of Keokuk's films on the floor of the convention.

Terry Ramsaye declared that "if the motion picture on the average is bad today then the American public has gone wrong by the largest plurality ever polled. The motion picture of today is made and controlled by the box office." He said, in part: "Nobody is for the motion pictures but the people."

"Nobody cares about the motion picture, for itself alone, except the fifty-five million customers who go to the box office to buy what they want. . . ."

"Realize this: not one of those famous stars was made by the motion picture industry. Not one of them was advertised or even named on the screen until they had become great even though nameless. It is hard to believe it, but it took the motion picture business seventeen years to learn to advertise. It has surely learned it now. D. W. Griffith evolved the foundation of modern screen technique in total obscurity and was the admitted master of the art for nearly five years before his name ever saw type or screen. The motion picture industry probably has never made a star, and likely never can. I recall now two beautiful young women upon whom millions, literally millions of dollars, have been spent in vain in the effort to make them stars. Money and power can make them well known, but it can not make the public accept them or any one else. Publicity helps but it does not create and the masters of the screen are merely servants, succeeding as they serve."

"If the motion picture on the average is bad today then the American public has gone wrong by the largest plurality ever

polled. The motion picture of today is made and controlled by the box office. Successively we have seen the domination of the motion picture pass in thirty years from the inventor to the producer to the distributor and lastly down to the retailer, the exhibitor, the man who meets the public at the door and gets its judgment every night. Men who began as producers have had to travel the whole route to keep their places in the industry. The public made them do that.

"If motion pictures in general offend what we may term the old American idealism it is fair to look about and try to find out whose America this is. It is assuredly not the America that the leaders of this movement were born into. It is a new America—not necessarily better or worse than before, but new. The motion picture reveals this new America with extreme clarity. I have heard of people who blamed the mirror for the way they looked, before."

"Miss Jane Addams of Chicago not many weeks ago cheerfully advised that it would be well to keep in touch with youth. America has young ideas. The motion picture has them too."

"I have been hearing this row about motion pictures for about fifteen years. I am reminded of Mark Twain's observation about cats. He said that in his youth the noises in the backyard made him fear that the entire feline race was about to be destroyed by internecine strife, but as he grew older he found that the only result was just more cats."

"Motion picture makers have no larger hand in the trend of life today than other large mercantile interests, the makers of newspapers, silk stockings, perfumery, automobiles and saxophones. The motion picture like other media of publicity can speed up social reactions, but it does not create them. They will all come anyway."

"The motion picture is a strand in the yarn of life. Basic human wishes will have to change before the picture really changes much. If there is a war of motion picture censorship it will ultimately have to be fought out with the public."

Frank J. Rembusch, president of the Motion Picture Theatre Owners of Indiana, went still further in his indictment of the Upshaw bill.

"I understand you're talking a lot about censorship at this meeting. I suppose your idea of censoring the movies is that it prevents crime, or something like that. Chicago is a great town to come to, to put over that argument. They've been censoring pictures here for years and it has been so successful in preventing crime that outside of a few instances of boys murdering their friends, and young gunmen and bottleggers running amuck regularly—Chicago is entirely pure."

"Chicago can point in scorn at Indianapolis and Kansas City and St. Louis and say, 'You poor misguided fools. Why not abolish all crime, just as Chicago has done. Get yourself a censor board and chop up the movies and you'll never need policemen. Look what motion picture censorship

has done for Chicago in the way of cleaning up public morals."

"Which is a great argument unless, when you say, 'Look what censorship has done for Chicago,' some foolish Indianan should ask 'What?' Then you'd be entirely stumped for an answer. You're in favor of the Upshaw bill which would establish a bureau of high salaried politicians to stick their fingers in the making of the movies."

"That's great! Providing you get me one of those high-salaried jobs."

"I'm for censorship, whenever I can be the censor. If somebody else is going to do the censoring—then nothing doing."

"Nobody wants censorship but a few of you. About 99% of our population doesn't want it, and you can't tell me that you know more about how this country should be run than they do."

Uncensored movies also found a powerful champion in Judge Ben Lindsay, who spoke as representative of the Colorado Parent-Teachers' Association, and despite the opposition of many reformers who were plainly outspoken in their objections to hearing the other side.

"I oppose censorship because it is making for a flabby, spineless, sinful, hopeless youth. Thank God, the youth now coming in will not stand for it, even if their elders try to impose it upon them. Their rebellion is apparent on every hand."

Other highlights of his address were: "How anyone can make the statement that the movies are getting worse instead of better, I cannot understand. I don't believe it, for if they are it is a terrible indictment of our schools and churches, far more than of the movies. It is proof that they are failing."

"The kick that some people get out of reforming often blinds them to the facts about good and evil and how to overcome evil. A man on a jag is always blind to the things about him."

"Nothing in the last fifty years of the most eventful history of all time has done more to reduce sin and crime and add to the happiness, education and progress of the human race than have motion pictures."

"If we did not have any motion pictures at all, we would have far more crime than we have."

"There is such a thing as going too far in our insatiate demand for artificial restraints. They are a greater crime against youth—fostered as they are, by well meaning people who are ignorant of youth—than all the movies, good and bad, put together."

"Artificial restraints, over emphasized in schools and churches and beheld on every hand in demands for more suppressions, regulations, prohibitions, punishments and censorships, are failing."

"And it is our insistent refusal to substitute more of the natural restraints in homes, schools and churches that is the great cause of crime in this country."

"I insist that the great majority of the movies do thus emphasize them in their true light. Vice is ever shown the enemy and destroyer of human happiness, virtue as the only true course to secure real joys of life—the only course that assures victories worth while."

"In the movies, righteousness wins. Sin loses. The hero triumphs. The villain bites the dust. Not only decency but the pocket book guarantees those general averages. And that is the best we can hope for."

Statistics Show Film Export Trend

Department of Commerce Report Indicates Great Increase in Value of Foreign Market Since 1913

SOME idea of the tremendous gain in export business by the American film industry since 1913, the last pre-war year, is given by a recent report made public by C. J. North of the Department of Commerce, although, as he points out, the statistics reveal but a portion of the gain since they deal only with the declared invoice value of the film exported. Since the revenue derived from prints has increased greatly since that time, the ratio between invoice value and income has risen sharply. Even so, however, the gain shown is extremely impressive.

This foreign trade in motion pictures sprang from comparatively small beginnings. In 1913, the last pre-war year, American exports of motion-picture films approximated 32,000,000 linear feet at a declared invoice value of about \$2,250,000. The war, which halted foreign picture production, gave an enormous impetus to America's foreign trade in motion pictures which lasted in common with nearly all other manufactured commodities through the two years of inflation following the armistice. Even after the slump of 1921, however, it was found that over 140,000,000 linear feet of film at an invoice value of about \$6,500,000 had been sent abroad during that year.

In 1922, the first year that negatives were separated from positives in the Department of Commerce statistical schedule, approximately 8,400,000 linear feet of the former and 125,400,000 linear feet of the latter at declared values of \$700,000 and \$5,400,000, respectively, were exported. Since that time a large rise has taken place each year in our motion-picture exports. In 1923 there were about 8,200,000 feet of negatives valued at approximately \$990,000 and 138,000,000 feet of positives valued at \$5,400,000. For 1924 the footage of negatives, about the same as that in the preceding year, was valued at \$1,300,000, but there were 32,000,000 feet more positives than in 1923, at a declared value of over \$6,000,000.

And this 170,000,000 feet of positives in 1924 has increased to over 225,000,000 feet for the calendar year 1925.

Although these statistics prove the widespread character and tremendous increase of American motion-picture exports, they underestimate by many millions of dollars the value to the American producer of this overseas trade. Government figures for 1924, for example, show the value of American film exports—negatives and positives—as under \$9,000,000. However, the lowest reliable estimate places the gross revenue to the American motion-picture industry from their foreign business as at least \$75,000,000. The reason for this discrepancy is that the American exporter of motion pictures can not possibly know at the time he exports his film what revenue it will bring him from foreign showings. What he does, therefore, is to put on his export declaration an arbitrary invoice value on his film of 3 to 4 cents per foot and these export declarations, of course, form the basis for the Department of Commerce statistics. The only way, therefore, to secure accurate values on our motion picture exports is from the companies themselves.

American foreign trade in motion pictures has been built up against little or no competition. For while other countries—notably, England, France, Germany, and Italy—are all producers, the limited returns from the comparatively few theaters within their borders—4,000 in England, 2,500 in France, 3,700 in Germany, and 2,000 in Italy, compared with over 15,000 theaters in the United States—has forced their producers to keep production costs much below those of American make.

Foreign producers, in the realization that they can not compete individually with the American "movie," are endeavoring through their Governments to secure legislation that will limit the number of American pictures shown.

To illustrate, for every foreign-made picture admitted for showing in Germany a

picture produced in that country must be offered as compensation. This decree went into effect on January 1, 1925, and before that date the American product held over 80 per cent of the German market. Such a system, known as the "Kontingent" or "one for one" system, is now with modification being considered by a number of other important European countries, notably England, France, and Czecho-Slovakia, and has already been adopted though not yet actually put into effect in Hungary on the basis of 1 in 30. Even in Australia a recent law requires the showing of 1,000 feet of British Empire film in each program.

In many other ways, too, foreign Governments are striving to limit the introduction of American pictures. England, for example, besides considering the requirement that exhibitors must show 10 per cent British-produced film based on each three-months' period, this amount to reach 25 per cent by 1929, is talking also of a subsidy to her producers, the creation of a national studio, and other schemes of a like nature.

France has provisionally decreed that after January 1, 1928, the showing of films printed on inflammable stock is prohibited. This would automatically force American pictures to have special prints for the French market—these American pictures being almost entirely printed on such stock as against the French product, which in nearly every case is noninflammable.

Thus, the United Kingdom screens 90 per cent American production; France goes higher than 75 per cent; Germany, up to January 1, 1925, 80 per cent; the Scandinavian countries, nearly 80 per cent. The Latin-American nations show our pictures in similar proportion, as do also the countries of the Far East, Australia being our third largest market with over 90 per cent American pictures. Canada shows practically as many American films in proportion to its theaters as we do in the United States.

Move to Abolish N. Y. Commission

Bill Introduced Similar to That of Last Year, Would Put
An End to Censorship in Empire State

ONCE more a move is to be made to abolish the New York State Motion Picture Commission, a bill to that effect having been introduced last Thursday in the New York State Legislature by Assemblyman Frederick L. Hackenburg, a Democratic lawyer of New York City. The bill calls for the abolishment of the commission on July 1, next and the transfer of all books and records on or before that date, to the state comptroller, who will be authorized to work with the attorney general in clearing up any outstanding proceedings instituted by or against the commission. The bill is identical with the one of a year ago, which was defeated.

This year, however, there exists a different situation and one that must be reckoned with as a possibility towards bringing about the abolishment of censorship in the Empire State. Although this year's bill is again introduced by a Democrat, and undoubtedly the companion bill in the Senate will be sponsored by a Democrat, the Republicans, who are in the majority in both houses, will not be so strongly set in opposing the bill as in years past, as there is no longer any Republican patronage to the commission.

In connection with the possibilities of the present Hackenburg bill being passed, it should also be borne in mind that in other years more than one Republican member of the New York State Legislature would have voted to abolish censorship had he been per-

Committee Named to Sift Charges

AT the regular meeting of the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware a committee was appointed to investigate allegations lodged against certain Philadelphia exchanges which have been insisting it is claimed, that all paper and advertising material be purchased from them at the time of renting film.

Exhibitors are maintaining that by this action on the part of some of the exchanges they are compelled to pay three times what it would ordinarily cost for such accessories and further, that the paper obtained from the exchanges is unmounted and very perishable. A committee consisting of I. Perlin, George Naudascher, Elliott Goldman, H. Meeker and Ben Fertle was appointed to investigate the allegations and negotiate with the exchanges for the abolition of the practice.

mitted to follow his own personal inclinations rather than the dictates of the Republican leaders. When the Hackenburg bill goes to a vote, it is absolutely certain that there will be more than one break in the Republican ranks.

The bill as introduced this year, by Hack-

enburg, would wipe out the commission a little more than four months hence. If it passes the Legislature, Governor Smith will not lose a single moment in signing the bill as he has long advocated the elimination of censorship.

Up to this week, there had been a more or less general opinion that the censorship commission might be abolished by the simple expedient of giving it no place in the reorganization of the many state departments and commissions. Although the Hughes reorganization committee will not make its report to the Legislature until February 22, there is a report around the state capitol to the effect that the Motion Picture Commission will be continued as a bureau and that the Hughes committee will recommend it becoming a part of the State Education department.

On account of the widespread interest in motion picture censorship in New York state, there will be a public hearing later on on the Hackenburg bill. Up to the present time, three bills of interest to the motion picture industry have thus far been introduced at the present session of the New York State Legislature, the three being the bill to eliminate news reels from censorship provisions, the admission of unaccompanied children to motion picture theatres outside of the metropolis at certain hours and under certain conditions, and this last one to wipe out censorship entirely.

Vote to Repeal All Admission Tax

Senate Would Abolish Tax in Entirety; Also Insists Upon
Amendments to Revenue Revision Bill

BY a vote of 36 to 34, later ratified by a vote of 40 to 27, the Senate has provided for the repeal of the admission tax in its entirety, and the revenue revision bill, adopted on February 12, has been sent to conference with instructions to the conferees to insist upon the amendments of the Senate.

The admission and dues taxes were thrown out on an amendment offered by Senator King of Utah, who asserted that they savored too much of war taxes and were a constant reminder of the war to the public. He pointed out that the House had agreed to exemption of the spoken drama but had made no change in the present 50 cent exemption for other amusements. The Senate finance committee had given no special relief to any class, but had increased the exemption to 75 cents, estimating that a tax of about \$20,000,000 would be secured under that change which, it was declared, the Government needed.

Senator King held that the income and corporation taxes paid by theatre owners would be increased, by reason of the additional business secured on a tax-free basis, to such a point as practically to offset the \$20,000,000 loss through repeal of the tax in its entirety, and asserted that the Senate, in repealing the inheritance tax and lowering the rates on income surtaxes, was making excellent provision for relief of the

J. D. Williams Launches N. Y. Corporation

BEFORE leaving for London on February 13th, J. D. Williams and George T. Eaton registered the incorporation of British National Pictures of New York for the transaction of the English company's American business. C. L. Yearsley is president and treasurer of the American concern and will be in charge at the New York office in the Strauss Building, 565 Fifth Avenue.

wealthy but had done little or nothing for the poor people.

The administration is now looking to the House of Representatives to save the Government from a possible deficit of \$100,000,000 this year by compelling the restoration of some of the taxes cut out of the revenue bill by the Senate during its tax-cutting orgy, which marked the last hours of its consideration of the measure.

Whether this confidence is misplaced will be learned when the conferees of the Senate and House report back to their respective bodies the tax bill which will represent the final word of Congress. The situation today is very similar to that of a few years

ago, when President Harding depended upon the House to rectify tax cuts made by the Senate, only to see the House agree to the Senate's action practically all along the line. And in many quarters it is freely predicted that history is about to repeat itself.

As passed by the House and Senate, many of the tax changes advocated by the administration are assured. The outstanding points of difference between the two bodies, in addition to the admissions and dues taxes, are the surtaxes, estate tax, and capital stock taxes. Other differences are considered of lesser importance. They are in accord on other points, such as increased personal exemptions and lower normal taxes, and repeal of the publicity provisions.

Name Committee to Study Undesirable Pictures

Recommendation that a committee be appointed to study undesirable motion pictures and theatrical performances and recommending city ordinances and state legislation that might bring about any necessary improvement was made by the General Committee on "Our Community and Its Youth" of the St. Louis Community Council. Mrs. Ira L. Bretzfelder, 4738 Westminster Place, is chairman of the committee.

CLAYTON P. SHEEHAN Made Fox Foreign Manager

CLAYTON P. SHEEHAN, for nine years with Fox Film Corporation, has just been appointed manager of the Foreign Department. During his first six years with the company Sheehan was engaged in sales development in the Eastern District, covering Albany, Buffalo, Cleveland and Detroit. He was given charge of the Buffalo office and later became District Sales Manager.

Three years ago Sheehan began an inspection of the Fox foreign offices which dot the entire globe. He visited South America first gaining an insight to the necessities for amicable trade agreements between this country and the sister republics to the south.

The following year Mr. Sheehan made a survey of Europe and the needs for friendly international dealings. After returning to the United States he began a world tour, covering Australia, Japan, China, the Philippines, the East Indies and Egypt. Many offices were established by Mr. Sheehan and he standardized the system of transacting business in all of them.

With such a highly developed working knowledge of foreign requirements Mr. Sheehan is well-fitted to the task of operating the Fox Foreign Department.



Ohio Executive Board Meets

Three Measures of Importance are Discussed Before Large Attendance

THE executive board of the Motion Picture Theatre Owners of Ohio met at Hotel Statler in Cleveland Tuesday, February 9th. The executive board members of the Cleveland Motion Picture Exhibitors' Association were guests of the state executive board.

Three important measures were taken up at this meeting. One of them relates to membership in the national exhibitor organization. Another has to do with the zoning plan, as now in operation, and the third pertains to summer closing. As to the first, the board passed a resolution pledging to turn over \$3500 to the M. P. T. O. A. For this sum, all members of the Motion Picture Theatre Owners of Ohio automatically become members of the Motion Picture Theatre Owners of America, without being assessed added individual dues. This arrangement holds good for one year.

The summer closing subject was brought up and fully discussed. While some members of the board maintained that it was good to close during the summer, that patrons returned to the movie theatres with renewed interest and that the loss by being closed was fully made up later by added patronage, other members stated that when the movie habit was broken, it was difficult to revive it. So it was finally decided that the organization as a whole do nothing in regard to the summer closing, and that the matter be left for every individual exhibitor to decide for himself.

Dissatisfaction especially in Cleveland and Akron with the zoning plan, as now enforced by the Cleveland Film Board of Trade led to the passage of a motion for the appointment of a committee, composed of Cleveland and Akron members to consult with the Cleveland Film Board of Trade for the purpose of readjusting the present zoning plan.

Members of the state executive board attending this meeting were: Messrs. Wil-

liam James, president; Palmer, Dann, Kelley, Gullier, Beverson, Fenberg, Lind, Smith, Schwalm, Harwood and Dunleavy. The Cleveland Motion Picture Exhibitors Association executive members in attendance were Messrs. Schwartz, Scoville, Gusdanovic, Burton, Greenberger, Shenker, Harry Horwitz, M. B. Horwitz, Ptak and Levine.

Iowa Exhibitors Planning March Meeting

A convention of the M. P. T. O. A. of Iowa will be held in Des Moines sometime during the month of March, says B. I. Van Dyke of the Royal theatre, Des Moines who is a member of the directing board of the association. The tentative date set is March 16 but the definite plans have not yet been made.

E. P. Smith of the Strand at Newton is acting as secretary of the association and he will send out notices to the exhibitors as soon as the complete arrangements are made. No united move has been made by the association in regard to the music tax. It will come up for discussion at the March meeting.

Fire Damages Houses in Illinois Towns

Fire started by a short circuited electric motor did damage estimated at \$2,000 in the Liberty Theatre, East St. Louis, Ill., on February 12. Patrons of the theatre left the house quietly and the house was cleared when the firemen arrived on the scene.

The Liberty Theatre, Murphysboro, Ill., was also damaged by fire the night of February 6. The projection booth was destroyed and other minor damage resulted. Repairs will be made immediately.

New Organization Joins Kansas-Missouri

An organization to be known as the Friars, and which will become a part of the M. P. T. O. Kansas-Missouri, will be formed soon, according to C. E. Cook, business manager of the M. P. T. O. K-M. The new body will be composed of ministers, civic leaders and club workers.

The decision to form such an organization, admittance to which will be by invitation only, came after the sentiment of the exhibitors had been sounded. The Friars will act in advisory capacity only, attend all conventions and meetings and co-operate with the exhibitors in every manner possible. Through such a merger, which indirectly would link the exhibitor body with the most powerful civic clubs of the city, it is hoped to be able to cope effectively with any unfair legislation or political encroachment. It virtually was agreed this week that the next annual convention of the M. P. T. O. K-M. would be in Joplin, Mo., early in April.

Ousted Orchestra Leader Sues Union

Archie J. Bott, orchestra leader at the O'Fallon Theatre, 4027 West Florissant avenue, St. Louis, Mo., on Saturday, February 13 filed suit in the St. Louis Circuit to enjoin his expulsion from the Musicians Mutual Benefit Association, Local No. 2, American Federation of Musicians.

The suit which also names as defendants, Clarence H. and Chester Kaiman, owners of the theatre also asks the court to prevent the union from interfering with a contract he is under to furnish an orchestra for the theatre.

Oshkosh Theatre Suffers \$20,000 Fire Loss

Close to \$20,000 loss was suffered at Charles Bauman's Star Theatre at Oshkosh, Wis., when fire gutted a portion of the building. Bauman had just completed the remodelling of his pretentious apartment located in the theatre building, when the flames completely ruined the effort. He was in Milwaukee during the past week to adjust the loss to local exchange men when three features and an installment of a serial were found to be among the losses of the fire.

Kansas - Missouri Lets Slide Contract

A CONTRACT for \$6,000 a year on slide advertising was closed this week between the M. P. T. O. Kansas-Missouri and one of the largest department stores in Kansas City, through C. E. Cook, M. P. T. O. K-M manager.

The slides will be operated in fifty theatres in Kansas City, Mo., and Kansas City, Kas. But Cook does not intend to stop with that accomplishment. In a few days he will leave on a trip through the territory and endeavor to arrange similar contracts in all the larger towns of the Kansas City district. The money will be used for general expenses in maintaining the organization's headquarters.

Theatre Building Boom on Increase

Reports From Big Cities All Over Country Show New Houses Under Way or Being Contemplated

FROM Kansas City, Chicago, San Francisco and practically all parts of the United States come announcements of contemplated theatre building plans, which reveal the greatest boom of the kind in the history of the industry.

The Comerford Theatres, Inc., of Scranton, Pa., capitalized at \$50,000, obtained a charter of incorporation at the State Department in the capitol at Harrisburg. Of the authorized capital, \$5,000 has been paid in, the par value of the shares being \$100. The purpose of the corporation is to "own, operate and manage theatres and places of amusement."

The incorporators are M. E. Comerford, of Scranton, who owns 16 2/3 shares and who is head of the Comerford interests which control about one hundred picture or vaudeville theatres throughout the United States and Canada; M. B. Comerford, Scranton, 16 2/3 shares, and Frank C. Walker, of New York city, 16 2/3 shares.

Dispatches from Williamsport, Pa., state that plans for two new picture theatres for that city have been announced. The Chamberlain and Comerford interests, have announced plans for a \$625,000 theatre on the site of Hotel Sterling, destroyed by fire a year ago.

The second theatre, to cost approximately \$150,000 will be erected by the Lycoming Amusement Company, composed of local men, on the site of the former Williamsport Eagles' Home, opposite the City Hall. Work on both structures is expected to start in the Spring.

The Saxe Amusement Enterprises are well up to schedule in making good their promise of expanding to more than forty theatres before the end of the present year. Already they have purchased the Bijou Theatre at Racine, Wis., from Owen McKivett, and are beginning their program of \$50,000 improvement to the house, to make it one of the finest in Racine. Ground is soon to be broken for the construction of a new million dollar house at Madison, the state capital, which will probably be named the Capitol.

Another chain of theatres has been organized in the Kansas City territory—the American Theatres, Inc., with \$500,000 capitalization. Jack Truitt and Lee Jones are at the head of the venture. Several deals for theatres are pending, they announced. The houses included in the circuit thus far are: the Sedalia, Strand and Liberty theatres of Sedalia, Mo., the Grand theatre of Moberly, Mo., and another new house being built at Moberly.

Harry Charnas, and Jesse Fishman, president and general manager of Standard Film Service Company, have taken over the chain of Ohio motion picture theatres operated by Howard Frankel. These theatres include the Weber theatre, Dover; Cinderella, Coshocton; Windsor, Canton; Rivoli (formerly called the Zane) Zanesville; Ruble, Logan; and Majestic, Sidney. Charnas and Fishman also own the Southern and Hippodrome at Bucyrus.

Three new theatres are to be built in Joplin, Springfield and Pittsburgh, Kas.

The steel work in the Springfield house has already been put in place.

W. G. Underwood, president of Specialty Film Co., has increased his theater holdings with the purchase of three more houses from L. W. Brophy, including Brophy's Yale at Muskogee, Okla., and houses at Claremore and Venita. Underwood has also bought the Strand, Muskogee, from Dan Myers.

William Epstein of San Antonio and Houston is building a big first-run at St. Mary's and Commerce Sts., in the former city. It is practically ready. In Houston, Epstein who is president of the Main Realty Co. is now receiving bids for a theatre to cost \$404,000. Actual construction starts March 6, with nine months set for the building period.

Many Chicago suburbs and near-by towns are included in a theatre building boom. Great Lakes Theatres, a subsidiary of Balaban & Katz, and operating only outside of the "Windy City," will erect three, one each in Highland Park, Lake Forest and Waukegan.

In Lake Forest, a house seating between 1,000 and 1,200 will be erected, and at Waukegan, property has been leased from the Y. M. C. A. for a house.

Michael Clamage and Albert Baskind have purchased the corner site at Main St. and Dixie Highway, Homewood, for a new theatre and business building.

The University Theatre Co., headed by Clyde Elliot, will shortly commence work on a theatre costing \$300,000 and seating 2,000 at Evanston.

League Calls Film Congress in June

International Meeting in Paris to Consider Interchange of Pictures, Censorship, Educational Use and Other Problems

MANY problems vital to the international film trade will be taken up at a congress called by the Institute of Intellectual Co-operation of the League of Nations, to be held in Paris in June. The exact date will be announced shortly. Representatives of leading motion picture corporations, important producers and members of various societies working for the improvement of the photoplay will be invited to attend. Particularly important at this time is the fact that the aims of this congress are contrary to the policies and restrictions now threatened in many parts of Europe, and that the Institute desires to work for the free and unhampered interchange of worth-while films.

An organization committee is now working in Paris, preparing for the conference, collecting documents for the official reports. Those invited to take part will be requested to send material to the secretary to be used in making up the program and the reports.

Among the questions to be considered are: the means of encouraging and rewarding the production of good pictures; ways of in-

creasing the circulation of the best films so that they will reach even the smallest villages all over the world; the elaboration of a catalog of scientific films and the organization of their international exchange; a more extended use of films in general education and in the schools; whether film censorship is necessary or whether its abolition is desirable, and if desirable, what form it should take.

Information may be obtained in the United States from Rene Batigne, 247 Park Ave., New York City, and in France from the secretary of the conference, Fred Cornelissen, 2 rue de Montpensier, au Palais-Royal, Paris, 1.

Edward L. Bernays, it was announced this week, has been appointed film commissioner for the United States in connection with the congress.

The French government has given the Cinema division of the International Institute of Intellectual Co-operation handsome, permanent quarters in the Palais-Royal, which is in itself a striking proof of the increasing recognition given the mo-

tion picture as an important factor of modern artistic and social life.

While the Institute, like the league itself, suggests and recommends and has no authority to enforce its decisions, it has the power to make influential recommendations to the various governments. The purpose of the conference will be mainly to gather authentic and complete data which may be used as the basis of an intelligent solution of international film problems.

The Institute was formally inaugurated on January 16th in Paris, at which time prominent officials of the League of Nations and of the French government spoke. The program of the Institute embraces all the arts and sciences and their international co-ordination, and the recognition given the motion picture in this group is a deep tribute to the growing power and worth of the photoplay.

What part America will play in the conference is not yet known, but in view of the international situation existing the Institute hopes for full co-operation and participation from the American industry.

Government Officially Declares Picture Industry Fourth Largest

THE UNITED STATES GOVERNMENT has now stated officially that the motion picture industry "is the fourth largest in the country in terms of capital invested."

This is the first authentic and official statement as to the rating of the motion picture business. In the past, estimates made by various persons have rated it as fourth, fifth, sixth and even tenth.

The Government statement is contained in a communication to the House of Representatives from President Coolidge, dated January 29, 1926, transmitting an estimate from H. M. Lord, Director of the Bureau of the Budget. The estimate asks, among other things, for an appropriation of \$26,000 to establish in the Bureau of Foreign and Domestic Commerce a section devoted to the interest of the motion picture industry, and to provide special facilities for handling legislative and other measures against American motion pictures in foreign countries.

Jersey Gets Insurance Bill

Gives Public Utilities Commission Power to Supervise Fixing of Rates

ASSEMBLYWOMAN May M. Carty, on behalf of the New Jersey unit of the M. P. T. O. A. has introduced into the Jersey legislature a bill which would empower the public Utilities Commission to supervise the fixing of the basic rates of insurance.

In explaining the nature of the bill President Joseph M. Seider of the Jersey association said:

"The New Jersey Theatre Owners have for the past year been making every effort to induce the New Jersey Rating Board to bring the basic insurance rates in line with the rates of other states. This the Fire Underwriters' Association, supported by the insurance companies, has failed to do. In a similar respect for over a period of three years the theatre owners in the City of New York have been waging a campaign for the

reduction of the basic rate of insurance. Sometime ago a reduction was granted to fire-proof theatres which have movable scenery. In behalf of the Motion Picture Theatre Owners of New Jersey, I wish to emphasize at this time that the New Jersey Theatre Owners will not stop their efforts for just relief, even if it becomes necessary to appeal to the legislature for an investigation of the methods used by the insurance companies in the State of New Jersey."

The Bill classifies fire underwriters' associations or bureaus engaged in fixing rates for fire insurance as Public Utility Companies and making them subject to the provisions of the Public Utility Law, and giving the Board of Public Utility Commissioners the power to make the necessary rules and regulations.

New Companies Chartered for N. Y. State

Motion picture companies chartered by the secretary of state and entering the business in New York state during the past week, included the following: Battery Amusement Corporation, \$10,000, Nathan Sugarman, Lee Rothschild, Stanley Boskoff, New York city; Herab Amusement Corporation, \$1,000, Herman Savage, Abraham Shimberg, Mary Wilson, New York city; Cantor Comedies, Inc., capitalization not specified, Lew Cantor, William Brandell, Herman F. Spellman, New York city; Rockcent Realty Corporation, \$10,000, Sydney W. Stern, Jacob A. Wolf, Samuel Marks, New York city.

Reade Buys Two Houses in Kingston, N. Y.

Walter Reade, one of the largest individual theatre owners in New Jersey, has purchased from O. S. Hathaway of Kingston, New York, two houses in Kingston known as the Keeney and the Opera house. The purchase price of both houses is estimated at \$400,000. Reade intends to start extensive alterations on both theatres and operate them with high class Keith vaudeville. This makes a total chain of thirty houses for Reade in New York and New Jersey.

Paramount Exploitation Men Assigned

Oscar Kantner, manager of Paramount's reorganized exploitation department, has assigned four new men to the field. They are Myron Shellman, assigned to the Charlotte Exchange, with the Memphis territory also under his direction; Carl O. Weaver, Cleveland branch; Elmer R. Burger, Des Moines, with Omaha also in his territory; F. L. Collins, Indianapolis and Louisville.

New F.B.O. Promotion Chiefs



The two men who will head the reorganized advertising, exploitation and publicity department of Film Booking Offices, as announced by Colvin M. Brown, vice-president in charge of distribution; left, Hyatt Daab, director of advertising and exploitation, who has been in charge of publicity at the West Coast studios; right, Edward McNamee, newly appointed director of publicity, who also continues as Sales Promotion director.

Fire Destroys Iowa City Blank House

The Englert theatre at Iowa City, one of the houses belonging to A. H. Blank, Iowa movie magnate, burned on the morning of February 13. The theatre is a total loss. The Englert was one of the three houses owned by Blank in Iowa City, the other two being the Garden theatre and the Past Time theatre. The theatre will undoubtedly be rebuilt at once.

Supple Joins Whitman Ad. Service

ED SUPPLE, recently resigned publicity manager of Pathe Exchange, has become associated with the Whitman Advertiser's Service, 1182 Broadway. While in his new work Supple will engage in several different fields of merchandising, he expects to launch plans for his company shortly looking to motion picture advertising that will mark a departure from methods employed in the past.

Supple was long identified with the picture industry. Before joining Pathe in 1923 he was assistant managing editor of Motion Picture News, on which editorial staff he served for over four years.

Plan Greatest Production Schedule

First National Program Calls for Expenditure of
\$11,000,000 at East and West Coast Studios

FIRST NATIONAL PICTURES has mapped a production schedule for the east and west coasts which Richard A. Rowland, General Manager, declares will entail an expenditure of nearly \$11,000,000 on forthcoming pictures. Approximately forty big productions are scheduled to be made this year in the Los Angeles studios where John McCormick is general manager of production activities.

At the Eastern studios, A. L. Rockett and Earl Hudson will make four pictures each, Robert Kane will contribute four more to the program, C. C. Burr plans two pictures starring Johnny Hines following "The Brown Derby" in which he is now working, and it is probable that Richard Barthelmess will make another production in the East following the completion of "Ransom's Folly" now being made in Hollywood.

"Owing to the building of our new studios at Burbank," said McCormick, "we will, of course, have additional production units which naturally calls for a readjustment of our working plans.

"C. P. Butler has been signed to take charge of the erection of the new studios. His new post in our organization is that of business manager and the building of the new plant to house our productions will be under his supervision. Hal Barter, formerly with the Lasky organization, will be associ-

ated with Mr. Butler."

According to McCormick, Dave Thompson will hold the post of production manager with Dan Kelly in the post of casting director. The auditing division comes under the management of A. J. Hughes.

June Mathis will have charge of the making of four features during the coming season. The writer is now in the East preparing plans for the stories she will produce under her banner for First National release.

Also in the East at this time, is B. P. Fineman, formerly general manager at the F. B. O. studios who has been signed to supervise the production of four pictures during the coming season. Fineman is now making all plans for his unit organization and will be ready to take active hold immediately on his return, scheduled early in March.

Wid Gunning, former magazine editor and recently active in studio production, has been signed to be associated with McCormick in the production of the Colleen Moore pictures and "all-star" productions that will come directly under Mr. McCormick's supervision.

The forthcoming season will bring to the screen, through First National, Joseph M. Schenck productions, starring Norma Talmadge and Constance Talmadge. Colleen Moore will provide four big features, the

first being "Irene" recently completed. Corinne Griffith will make four productions and Harry Langdon's schedule calls for three feature-length comedies, the first of which, entitled "Tramp, Tramp, Tramp," is practically finished.

In addition to the four June Mathis productions, the four to be made under the guidance of B. P. Fineman, four feature-length westerns produced by Charles Rogers and the four features to be supplied by McCormick's own units, there will be the product of producers directly affiliated with First National including Edwin Carewe, M. C. Levee, Sam Rork, Marion Fairfax and others.

The scenario division is separated into various units with many well-known writers and authors working hard to finish stories for immediate production. Among these are Julian Josephson, Winifred Dunn, Adela Rogers St. Johns, Lois Leeson, William Conselman, George Bradley, Jack Fowler, and the scenario staff of the Joseph M. Schenck offices and that of the Sam Rork and Marion Fairfax division.

The First National organization plan is to be housed in their new studios early in June. Work is now being rushed on building activities and laying out the many new stages and buildings that will grace the new property.

Motion Picture News Prize Contest For Branch Managers and Film Salesmen

GREAT interest has been aroused by the offer of a prize of One Hundred Dollars for the best article from any branch manager or film salesman on the subject:

"How MOTION PICTURE NEWS Helps Me in My Contact With Exhibitors."

The competition will close at midnight on July 1, 1926. Articles should be type-written and limited to 1,000 words, if possible. They may be as short as the contestant desires. The judges will be the editorial staff of MOTION PICTURE NEWS.

In case two or more articles are deemed of equal merit, the full amount of the prize will be given to all articles so tying. The winning article will be published in full together with a short history of the winner's career. Articles deserving honorable mention will also be printed.

Competing articles should be addressed to the Editor, MOTION PICTURE NEWS, 729 Seventh Avenue, New York City, and the name and address of the contestant should be written on the first page.

All branch managers and salesmen are eligible to compete. Manuscripts cannot be returned. Copies should be kept by contestants. MOTION PICTURE NEWS cannot be responsible for loss of manuscripts in transit. Proof of mailing will not be considered proof of receipt.

Universal's "Flaming Frontier" Premiere at Colony Theatre, New York, in April

UNIVERSAL'S super-picture of the West, "The Flaming Frontier," will have its world premiere at the B. S. Moss Colony theatre, New York City, early in April, the exact date to be announced shortly. The presentation will be one of the highlights of Carl Laemmle's twentieth anniversary celebration. "The Flaming Frontier" is a story of the days of the old-time West; West Point life in the '70s, political intrigue in Washington under President Grant when the "Indian question" was one of the issues of the day, which culminated in "Custer's Last Stand" as shown in this picture.

Thousands of Indians, U. S. Cavalry troops, scouts and plainsmen take part in this sequence. Colonel George L. Byram, U. S. A. retired, who made the original survey of the battlefield for the report of the U. S. War department supervised the battle scenes and military accessories.

Hoot Gibson and Dustin Farnum head the cast of players which include George Fawcett, Anne Cornwall, Noble Johnson, Ward Crane, Kathleen Key, Walter Rodgers and Joe Bonomo.

The story was written and directed by Edward Sedgwick and adapted by Edward J. Montagne and Charles Kenyon. It was photographed by Virgil Miller.

Report Acquisitions by Publix Said to be Planning New Houses in Florida; Linked With Midgley Project at Oakland, Cal.

UNOFFICIAL reports from Miami state that Publix will build additional theatres in Miami Beach and Buena Vista. Information from this source, unconfirmed by officials of the company in New York, is that when the present plans are carried out Publix will have ten theatres in Greater Miami. The Buena Vista house, which will cost \$500,000 to erect, and the Miami theatre, the Olympia, scheduled to open this month, are being financed by the organization itself. The Miami Beach theatre is being built by Joseph B. Leach and Ernest W. Patterson, who will lease it to Publix.

It was reported in Oakland, Cal., that Rex Midgley, owner of the American theatre there, will build a 3,000 seat house in association with Publix, the report stating that a downtown site has been acquired.

Publix is operating the Rialto, Sugg and Kozy Theatres in Chickasha, Okla. These houses were acquired by the company some time ago.

Reports that Publix corporation through the Shea interest have leased the theatre to be built at Main street and West Northrup place, Buffalo by Hager-Askey-Forrest, Inc.,

are denied by a local official of the Shea Operating company. This official, however, does admit that representatives of the North Main builders have conferred with Mr. Shea on the proposition, but to date no decision has been made in the matter. The deal for the new house in Kensington section, where Publix will build this spring, is all set and work will begin at once.

Two Cleveland Houses Have Fire Damage

A fire in the Standard Theatre Building, Cleveland one day last week, filled the theatre with smoke and water, causing a loss of \$1,500. Five hundred people were in the theatre at the time, but there was no confusion in emptying the house. The fire broke out in one of the upper floors of the building. Victor Wolcott operates the Standard theatre.

Another fire in the projection booth of the Madison theatre caused a loss of \$1,750.00 to the owners, Messrs. Seoville, Essick and Reiff last week. The fire burned up most of a print of "The Merry Widow." No one was hurt. The audience apprised of the fire, left the theatre in orderly fashion.

Erwin is Representative in Georgia Assembly

The picture industry will have a strong representative in Andrew C. Erwin when the special session of the General Assembly of Georgia convenes late this month. Erwin is a former Mayor of Athens and part owner of the Palace theatre in that city. He is Clarke County's representative in the General Assembly.

Tillson Will Manage New Butterfield House

Roy Tillson has resigned as manager of the Fuller Theatre in Kalamazoo, Mich., to become manager of the new State Theatre in Pontiac, Mich. The latter is the newest addition to the Butterfield Circuit, which will open late in February playing vaudeville and pictures.

Yeggs Loot Two Houses in Missouri Cities

Bandits who dynamited the safe of the Columbia Theatre, Columbia, Mo., Monday night escaped with \$1,200. The robbery was not discovered until about noon the next day.

Mrs. Pauline England, cashier of the Newman theatre, Kansas City, paid \$204 for just a glimpse of a partly concealed revolver this week. Several men were loitering in the lobby of the theatre, when one of them walked over to the ticket window where she was counting out \$700 in receipts. As she looked up she was facing a revolver partly concealed in the coat sleeve of the bandit, who threatened to shoot if she screamed. She promptly pushed out \$204, whereupon the bandit went on his way.

Hays Will Conduct Health Survey in Industry

Dr. Lee K. Krankel, head of the welfare work of the Metropolitan Life Insurance Company is to make a general survey of the health conditions in the motion picture industry in Hollywood at the request of Will H. Hays. While Hays considers Hollywood a health resort at the present time, he also feels there are many ways in which the health and physical well being of employees may be advanced. It is his desire to make conditions absolutely ideal.

Dr. Frankel performed a similar service for the Post Office department when Hays was in charge there and it brought much in the way of beneficial results.

Walpole Ginn Passes Away in Flushing

Walpole E. Ginn, in 1919 associated with the Goldwyn sales forces in the Boston territory, died at his home in Flushing, Saturday, February 6, from pneumonia, after a five day illness. At the time of his death, Ginn was preparing to go to Florida, where he had extensive real estate holdings. He is survived by his wife, and a four year old daughter; also a brother, sister and his parents. He was 35 years of age.

Declares Apathy Over Music Tax

IN a letter to J. H. Michael, chairman of the Buffalo zone of the Motion Picture Theatre Owners of New York, Congressman Clarence MacGregor expresses regret at the seeming apathy of those who should be interested in the proposed move to amend the copyright law to eliminate the tax on music now being paid by amusement interests to the American Society of Authors, Composers and Publishers.

The letter in part says: "The Motion Picture Theatre Owners of New York state some time since requested me to take some action to the end that the copyright law be amended so as to put a stop to the drastic methods of the society referred to. I myself think that the activities of this organization should be curtailed but it can only be done by active, energetic methods. If all of the amusement interests of the country would combine for energetic action there is no doubt in my mind that the copyright act could be amended limiting the copyright protection to the sale of the music."

Fox Combines Mail Order, Non-Theatrical Depts.

FOX Film Corporation has combined its mail order and non-theatrical departments. The new unit will function under the direction of

Aaron Fox, who for the past year has been manager of the sales section using the mails as its means of getting and distributing business.

The consolidation is a natural step. Both departments had much in common and have always



Aaron Fox

occupied adjoining space at the Fox Home Office.

Compensation Bill is Again Introduced in N. Y.

A bill amending the New York state workmen's compensation law, to the end that it will include within its provisions all employees in motion picture studios in New York state, who do not receive more than \$25 a day or \$100 a week, in wages, was introduced in the New York state Legislature, on Tuesday of this week, by Assemblyman Meyer Alterman, of New York city. The bill is identical in its wording with the one of a year ago, which did not get further than being assigned to a committee.

Niagara Falls Theatre is Damaged by Fire

Projection machines, films and equipment of the Queen Theatre, Niagara Falls, Ontario, were destroyed in a fire which broke out in the projection room of the theatre on the night of February 11, while the house was crowded to capacity. The patrons retired from the theatre quietly, however, and there was no panic. The loss was estimated by Manager A. Huttelmeier at \$6,000.

Greta Nissen to Play in "Love Thief"

Universal has signed Greta Nissen to play the lead opposite Norman Kerry in "The Love Thief," adapted from the story by Margaret Mayo. It will be directed by John McDermott as one of the special productions of Universal's 1926 program. In the supporting cast will be Nigel Barrie, Borgatto, noted Italian actor; and Charles Puffy.

Receivers Are Named for Vital and Davis

PROCEEDINGS in involuntary bankruptcy were commenced last week by three employees of Vital Exchanges, resulting in the appointment of Matthew B. Sentner as receiver. The court order provides that the business be continued by the receiver for ten days, and it is hoped that within such period arrangements can be made to conserve the assets of the Company and to prevent the loss of the large amount of bookings already secured.

This situation resulted in the commencing of a friendly proceeding in equity in which Louis H. Rowe was appointed receiver for the Davis Distributing Division, which Company is distributing its productions through Vital Exchanges. J. Charles Davis 2nd, president of the Davis Distributing Division, announces that this equity receivership is designed to protect the interests of the various distributors releasing through the Davis Company and also the creditors of that Company. Mr. Davis further states that he is perfecting plans to carry on the distribution of these productions and to secure distribution facilities throughout the entire country; not only in the territory covered by the Vital organization but in the balance of the country where exchanges of Vital had not yet been established. He desires to assure exhibitors that the entire program of the Davis Distributing Division will be released.

Fox Theatre Building Plans are Rumored in Pacific Northwest and Twin Cities

ALTHOUGH no definite information could be obtained at the Home Office in New York, persistent rumors were in circulation this week to the effect that the Fox Theatres Corp. would erect houses in Portland, Ore., Seattle, Tacoma and Salem, as well as Minneapolis, St. Paul and Duluth. This would carry Fox into the strongholds of two powerful circuits, Jensen & Von Herberg and Finkelstein & Ruben.

According to reports, the Twin City houses would be of 3,500 seating capacity each, with the Duluth house somewhat smaller. Fox had no first run outlet in these cities for three years, but after filing a suit against F. & R. to force fulfillment of contract, James R. Grainger closed an arrangement for one year last fall.

It is understood that the Fox policy will ultimately include the building of high class neighborhood houses to support the downtown first runs, along the lines of the Balaban & Katz Chicago plan.

Meanwhile, it was announced this week that Fox would build a 3,200 seat house in Passaic, N. J., ground to be broken within four weeks. Plans have been drawn by A. Ginsberg. Passaic, with a population of 80,000, has but 7,200 seats at present, all in the hands of the Fabian interests.

It was also reported that Fox had purchased the Clinton Square theatre, a neighborhood house in Newark, N. J.

Contact Bureau in M.P.T.O.A.

E. Thornton Kelly Appointed to Direct Activities and Will Assign Field Men

BUSINESS Manager Joseph M. Seider this week announces the establishment of a contact bureau at National Headquarters of the Motion Picture Theatre Owners of America. Seider has appointed E. Thornton Kelly as the Director of this Bureau. Under Kelly will be a number of field men who will be subject to assignment to all parts of America in the interests of the National Organization.

The establishment of this Bureau has long been contemplated by Seider. Its development, so far as the trade is concerned, however, has been exceedingly rapid since the public intimation of the need of this department was first carried in an editorial by Mr. Seider in the February 1st issue entitled "Locarno, Why not in the Motion Picture Industry?"

A few days after the Official Bulletin had made its appearance came a terse announcement from National Headquarters that Mr.

Seider had designated Mr. Kelly as his envoy to interview Western leaders in the interest of the Motion Picture Theatre Owners of America. Mr. Kelly left New York for Chicago and a few days following his absence matters in the contract situation came to a head, necessitating the appearance in New York of many leaders.

As a result of this conference and the adoption of the contract, practically all of these leaders and Mr. Seider came together. In other words, as Mr. Seider describes it, the ambition of the National Organization to include every exhibitor in the United States within its fold was materially benefited by this contract conference. Thus, the National Business Manager recalled his envoy and promoted him to the leadership of the permanent Contact Bureau which the Motion Picture Theatre Owners of America now boasts.

Drive on Undesirables Opened

Des Moines Inaugurates Movement to Stamp Out Unethical Business Tactics

EXCHANGE managers in the Des Moines territory are mapping plans to eliminate all undesirables in the various local sales forces. It is planned to take drastic measures against those using detrimental measures to the good of the industry. The shake-up promises to be far reaching so as to serve as an object lesson to other territories where similar conditions prevail.

It is said that these conditions are destroying confidence between exhibitors and distributors. It has been declared that "bottle of booze" contracts are the rule rather than the exception in the Iowa territory and that side agreements between salesmen and exhibitors are creating havoc in an effort to have contracts enforced.

Among other things it is declared the practice is made of inserting "trick clauses" in the exhibitor's copy of contract with a

different form submitted to the company.

The new drive against these undesirables took definite shape at a recent get-together of salesmen as the guests of the Des Moines Film Board when several speakers discussed the subject.

Vilma Banky Again With Valentino

Vilma Banky, Hungarian beauty has again been chosen as Rudolph Valentino's leading lady in "The Son of the Sheik," which goes into production soon for United Artists under the direction of George Fitzmaurice. The engagement of Miss Banky is through special arrangement with Samuel Goldwyn, to whom she is under contract. The coming production will be sponsored by Joseph M. Schenck.

Plans Shaping Rapidly for Los Angeles Convention of M. P. T. O. A.

PLANS are already shaping rapidly for the annual convention of the M. P. T. O. A. to be held in Los Angeles from June 1st to 5th inclusive. Among other reports made by Glenn Harper, Secretary of the California unit, to Joseph M. Seider, business manager of the M. P. T. O. A., was one to the effect that Cecil B. DeMille will serve as a head waiter and all of his stars as waitresses at a banquet and ball being planned by De Mille at his Culver City studio one night during the convention.

The Ambassador Hotel will be the convention headquarters in Los Angeles and local managers are making miles of banners and streamers to properly decorate.

The special train which will conduct the exhibitors in the Eastern and Middle Atlantic States to Los Angeles will be the first transcontinental express of its kind. Reservations are reported coming in rapidly. They should be sent at once to Sam Sonin at National headquarters.

Theatre Bootleggers a Menace

Seider Issues Warning at Annual Installation of Brooklyn M. P. T. O.

TWO warnings were issued by President R. F. Woodhull and Business Manager Joseph M. Seider of the Motion Picture Theatre Owners of America at the eleventh annual installation of officers of the Brooklyn M. P. T. O. last week. One was to beware of "Theatre Bootleggers" and the other the "Dyspeptic Minds."

Seider described as "theatre bootleggers" and "screen leeches" those temporary exhibitors "whose system of encroaching upon territory already meritoriously and adequately covered by pioneer exhibitors is being done through no other purpose than for the milching of the industry."

The Business Manager said the industry

must be purged of those people who become exhibitors solely for the reason of "bleeding our honest members by compelling them for the sake of their very existence to buy up these business-destroying decoys erected by theatre bootleggers."

In sounding the warning against what he described as "dyspeptic minds," President Woodhull said he would inaugurate a speakers bureau at national headquarters to which all forceful personalities and convincing speakers would be eligible. Such a bureau would make it possible for an unjust or unwarranted attack upon the industry to be immediately retarded and stifled at its very source.



Highlights from the "Lefty" Flynn starring vehicle for F. B. O. release titled "The Traffic Cop."

Public Favors Bible History

De Mille Contest Reveals Lack of Interest in Love and Sex Themes

ASUMMARY of public opinion so far expressed in the Cecil B. De Mille-Los Angeles Times "Idea Contest" shows the Bible and history are leading love and sex themes by ten to one as suggested ideas for big pictures.

De Mille recently announced he would distribute \$2,100 in cash prizes for original story ideas. The latest response shows 80 percent as favoring Biblical and historical subjects. The lives of strong American and early Christian leaders are suggested more often than the contemporaneous events they helped create.

The astounding feature of the report is the very few friends of love and sex themes. Where these are advanced most of the suggestions are that they be used as background or relief for a universally recognized occurrence of fact and history.

"This national canvass of the public will result in a better understanding between producer and public," said De Mille. "It is revealing to me that the public is tiring of the frivolous and nonsensical in their pictures and that it wants, above all, a wholesome educational element."

Arbitration Board Names New Members

New members of the Ohio Joint Board of Arbitration have been announced. They include Max Shenler, Family Theatre, Cleveland; Charles Burton, Lincoln Theatre, Cleveland; Louis J. Frisch, Harbor Theatre, Ashtabula Harbor. M. B. Horwitz, J. J. Harwood and J. Schwartz, all of Cleveland, were chosen alternates.

Fire Chief Injured When Film Explodes

While attempting to put out a fire in the Star theater, Oshkosh, Wis., caused by explosion of film, Edward F. Kelley, assistant fire chief, was burned seriously in a second explosion. An audience of 200 moved quietly out but the theatre suffered \$15,000 damage.

Two Hundred Reels Are Donated to Leper Colony

APPROXIMATELY two hundred of motion picture films donated by Metro-Goldwyn-Mayer, Universal and Famous-Players Lasky were shipped last week to the leper colony at an isolated port in Balboa, Canal Zone through the offices of the Motion Picture Producers and Distributors of America, Inc. Among the photoplays donated are prints of many of the outstanding pictures with many of the best known stars featured.

The films were delivered to the Chief Officer of the Medical Supply department of the United States and were addressed to Colonel W. P. Chamberlin, Chief of the Sanitary Corps in Balboa.

Unique Window Display for "Time, the Comedian"

Exceptional attraction value distinguished the unique window display for "Time, the Comedian" used in St. Louis by Loew's State Theatre there.

Against a colored background of drapes, was silhouetted a figure of the conventional Father Time, while a little to the right of the figure was a revolving globe, representing the world, and bearing on its surface the photos of principals in the picture.

Baby spot lights were used to illuminate the revolving world, a red light on one side, and a green light on the other.

This window was designed by Mr. Maurice Davis, director of Publicity at Loew's State.

Carl Laemmle Off to Universal City

CARL LAEMMLE was not back from Europe long before he departed early in the week for Universal City to supervise production on the Greater Movie List, Universal's schedule of big pictures for the 1926-27 season.

Accompanying Laemmle on the trip to the coast were his son, Carl Jr., Andre Mattoni, European film star who has been engaged to appear in Universal pictures, and E. A. Dupont, noted Ufa director, who is to make pictures under the Universal banner.

Helene Costello Opposite Raymond Griffith

Director Arthur Rosson has selected Helene Costello, 19-year-old daughter of Maurice Costello, to play opposite Raymond Griffith in "Wet Paint," production on which was scheduled to start this week at the Paramount studio in Hollywood. Others in the cast are Bryant Washburn, Natalie Kingston and Henry Kolker.

Horton Will Start "Whole Town's Talking"

Edward Everett Horton will start another comedy under the direction of Edward Laemmle at Universal within the next ten days. It is titled "The Whole Town's Talking."

Joan Crawford Wins New M-G-M Contract

Joan Crawford, one of the 1926 Wampas baby stars, has been awarded a new contract by Louis B. Mayer, vice-president of Metro-Goldwyn-Mayer, in charge of production.

American Sahara for "Beau Geste"

EXTERIOR scenes for Herbert Brenon's Paramount production of "Beau Geste" are to be made on the desolate wastes of Arizona along the Mexican border. Starting on March 15th 1750 men will be housed in temporary quarters six hours journey by automobile, mule and foot Southwest of the desert town of Yuma, Arizona. Wallace Beery, Neil Hamilton, Norman Trevor and Buddy Rogers have been assigned important places in the cast.

Little Billy Star in "Charley's Niece"

LITTLE BILLY, diminutive actor and well known as a vaudeville headliner, will have the title role in "Charley's Niece," Al Lichtman's first production for release through Universal. Billy is known to vaudeville audiences from coast to coast, as he has been a Keith headliner for several seasons.



Little Billy

Featured with Little Billy in "Charley's Niece" are Madge Kennedy, Creighton Hale, Flora Finch, Ethel Shannon and David Butler. The production is being made at the Tec-Art studios in New York under the direction of Harley Knoles, who is also the author of this full length comedy.

Leonard to Exploit for Universal

Frank Leonard has resigned from the exploitation department of F. B. O., where he has been serving in New York for the past four years, and will join the exploitation staff of Universal Pictures. He is one of the best known exploiters in the industry.

Gertrude Olmstead to Play Opposite Sills

Milton Sills will have Gertrude Olmstead opposite him in the feminine lead of "Puppets," his next starring vehicle for First National, which Al Rockett will produce in New York.

Virginia Pearson to Appear in "Silence" Cast

Virginia Pearson, one of the earliest film stars, has been added to the cast of "Silence," the Max Marcin crook melodrama of the same name which was adapted for the screen by Beulah Marie Dix. Rupert Julian is directing the production at the De Mille studios with a cast which includes, in addition to Miss Pearson, H. B. Warner, Vera Reynolds, Raymond Hatton, Rockcliffe Fellows, and Jack Mulhall.

Banner Starts Work on "Whispering Canyon"

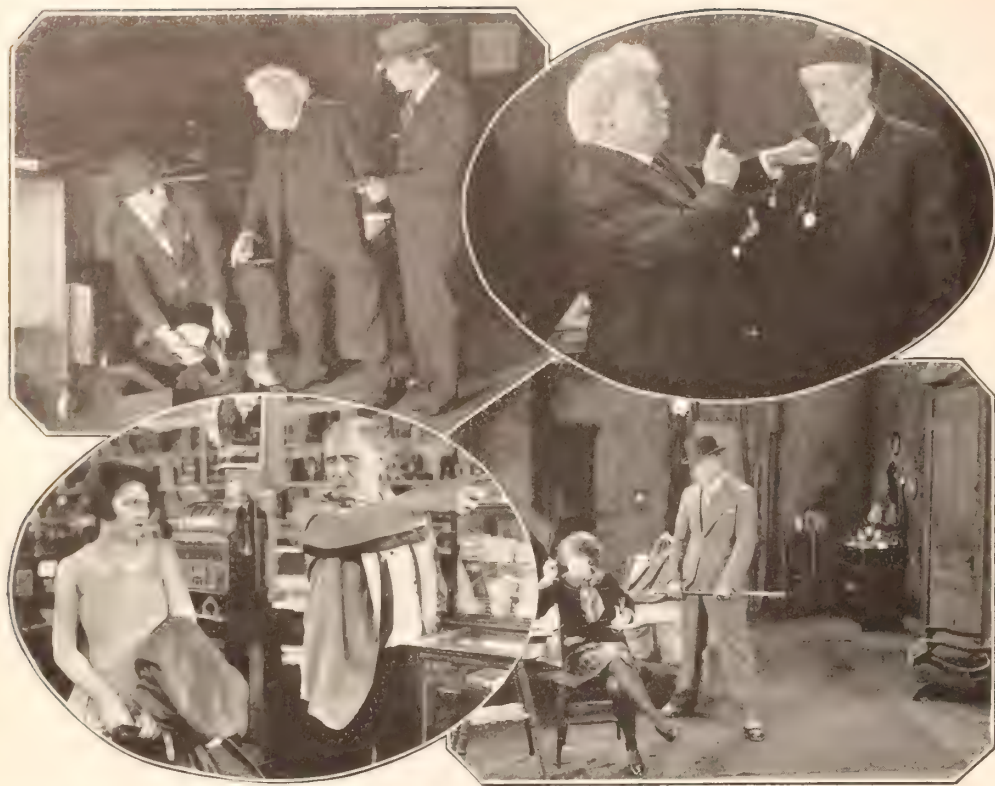
With the Lionel Barrymore picture, "Brooding Eyes," completed, Banner Productions has started photography on "Whispering Canyon," a picturization of John Mersereau's novel of the western timber lands. Tom Forman is directing. Jane Novak and Robert Ellis have the leading roles, while in the supporting cast are Joseph Swickard, Lee Shumway, Eugene Pallette, James Mason and Edward Brady.

Syd Chaplin Premiere Set for S. F.

THE world premiere of the Syd Chaplin starring vehicle, "Oh! What a Nurse" is scheduled for opening of the new Alexander Pantages Theatre in San Francisco February 20th. Bay City officialdom and society and officials and stars from Hollywood will participate in the ceremonies. Syd Chaplin and director "Chuck" Reisner will be on hand, as will as many members of the company and Warner stars who are at liberty.



Dramatic highlights from the Fox production "Siberia."



Scenes from the Marshall Neilan production "Wild Oats' Lane" released through Producers Distributing Corporation.

Universal Signs Many Players

Number of Well-Known Actors Secured for Parts in Forthcoming Productions

A NUMBER of prominent film players have been signed by Universal to appear in forthcoming productions of that company which will include four productions to be started shortly.

Viola Dana will appear opposite Kenneth Harlan in "Crashing Timbers" with Henry B. Walthall in a prominent supporting role. Frank Hagney, DeWitt Jennings, Fred Kohner and Bill Kent will also be in the cast.

Louise Fazenda will be seen in the cast of "The Old Soak," Edward Sloman's picturization of the Don Marquis stage play which he will also direct. George Louis, June Marlowe, George Siegman, and Wil-

liam V. Mong will also appear in this production in which Jean Hersholt is starred.

Edward Everett Horton will be starred in "The Whole Town's Talking" under the direction of Edward Laemmle and the supporting cast will include Dolores Del Rio, Trixie Friganza, Virginia Lee Corbin, Malcolm White, Robert Ober and Margaret Quimby.

Mack Swain, comedy "heavy," Cissy Fitzgerald, and Billy Kent, the child actor, will play supporting roles in "The Big Night," Laura La Plante's forthcoming starring production, which Melville Brown will direct.

Columbia Acquires New Plant

Company Purchases California Studios in Hollywood for Extensive Production Plans

COLUMBIA PICTURES CORPORATION has purchased the California Studios located on Gower Street near Sunset Boulevard in Hollywood. The transaction involves the studio grounds comprising eight acres with a 350 foot frontage on Gower Street; three stages, administration buildings and various producing equipment.

Columbia announces that more than \$250,000 will be spent for improvements on the property. A modern stage measuring 150 by 270 feet will be erected and additional equipment will be installed. The name of the studio in the future will be Columbia Picture Studio. The company's production activities were formerly housed in the Clune studios, also in Hollywood, under the name of Waldorf Productions.

With the move to the new plant all pro-

duction activities will be conducted under the Columbia name and all pictures for the coming season will be under that brand. For the 1926-27 season the Columbia output will be greatly increased.

Filming of "Yellow Fingers" is Finished

"Yellow Fingers," Olive Borden's first starring vehicle for Fox Films, has just been completed under the direction of Emmett Flynn. This adaptation of the novel of the South Seas by Gene Wright known as "The Just and the Unjust" has a cast which includes Ralph Ince, who plays the leading male role, and Claire Adams, Edward Piel, Nigel de Brullier and May Foster.

Pathe Editing New Rex Feature

"THE Devil Horse," a new seven-reel feature starring "Rex," the equine actor is now being edited and previewed preparatory to distribution to the theatres by Pathe. The story is an original by Hal Roach and the picture was made largely in Montana and Wyoming, where Indian tribes and wild horses were used in many of the thrilling scenes.

The human cast in "The Devil Horse" is headed by Gladys McConnell, Yakima Canutt and Robert Kortman. Fred Jackman, who has directed all of the Rex features is responsible for the current film. Releasing arrangements will be announced shortly.

Mulhall Added to Cast of De Mille's "Silence"

Jack Mulhall has been added to the cast of "Silence," now being produced at the Cecil De Mille Studio. H. B. Warner has the leading role, while in the supporting cast are Vera Reynolds, Raymond Hatton and Rockcliffe Fellowes. Rupert Julian is directing.

Long in Comedy Role in "Eve's Leaves"

Walter Long, well known as a screen villain, is to play a comedy character in Leatrice Joy's starring vehicle, "Eve's Leaves," for Producers Distributing Corporation release. Paul Sloane is directing and William Boyd plays opposite the star.



Colleen Moore as "Irene," the screen adaptation of the stage success of that title in which she will star for First National.

Doug's "Black Pirate" to Open at Selwyn

PRODUCTION work has been completed on the new Douglas Fairbanks picture, "The Black Pirate" and printing and assembling is now going forward rapidly under the direction of Albert Parker, who also directed the picture. A contract has also been signed for the showing of the picture at the Selwyn Theatre in New York City on March 8th. It is expected Fairbanks will arrive in New York within a couple of weeks to be present at the opening.

"Molasses" in Production at United Studios

Production on "Molasses," M. C. Levee's feature comedy, has been started at the United Studios in Hollywood under the direction of Al Santell. This adaptation of a Saturday Evening Post story is to be the first of a series of three comedy productions to be made by Levee this year.

The cast for "Molasses" includes George Sidney and Charlie Murray in the featured roles with Vera Gordon, Kate Price, Jack Mulhall and Gaston Glass in support. Arthur Edson will supervise the lighting and photography.

Production of "Sandy" is Progressing Rapidly

With the exception of the court room sequence the interior scenes of "Sandy," the Elenore Meherin story which has been published serially in the newspapers throughout the country, have been finished and Harry Beaumont, the director, is now engaged with the exterior shots. Madge Bellamy is playing the name role and Bardson Bard, Harrison Ford and Leslie Fenton are in the cast. "Sandy" is scheduled for release by Fox on April 11.

British National Pictures Signs Overbaugh

British National Pictures, Ltd. has signed R. Field Overbaugh to a long term contract as photographic supervisor of the new studios now being erected at Elstree, near London. Overbaugh was responsible for the photography on such pictures as "Nell Gwyn," "The White Sister" and "Dr. Jeckyll and Mr. Hyde."

Anita Stewart Signs for Fox Feature

Fox has signed Anita Stewart, who will be seen for the first time in a picture by that company when she assumes the leading feminine role in "Rustling for Cupid," a Peter B. Kyne story that has just gone into production. George O'Brien has the leading male role opposite the former Vitagraph star and Irving Cummings is directing.

Zasu Pitts Joins "Early to Wed" Cast

Zasu Pitts has been added to the cast of "Early to Wed," a new Fox offering being directed by Frank Borzage. Matt Moore and Kathryn Perry have the leading roles.



Scenes from the Metro-Goldwyn-Mayer release titled "Ibanez' Torrent."

"Mare Nostrum" Opens in N.Y.

Brilliant First Night Audience Grooms
Newest Rex Ingram Production

AT one of the most brilliant first nights of the year Rex Ingram's picturization of the famous Blasco Ibanez novel, "Mare Nostrum," with Alice Terry and Antonio Moreno in the leading roles, had its premiere at the Criterion theatre, New York, Monday evening, February 15. A distinguished first night audience was present.

With the opening of "Mare Nostrum" a new record is established for Broadway presentations. Metro-Goldwyn-Mayer now has "The Merry Widow" at the Embassy, "The

Big Parade" at the Astor, "Ben Hur" at the George M. Cohan and "The Auction Block" at the Capitol. Metro-Goldwyn sponsors "Mare Nostrum," making five pictures playing along the big street and all presented by the same organization.

The first night audience at the Criterion last Monday contained any number of well known film and stage celebrities. John Gilbert attended and King Vidor was also on hand. Norma Shearer and Eleanor Boardman were other Metro-Goldwyn-Mayer stars who enjoyed the Rex Ingram production. Chester Conklin, Fannie Hurst, Grace George, May Allison, Frances Howard and Peggy Kelly also attended and there were hundreds of others.

Ethel Gray Terry has Role in "Hard Boiled"

Ethel Gray Terry has been added to the cast of "Hard Boiled," Tom Mix's new production for Fox Films which is being directed by J. G. Blystone at the Fox west coast studios. Helene Chadwick, Phyllis Haver, Emily Fitzroy and Charles Conklin are in the cast.

Marceline Day Cast for Lead in "Toto"

Marceline Day, newest of the Metro-Goldwyn-Mayer stock players, has been assigned to play the ingenue lead in "Toto" which was written and scenarized by Benjamin Glazer. This Metro-Goldwyn-Mayer production, in which Lew Cody and Dorothy Phillips play the leads, will be directed by John M. Stahl under the supervision of Irving Thalberg.

Motion Picture News Booking Guide

"Your Booking Guide is the only real index to pictures that we know of and we could not get along without it. We have a complete file of your Motion Picture News for the past three years and should we fail to get a press sheet, or a salesman tries to tell us something that we might doubt—in an instant we look to see what Mr. Elliott has to say and the Guide is the only way to find it."

PANAMA THEATRE,
Panama City,
Florida.



Some of the highlights from "Secret Orders" an F. B. O. production.

Paramount Will Start Five

Features to be Launched at Long Island Studios Upon Washington's Birthday

FIVE pictures are scheduled to go into production at the Paramount Long Island Studio Washington's Birthday. They are Gloria Swanson in "Fine Manners," Richard Dix in "Take a Chance," W. C. Fields in "The Old Army Game," Bebe Daniels in "The Palm Beach Girl," and D. W. Griffith's "The Sorrows of Satan."

"Fine Manners" is a story by James Ashmore Creelman and Frank Vreeland. It will be directed by Frank Tuttle, who also directed Miss Swanson's last picture, "The Untamed Lady." Eugene O'Brien will play opposite Miss Swanson.

"Take a Chance," the Dix picture is from an original story by Howard Emmet Rogers, who was recently added to the Paramount scenario staff. Alice Mills will play opposite Dix and Gregory La Cava will direct.

The Bebe Daniels starring vehicle, "The Palm Beach Girl," is an original story adapted by Forrest Halsey. Erle Kenton will direct and Lawrence Gray will play opposite the star. Most of the picture will be made in Florida.

"The Old Army Game," the starring vehicle for W. C. Fields, is from the story by J. P. McEvoy, adapted by Luther Reed, and will be directed by Edward Sutherland. Louise Brooks will have the principal feminine role.

The Griffith production, "The Sorrows of Satan" was adapted from Marie Corelli's story by John Russell and George Hull. Adolphe Menjou will play the role of Satan, Carol Dempster, the English girl writer and Ricardo Cortez will be Geoffrey Tempest.

Another important feminine role has not yet been filled.

Assoc. Exhib. Sales Manager on Trip

E. J. Smith, general sales manager of Associated Exhibitors, who just returned from a short tour of the Canadian and Mid-Western districts, left on Thursday of last week for a short visit to the Central Eastern territory for the purpose of studying conditions there.

Dorothy Mackaill Cast for "Ransom's Folly"

Dorothy Mackaill has gone to the west coast to play the leading role opposite Richard Barthelmess in the latter's next First National picture, "Ransom's Folly." It is a Richard Harding Davis story now in production under the direction of Sidney Olcott.

Alice Joyce Off to Coast for "Beau Geste"

After attending the opening of her latest picture, "Dancing Mothers," Alice Joyce has left New York for the coast to assume one of the featured roles in Paramount's "Beau Geste," which Herbert Brenon has started filming at the Lasky studios.

"Ibanez' Torrent" Opens at N. Y. Capitol

"IBANEZ' TORRENT," the latest Cosmopolitan Picture for Metro-Goldwyn-Mayer release will have its first presentation in New York at the Capitol Theatre Sunday, February 21st. The picture was adapted from Vicente Blasco Ibanez' story, "The Torrent" and was directed by Monta Bell.

Greta Garbo, Swedish motion picture star makes her American debut in this production in the featured role of Leonora Moreno, grand opera singer. The supporting cast includes Gertrude Olmstead, Tully Marshall, Arthur E. Carew, Edward Connelly, Mack Swain, Martha Mattox and Lucien Littlefield.

Corinne Griffith to Start New Production

Corrine Griffith is already planning to start work the first week in March on "Into Her Kingdom," though she is only now finishing "Mlle. Modiste," both of which are to be First National releases. Svend Gade will direct the new picture and Einar Hanson will play the male lead opposite the star.

Mix Starts on Last for Current Season

Tom Mix has started "Hard Boiled," his last Fox starring vehicle for the current season. Helene Chadwick has the leading feminine role opposite Mix, with Phyllis Haver cast in the secondary supporting part. J. G. Blystone is directing.



Dramatic sequences from "The Far Cry," a current First National production.

"The Bat" Now in Last Week of Production

After three months of work at the United Studios, filming of "The Bat," the Roland West production being made for United Artists release, is now in its final week of filming. This mystery melodrama, a screen version of the Mary Roberts Rhinehart and Avery Hopwood stage play for which the continuity was written by Julien Josephson, will be released during the latter part of March as a United Artists special.

The cast includes Jewel Carmen, Jack Pickford, Louise Fazenda, Emily Fitzroy, Robert McKim, Tullio Carminati, Andre de Beranger, Eddie Gribbon, Arthur Houseman, Charles Herzinger, Lee Shumway and Sojin Kamiyama.



Highlights of the Fox Film story of the race track "The Dixie Merchant."

Moreno to Play Lead in "Love's Blindness"

Antonio Moreno will play the leading male role, that of a young English nobleman, opposite Pauline Starke in Elinor Glyn's "Dance Madness" which John Francis Dillon is directing under Irving Thalberg's supervision for Metro-Goldwyn-Mayer.

In addition to the principals the cast includes Kate Price, George Wagonner, Walter Tennyson, and Ned Sparkes.

First National Purchases Two New Stories

First National has purchased screen rights to "The Sheik of Florida," by George F. Worts, and "The Lying Truth," by Ralph Spence. The former has been purchased for publication by the Munsey Publishing Company, but had not yet appeared in print. It is described as a romantic comedy-drama laid against the background of a Florida land boom.

John S. Woody to Engage in Production

JOHN S. WOODY, well known executive in the film industry, announced this week that he would enter the production field and that the first production he will sponsor is a feature based on the exploits of Jesse and Frank James and the Younger boys.

A deal has been completed with Robertus Love, of the St. Louis Post-Dispatch, for the motion picture rights to a book "The Rise and Fall of Jesse James" now being printed by Putnam and to be put on the market in the near future. Love, who was a friend of the James family, and whose story is said to contain intimate facts and incidents hitherto unpublished regarding these bandits, has been cooperating with Woody in indicating locations and activities of the James brothers.

Woody has budgeted the cost of the production at \$250,000 approximately and intimates that releasing arrangements will be handled through F. B. O. He has announced the intention of maintaining a selected staff to cooperate with the distributor in the handling of product, but this staff will not undertake to make sales or quote prices but will cover the country to screen pictures for the exhibitor and point out their box office value.

Barthelmess With First Nat'l

Star Signs to Make Eight Productions After Expiration of Inspiration Contract

RICHARD BARTHELMLESS has been placed under contract by First National Pictures to make eight feature productions for that company within two years following the expiration of his engagement with Inspiration Pictures. Barthelmess is now producing "Ransom's Folly" for Inspiration and will complete his contract in time to start work for First National in the fall.

This announcement is issued by Richard A. Rowland, general manager of First National, who signed the contract the day before Mr. Barthelmess left for the West Coast to start his new production. The contract is in accord with First National's policy which calls for the expansion of production activities including the enrollment of popular screen players.

During the next few months, every effort will be made to obtain a strong array of stories for the star and although the title is not disclosed, it is announced that the first story, a work of world-wide fame, has been selected.

In commenting on the affiliation, Rowland said in part: "I have always had the highest regard for Mr. Barthelmess, both personally and as an artist. He has gone far in the past few years since his memorable performance in 'Tol'able David.' But I am confident that with the bigger stories he will do even greater things in the future."

"Our relations with Inspiration Pictures, producers of the Barthelmess productions, which we have been distributing, have always been most cordial and continue to be so."

First National Completes "Men of Steel"

"Men of Steel," the First National special with Milton Sills, has been completed after having been in production since the first of November. Sills wrote the picture story from a suggestion received in R. G. Kirk's short story, "United States Flavor." The United States Steel Corporation has co-operated from the beginning with the producing company in the making of the picture. George Archainbaud directed, while in the supporting cast are Doris Kenyon, Mae Allison, George Fawcett, Frank Currier, Victor McLaglen and John Kolb.

Motion Picture News Booking Guide

"The Booking Guide is very useful for reference as to stars and footage on old pictures which are often shown with double features. I consult the Guide very often and always have found what was wanted in my files."

Charles W. Denzinger,
System Theatre,
Syracuse, N. Y.



Scenes from the Warner Brothers comedy-drama 'The Cave Man.'

Associated Inaugurates Drive

Launches Ten Weeks Campaign to Stimulate Sales of Douglas MacLean Feature Comedies

ASSOCIATED EXHIBITORS has started a Douglas MacLean drive to stimulate sales and exhibitor interest in the four comedies made by this present Paramount star for Associated. These pictures are "Going Up," "The Yankee Consul," "Never Say Die" and "Introduce Me."

It was largely because of the reception recorded these pictures that MacLean was signed to a Paramount contract. Since the release of their MacLean features over a year ago Associated has received many commendatory reports from exhibitors.

In the present sales campaign a total of \$2,000 in prize money will be awarded by

Associated Exhibitors to the exchanges and salesmen turning in the largest number of new bookings on the Douglas MacLean features over a period of ten weeks.

E. J. Smith, sales manager of Associated reports that the announcement of prizes in this campaign has already resulted in increased bookings on the MacLean product and he anticipates the demand for the pictures will be so great in the next two months it will be necessary to have additional prints made.

The Special MacLean drive was inaugurated on February 14th and will be divided into two periods of five and six weeks each.

M. G. M. Starts Three on Coast

"Love's Blindness," "Money Talks" and "Lovey Mary" Placed in Production

METRO-GOLDWYN-MAYER started three productions last week on three consecutive days. Director John Francis Dillon began work on "Love's Blindness," Archie Mayo on "Money Talks" and Harry Millarde on "Lovey Mary."

"Love's Blindness" is an Elinor Glyn story, the principal role in which is being played by Pauline Starke. Antonio Moreno has the male lead and the other principals are Kate Price, George Wagonner and Walter Tennyson.

"Money Talks" is a Rupert Hughes story, whose cast so far includes Owen Moore, Claire Windsor and Ned Sparkes.

Agnes Christine Johnston adapted "Lovey Mary" from the novel by Alice Hegan Rice, who was also authoress of "Mrs. Wiggs of the Cabbage Patch." Bessie Love has been given a contract by Metro-Goldwyn-Mayer to play the title role of "Lovey Mary." In

order to secure the full piquancy of Miss Love's beauty and that all the nuances of the filming be faithfully reproduced on the screen, Louis B. Mayer has given a new contract to William Daniels, who was responsible for the fine photography on "Monte Carlo" and other M-G-M successes.

Louis and Conklin Loaned to Fox by Warners

Willard Louis, recently signed on a long term contract to be starred in Warner pictures and Heinie Conklin, Warner comedian, have been loaned to Fox for featured roles in forthcoming productions. Louis will play a prominent part in "The Shamrock Handicap," a John Ford production and Conklin will play the comedy lead in Tom Mix's new feature "Hard Boiled."

Lubitsch's Next to be "The Door Mat"

ERNST LUBITSCH'S next production for Warner Brothers will be "The Door Mat," an American play, whose action is laid in New York City. Irene Rich will have the leading role. The picture is an adaptation from the stage play by Ethel Clifton and Brenda Fowler and was produced on the coast by Louis MacLoon.

This will be Lubitsch's last light comedy or comedy drama before he does his big spectacle for the Warners.

Rayart Secures Good Distribution for Product

Brisk selling of product for the past thirty days is announced by Rayart Pictures Corporation, of which W. Ray Johnston is president. A number of Independent Exchanges throughout the country have bought rights to "The Phantom Police," a serial, Anchor-Radiant comedies, starring Bobby Ray, the Al Hoxie series and eight Reed Howes productions.

Two Original Stories for Canine Star

Two original stories have been written for Peter the Great, the giant shepherd dog star, for release as Gotham Productions next season. They are titled, "King of the Pack" and "The Silent Avenger." The former is an original theme by Ed Faust, one of the brother owners of the dog. "The Silent Avenger" is by Edward J. Meagher, west coast scenarist.



Highlights of "The Scarlet Streak" a Universal production.

Three New Western Stars at Universal

Isadore Bernstein, supervisor of Western productions at Universal City announces three promotions to stardom in two-reel westerns among the Universal ranch riders. The new stars are Curley Witzel, Fred Gillman and King Nestor. Witzel was recently discovered on the Wyoming plains by R. H. Cochrane, vice-president of Universal, while Gillman and Nestor, former cowpunchers, have been with Universal for more than a year.

Andre-Ani Signs Contract With M-G-M

Andre-Ani, costume designer, has been given a new contract by Louis B. Mayer, vice-president in charge of production for Metro-Goldwyn-Mayer. Andre-Ani's first assignment under his new contract will be assisting in designing the new gowns which Greta Garbo will wear in the Ibanez story, "The Temptress," the forthcoming Cosmopolitan production for Metro-Goldwyn-Mayer release.

Dorothy Mackaill Signed by Inspiration Pictures

Dorothy Mackaill will play the leading role opposite Richard Barthelmess in the latter's next picture for Inspiration Pictures titled, "Ransom's Folly." It is an adaptation of the Richard Harding Davis story and is now being filmed on the coast. Sidney Olcott is directing.

"Prisoners of Storm" Next for House Peters

The next starring vehicle of House Peters for Universal will be "Prisoners of the Storm," from the novel, "The Quest of Joan," by James Oliver Curwood. Lynn Reynolds will direct. He expects to start production within the next three weeks.

Lawrence Gray Opposite Bebe Daniels

Lawrence Gray, who has just completed his second part opposite Gloria Swanson in "The Untamed Lady," will have the leading male role opposite Bebe Daniels in her next Paramount comedy, "The Palm Beach Girl." The story is by Byron Morgan.

British National Buys "Madame Pompadour"

ONE of the final pieces of business transacted by George T. Eaton, Herbert Wilcox and J. D. Williams before sailing for London last week was the purchase of "Madame Pompadour" from Joseph M. Schenck. Schenck secured this Continental success in Europe several years ago with the intention of making it a First National special with Norma Talmadge starred.

This production will probably be the last of three which Dorothy Gish is to make for the English concern. Miss Gish sails for London the middle of March.

Gotham Plans Twenty Productions

SAM SAX has completed his lineup of stories and subjects for Gotham Productions to be released through Lumas Film Corporation for the 1926-27 season. Actual production working schedules are now being laid out. There will be a total of twenty feature productions.

Six of these will be de luxe productions known as "Greater Gothams." In addition there will be a series of six standard Gothams and eight "Thrill-O-Dramas," featuring William Fairbanks to be produced in conjunction with Camora Pictures, Inc.

"Perils of Coast Guard" in Production

Work has been started on the fourth of a series of feature melodramas being produced by Gerson Pictures for Rayart release. It is a story of the coast guard on land and sea written by J. N. Natteford titled "Perils of the Coast Guard." Cullen Landis, Dorothy Dwan and Jimmy Aubrey are in the cast.

Florence Turner Selected for "Padlocked"

B. P. Schulberg has selected Florence Turner to play the role of the mother of Lois Moran in Paramount's production of "Padlocked." Miss Moran has the heroine role. The production will be made by Allan Dwan from the story by Rex Beach.



Scenes of dramatic intensity in "The Devil's Circus," a Metro-Goldwyn-Mayer production.

Craft to Direct Cody for Associated Exhibitors

Associated Exhibitors have placed William Craft under contract to direct Bill Cody in a series of westerns. The star and director have made many pictures together in the past. Preparations for the first of these Cody features are now under way and production will commence within a few days at the west coast studios of Associated. The title and supporting cast have not yet been announced.

Baggot Completes "Perch of Devil" Cast

Director King Baggot has completed the cast for Universal's "Perch of the Devil," with the addition of Theodore Von Eltz and Mario Carillo. The picture is an adaptation from the Gertrude Atherton novel and has Mae Busch and Pat O'Malley in the leading roles. Others in the cast are Jane Winton, Anna Mae Wong and George Kuwa.

Paramount Junior Star Off to West Coast

Buddy Rogers, Paramount junior star has departed for the west coast to play an important role in Herbert Brenon's production of "Beau Geste." Ralph Lewis also left for the west for the same production. Brenon is scheduled to start work on the picture next week. Rogers and Lewis completed their work in "Glorious Youth" just before their departure.

Joan Meredith Cast for Chadwick Special

Chadwick Pictures Corporation has assigned Joan Meredith, Wampas baby star, to a prominent role in "Winning the Futurity," a Chadwick special now being made on the west coast. It is an adaptation of the stage play of the same name. Cullen Landis and Clara Horton play the leading roles.

"Bar-C Mystery" to Have Feature Version

Pathe is planning to release a feature version of the forthcoming serial, "The Bar-C Mystery," whose ten chapters will be condensed into a feature length picture as well. Included in the cast are Dorothy Phillips, Wallace MacDonald, Ethel Clayton and Philo McCullough.

"La Boheme" to Open at Embassy, New York

"LA BOHEME," the Metro-Goldwyn-Mayer production starring Lillian Gish and John Gilbert, will be given its premiere at the Embassy theatre, New York City, on Wednesday evening, February 24. This picture, which was directed by King Vidor, was adapted by Fred De Grasse from a collection of short stories of "Life in the Latin Quarter," written by Henry Murger, on which the opera "La Boheme" is based. The screen continuity was prepared by Ray Doyle and Harry Behn.



Exhibitors Box-Office Reports



Names of the theatre owners are omitted by agreement in accordance with the wishes of the average exhibitor and in the belief that reports published over the signature of the exhibitor reporting, is a dangerous practice.

Only reports received on specially prepared blanks furnished by us will be accepted for use in this department. Exhibitors who value this reporting service are urged to ask for these blanks.

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
FAMOUS PLAYERS					
Adventure	1700	Nebr.	Small town	St'my	Poor
American Venus, The	150000	Iowa	1st run	Clear	Fair
	772897	Mo.	1st run	Clear	Good
Cobra	450000	Mo.	Transit	Clear	Good
	5147	Mont.	Small town	Clear	Poor
Enchanted Hill, The	796296	Md.	1st run	Clear	Good
Flower Of The Night	1700	Nebr.	Small town	Clear	Poor
Golden Princess, The	2600	Pa.	Small town	Clear	Big
Hands Up	15000	Iowa	1st run	Cold	Fair
	401158	Ohio	1st run	Clear	Good
Irish Luck	400000	Wash.	1st run	Rainy	Good
King On Main Street, The	1700	Nebr.	Small town	Clear	Good
	553823	N. Y.	1st run	Cold	Fair
	550000	N. Y.	1st run	Cold	Good
	2600	Pa.	Small town	Cold	Big
Lovers In Quarantine	1700	Nebr.	Small town	Clear	Good
	2600	Pa.	Small town	Clear	Big
Man Who Found Himself, The	2600	Pa.	Small town	Cold	Big
New Brooms	2600	Pa.	Small town	Cold	Good
Pony Express, The	1700	Nebr.	Small town	Clear	Big
Regular Fellow, A	1700	Nebr.	Small town	St'my	Fair
	2600	Pa.	Small town	Cold	Big
Rugged Waters	1700	Nebr.	Small town	Clear	Poor
Seven Keys To Baldpate, The	1700	Nebr.	Small town	Clear	Good
Splendid Crime, The	138276	Texas	1st run	Cold	Good
Stage Struck	1700	Nebr.	Small town	Clear	Big
	505675	N. Y.	1st run	Cold	Good
	2600	Pa.	Small town	Clear	Good
That Royle Girl	414216	N. J.	1st run	St'my	Fair
Too Many Kisses	1700	Nebr.	Small town	Clear	Good
Trouble With Wives, The	1700	Nebr.	Small town	Clear	Fair
Vanishing American, The	1500000	Mich.	1st run	Clear	Big
	796836	Ohio	1st run	St'my	Good
Wanderer, The	1500000	Mich.	1st run	Clear	Big
	450000	Mo.	Transit	Clear	Good
Wild Horse Mesa	414216	N. J.	1st run	St'my	Fair
Womanhandled	12055	Ind.	General	Clear	Big
	796296	Md.	1st run	Clear	Good
	414216	N. J.	1st run	St'my	Good
	3500	Texas	Small town	Clear	Good
	400000	Wash.	1st run	Clear	Good
Woman Of The World, A	797296	Md.	1st run	Cold	Fair
	1500000	Mich.	1st run	Clear	Good
FIRST NATIONAL					
As Man Desires	4000	Mich.	Small town	Cold	Good
Beautiful City, The	400000	Wash.	1st run	Clear	Good
Bluebeard's Seven Wives	401158	Ohio	1st run	Clear	Good
Chickie	2600	Pa.	Small town	Cold	Good
Classified	3500	Texas	Small town	St'my	Good
	2700	Vt.	Small town	Clear	Good
Classmates	4000	Mich.	Small town	Cold	Good
Dark Angel, The	505875	N. Y.	1st run	Cold	Good
Desert Flower, The	4000	Mich.	Small town	Cold	Good
Girl From Montmartre, The	450000	Mo.	Transit	Clear	Good
	401158	Ohio	1st run	Clear	Fair
Graustark	550000	N. Y.	1st run	Cold	Good
Her Husband's Secret	2600	Pa.	Small town	Cold	Poor
His Supreme Moment	2600	Pa.	Small town	Cold	Fair
If I Marry Again	414216	N. J.	1st run	St'my	Fair
Infatuation	15000	Iowa	1st run	Cold	Poor
	796296	Md.	1st run	Clear	Good
	450000	Mo.	Transit	Clear	Fair
Just Suppose	15000	Iowa	1st run	Clear	Good
Lady, The	4000	Mich.	Small town	Cold	Good
Live Wire, The	772897	Mo.	1st run	Clear	Good
	400000	Wash.	1st run	Clear	Good
Lost World, The	4000	Mich.	Small town	Cold	Big
My Son	4000	Mich.	Small town	Cold	Fair

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
New Commandment, The	3500	Texas	Small town	St'my	Good
	400000	Wash.	1st run	Rainy	Good
New Toys	629	Kans.	Rural	Cold	Poor
	2600	Pa.	Small town	Cold	Poor
One Way Street, The	3500	Texas	Small town	Clear	Fair
Shore Leave	550000	N. Y.	1st run	Cold	Good
Splendid Road, The	150000	Iowa	1st run	Clear	Fair
Those Who Dance	4000	Mich.	Small town	Cold	Fair
Too Much Money	314194	Ind.	1st run	Clear	Fair
Unguarded Hour, The	796296	Md.	1st run	Rainy	Big
We Moderns	553823	N. Y.	1st run	Cold	Good
	400000	Wash.	1st run	Cold	Good
F. B. O.					
All Around The Frying Pan	796296	Md.	1st run	Clear	Fair
Bloodhound, The	629	Kans.	Rural	Clear	Big
Fighting Demon, The	2717	Okla.	Small town	Clear	Good
Flaming Waters	450000	Mo.	Transit	Clear	Fair
Keeper Of The Bees, The	400000	Wash.	1st run	Clear	Fair
Last Edition, The	150000	Iowa	1st run	Clear	Fair
Midnight Flyer, The	772897	Mo.	1st run	Clear	Good
Parisian Nights	15000	Iowa	1st run	Cold	Fair
Ridin' Comet, The	629	Kans.	Rural	Cold	Fair
Texas Bearcat, The	2717	Okla.	Small town	Snow	Fair
When Love Grows Cold	414216	N. J.	1st run	St'my	Fair
Wyoming Wildcat, The	2717	Okla.	Small town	Clear	Fair
FOX					
Best Bad Man, The	400000	Wash.	1st run	Clear	Good
First Year, The	450000	Mo.	Transit	Clear	Good
Folly Of Vanity, The	3500	Texas	Small town	Clear	Fair
Fool, The	150000	Iowa	Neighb'd	Clear	Fair
	138276	Texas	Neighb'd	Cold	Good
Golden Strain, The	796296	Md.	1st run	Clear	Good
	414216	N. J.	1st run	St'my	Fair
Gilded Butterfly, The	1500000	Mich.	1st run	Clear	Good
Iron Horse, The	505875	N. Y.	Neighb'd	Cold	Big
Kentucky Pride	1700	Nebr.	Small town	Clear	Fair
Riders Of The Purple Sage, The	2600	Pa.	Small town	Cold	Big
Thank You	400000	Wash.	1st run	Clear	Good
Thunder Mountain	400000	Wash.	1st run	Rainy	Fair
Wheel, The	796296	Md.	1st run	Clear	Good
When The Door Opened	400000	Wash.	1st run	Rainy	Fair
Yankee Senor, The	550000	N. Y.	1st run	Cold	Fair
METRO-GOLDWYN-MAYER					
Big Parade, The	1500000	Mich.	1st run	Clear	Big
Black Bird, The	772897	Mo.	1st run	Clear	Good
	553823	N. Y.	1st run	Cold	Good
	138276	Texas	1st run	Clear	Big
Bright Lights	2717	Okla.	Small town	Clear	Fair
Cheaper To Marry	2717	Okla.	Small town	Clear	Fair
Circle, The	2055	Ind.	General	Clear	Good
	4100000	Wash.	1st run	Clear	Good
Dance Madness	796836	Ohio	1st run	St'my	Good
Dixie Handicap, The	2700	Vt.	Small town	Good	Good
Don't	314194	Ind.	1st run	Clear	Fair
Go West	1700	Nebr.	Small town	Clear	Big
He Who Gets Slapped	2700	Vt.	Small town	Clear	Fair
His Secretary	12055	Ind.	General	Clear	Big
	150000	Iowa	1st run	Clear	Fair
	796296	Md.	1st run	Clear	Big
	450000	Mo.	Transit	Clear	Big
	2717	Okla.	Small town	Clear	Fair
	3500	Texas	Small town	St'my	Fair
Janice Meredith	2500	Vt.	Small town	St'my	Good
Lights of Old Broadway	796296	Md.	1st run	Clear	Good
	796296	Md.	1st run	Clear	Big
Masked Bride, The	450000	Mo.	Transit	Clear	Good
	1700	Nebr.	Small town	Clear	Good
	505675	N. Y.	1st run	Clear	Good
	796836	Ohio	1st run	St'my	Good

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
Merry Widow, The (2dwk.)	400000	Wash.	1st run	Clear	Good
	400000	Wash.	1st run	Clear	Big
Midshipman, The.....	5147	Mont.	Small town	Clear	Big
Mike.....	150000	Iowa	1st run	Clear	Fair
	505675	N. Y.	1st run	Cold	Good
	796836	Ohio	1st run	Stm'y	Big
Only Thing, The.....	1500000	Mich.	1st run	Clear	Good
	1700	Nebr.	Small town	Clear	Poor
Rag Man, The.....	1700	Nebr.	Small town	Clear	Good
Sally, Irene and Mary....	150000	Iowa	1st run	Clear	Fair
Soul Mates.....	796296	Md.	1st run	Cold	Good
Sporting Venus, The.....	1700	Nebr.	Small town	Stm'y	Fair
White Desert, The.....	1700	Nebr.	Small town	Clear	Good
Wine of Youth.....	1700	Nebr.	Small town	Clear	Poor

PRODUCERS DISTRIB. CORP.

Braveheart.....	796296	Md.	1st run	Clear	Big
Man From Red Gulch, The	12055	Ind.	General	Clear	Fair
Simon the Jester.....	400000	Wash.	1st run	Clear	Good
Steel Preferred.....	12055	Ind.	General	Clear	Good
	796836	Ohio	1st run	Stm'y	Big
Three Faces East.....	314194	Ind.	1st run	Clear	Fair

STATE RIGHTS

Mine With the Iron Door, The.....	4000	Mich.	Small town	Cold	Good
Morals for Men.....	553823	N. Y.	1st run	Cold	Fair
	401158	Ohio	1st run	Clear	Fair
One Glorious Night.....	4000	Mich.	Small town	Cold	Fair
Other Woman's Story, The	550000	N. Y.	1st run	Cold	Fair
Parisian Love.....	1500000	Mich.	1st run	Clear	Good
Phantom of the Forest, The	772897	Mo.	1st run	Clear	Fair
Unwritten Law, The.....	4000	Mich.	Small town	Cold	Fair
Wizard of Oz, The.....	12055	Ind.	General	Clear	Good
	3500	Texas	Small town	Stm'y	Good

UNITED ARTISTS

Eagle, The.....	772897	Mo.	1st run	Clear	Big
	2717	Okla.	Small town	Clear	Fair
	2700	Vt.	Small town	Clear	Fair

Title of Picture.	Population of Town.	Location.	Class of Patronage.	Weather.	Box Office Report.
Little Annie Rooney.....	2700	Vt.	Small town	Stm'y	Big
Wild Justice.....	2700	Vt.	Small town	Clear	Good
Waking Up the Town.....	401158	Ohio	1st run	Clear	Fair

UNIVERSAL

California Straight Ahead..	4000	Mich.	Small town	Cold	Good
	5147	Mont.	Small town	Clear	Big
Fifth Avenue Models.....	629	Kans.	Rural	Clear	Fair
Oh Doctor!.....	2600	Pa.	Small town	Clear	Good
Phantom of the Opera, The	401158	Ohio	1st run	Clear	Good
	138276	Texas	1st run	Cold	Good
Sporting Life.....	450000	Mo.	Transit	Clear	Big
	505875	N. Y.	1st run	Cold	Fair
Two Fisted Jones.....	796296	Md.	1st run	Cold	Big
Up the Ladder.....	629	Kans.	Rural	Cold	Poor
What Happened to Jones?..	400000	Wash.	1st run	Rainy	Good
Where Was I?.....	550000	N. Y.	1st run	Cold	Good
	2717	Okla.	Small town	Clear	Good
Woman's Faith. A.....	629	Kans.	Rural	Cold	Poor

VITAGRAPH

Santa Fe Pete.....	629	Kans.	Rural	Clear	Poor
Stampede Thunder.....	629	Kans.	Rural	Clear	Big
Wildfire.....	629	Kans.	Rural	Clear	Poor

WARNER BROS.

Being Respectable.....	1700	Nebr.	Small town	Clear	Poor
Fighting Edge, The.....	138276	Texas	1st run	Clear	Good
His Jazz Bride.....	796836	Ohio	1st run	Stm'y	Good
His Majesty, Bunker Bean.	450000	Mo.	Transit	Clear	Good
	2717	Okla.	Small town	Snow	Poor
Hogan's Alley.....	400000	Wash.	1st run	Rainy	Good
Kiss Me Again.....	1700	Nebr.	Small town	Clear	Fair
	553823	N. Y.	1st run	Cold	Fair
Man on the Box, The.....	5147	Mont.	Small town	Clear	Good
Narrow Street, The.....	4000	Mich.	Small town	Cold	Fair
Rose of the World.....	400000	Wash.	1st run	Clear	Good
Sea Beast, The.....	400000	Wash.	1st run	Rainy	Big
Tracked in the Snow Country	4000	Mich.	Small town	Cold	Big
Woman Hater, The.....	1700	Nebr.	Small town	Clear	Fair

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
720 7th Ave., New York City

Date.....

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

[illegible]

Class of patronage.....

Theatre _____

Population of Town.....

City _____ State _____

Exhibitors Service Bureau



Novelty lobby display for "Little Annie Rooney" (United Artists) at the Loew's Regent Theatre, Harrisburg, Pa. It was designed by Manager Bovim and is notable for its simplicity and practicability. Figures were cut out from the stock 24-sheet and mounted on compo board.

Advisory Board and Contributing Editors, Exhibitors' Service Bureau

George J. Schade, Schade theatre, Sandusky.

Edward L. Hyman, Mark Strand theatre, Brooklyn.

A. P. Desormieux, Manager, Strand theatre, Madison, Wis.

C. O. Perry, Managing Director, Garrick theatre, Minneapolis.

E. R. Rogers, Managing Director, Tivoli theatre, Chattanooga, Tenn.

Stanley Chambers, Palace theatre, Wichita, Kan.

Willard C. Patterson, Metropolitan theatre, Atlanta.

E. V. Richards, Jr., Gen. Mgr., Saenger Amusement Co., New Orleans.

F. L. Newman, Managing Director, Famous Players-Lasky theatres, Los Angeles.

Arthur G. Stolte, Capitol theatre, Des Moines, Iowa.

W. C. Quimby, Managing Director, Strand Palace and Jefferson theatres, Fort Wayne, Ind.

J. A. Partington, Imperial theatre, San Francisco.

George E. Carpenter, Paramount-Empress theatre, Salt Lake.

Sidney Grauman, Grauman's theatres, Los Angeles.

George E. Brown, Managing Director, Loew's Palace theatre, Memphis, Tenn.

Louis K. Sidney, Division Manager, Lowe's theatres, Pittsburgh, Pa.

Geo. Rotsky, Managing Director, Palace theatre, Montreal, Can.

Jimmie Carrier, Managing Director, Broadway-Strand theatre, Detroit.

Fred S. Myer, Managing Director, Palace theatre, Hamilton, Ohio.

Joseph Plunkett, Managing Director, Mark-Strand theatre, New York.

Ray Grombacher, Managing Director, Liberty theatre, Spokane, Wash.

Ross A. McVoy, Manager, Temple theatre, Geneva, N. Y.

W. S. McLaren, Managing Director, Capitol theatre, Jackson, Mich.

Harold B. Franklin, Director of Theatres, Famous Players-Lasky.

William J. Sullivan, Manager, Rialto theatre, Butte, Mont.

Claire Meachime, Grand theatre, Westfield, N. Y.

Ace Berry, Managing Director, Circle theatre, Indianapolis.

: : THE CHECK-UP : : Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

TITLE	Poor	Fair	Good	Big	Value	Length
FAMOUS PLAYERS.						
Mannequin	—	2	7	1	67	6,981 ft.
FIRST NATIONAL.						
Beautiful City, The	—	2	7	1	67	6,460 ft.
FOX.						
Best Bad Man, The	—	1	6	3	76	4,983 ft.
Lazybones	—	1	8	1	70	7,236 ft.
When the Door Opened	2	4	4	—	48	6,515 ft.
METRO-GOLDWYN-MAYER						
Sally, Irene and Mary	—	4	3	3	67	5,564 ft.
UNITED ARTISTS.						
Eagle, The	—	2	5	4	75	6,756 ft.

Schade Prints "Skyrocket" Heralds on Valentines

George Schade, who owns and operates the theatre emblazoned with his name in Sandusky, O., evolved a timely idea for his heralds on "The Skyrocket." The picture, scheduled to open its engagement at the Schade on St. Valentine's day, was advertised with hand bills or heralds printed on comic valentines, done in color and obtainable in large quantities at a small cost. The backs of these valentines, which are blank, were printed in black with billing for the theatre and "The Skyrocket." The printing was done in two sections, so that the valentine, when folded through the center, made a folder herald of the average size. The valentines, in vivid colors and exaggerated line, bore comic rhymes and attracted widespread notice.

Charleston Contest Billed With "That Royle Girl"

A Ballroom Charleston contest, whereby couples instead of individuals competed for the prizes, augmented the presentation of "That Royle Girl" at the Strand theatre, Seattle, Wash.

Each day different contestants were assigned to the stage, with the audience judging the winners. On Saturday the winners of the week competed for the grand prizes of \$40, \$20 and \$10 in gold.

The contest was held three times daily—3:05, 7:10 and 9:20. The punch of each performance came when all the couples took the stage at the same time, each attempting to speed up and outdo the other, while the audience signified its pleasure in protracted applause.

Band Concert Features the "Merry Widow" Waltz

Manager John Judge of the Victoria, New Smyrna, did some unusually effective advertising for his showing of "The Merry Widow."

He arranged with the conductor of the Sunday concert to have his band play the Merry Widow waltz, just before their regular program. At the same time an announcement was made that the picture would open at the Victoria the following day for a two days run.



Colorful display for "The Eagle" (United Artists) at the Victory Theatre, Denver. Arrangement ingeniously overcomes limits of shallow lobby space. Designed by Manager Hallock.

A special orchestra was engaged to play for the picture and this was widely advertised in all standard exploitation, which was launched three days prior to opening with a truck ballyhoo carrying two six sheets on the attraction.

Story Interest Stressed in "Stella Dallas" Ads

Following a newspaper ad campaign which featured testimonials of eminent actors and writers, the copy displayed for the extended engagement of "Stella Dallas" at the Apollo Theatre, New York, has recently stressed the story interest of this photoplay version of the novel.

The "testimonial campaign," illustrated in a group of reproductions in Motion Picture News of February 13, has been succeeded by displays in which the dramatic elements of the characters and heart interest of the plot are detailed in copy detailing sequences of the action and description of the characters.

"Stella Dallas" produced by Samuel Goldwyn, will be distributed by United Artists and not First National, as erroneously stated in the caption to the reproductions appearing in the issue of February 13.

Dallas Society Girl Sings in "Mannequin" Prologue

A special prologue featuring a local society girl well known for her gifts as a singer, was the main exploitation item of the campaign which was staged for "Mannequin" by Manager Barry Burke at the Palace Theatre, Dallas. Mary Howard, the singer, gave generously of her time and efforts, making several radio appearances in addition to singing in the Palace presentation. She also rode through the town in a motor car, carrying posters for the theatre and the company contributing the auto for the stunt.

All of these stunts were given wide newspaper publicity, with daily stories in the society column of the papers.

Zipper Boots in Tie Up with "Midnight Sun"

A National tie-up for "The Midnight Sun," has been made with the Goodrich Company manufacturing Zipper boots.

Twenty thousand counter or window cards showing the star putting on a pair of Zipper boots have already been distributed to shoe stores throughout the country. A 6-color footwear calendar is now being prepared by the rubber company, to be sent to 500,000 dealers, and they are also using "The Midnight Sun" copy in their rotogravure section ads in newspapers.

Build Cutout of "Buster" to Use With Each Comedy

Drogin and Shiel, who manage the Mermaid Theatre in Coney Island, N. Y., have made a cut-out figure of Buster and Tige, which is stationed in front of the ticket booth whenever a "Buster Brown" comedy is on the bill. Over Buster's head is a slate on which is written one of his famous resolutions, a different one appearing with each comedy.

For the showing of "Buster Be Good," the lobby was decorated with pennants announcing the comedy. One said: "Buster Brown will drive away your frown." Another: "See Bustor and you will roar." In addition to this display, heralds were given away.



First National's "The Lost World" was "circussed" in excellent style at the Central Theatre, Jersey City. Outstanding features of the campaign, which was conducted by David Schaefer, publicity and exploitation director of the Haring & Blumenthal Circuit, operators of the house, are shown in the photos above. The ballyhoo, at the left, stirred up unusual interest, as did the lobby decorations, featuring stuffed animals, borrowed from dealers, and skeletons of prehistoric animals.

Short Subjects and Serials



Action scenes from "The Smuggler's Ruse," first episode of "Casey of the Coast Guard," new Pathe serial.

Sterns Get "You Know Me Al"

Sign Contract With Ring Lardner for Well Known Series of Humorous Stories

STERN BROTHERS, short comedy producers for Universal release, and Ring Lardner, noted humorist, have signed a contract whereby the former secure screen rights to the popular "You Know Me, Al" stories.

It is the plan of the Sterns to adapt these stories into a series of twelve or more two-reelers for release during the 1926-27 series. With the Buster Brown comedies they will probably form the peak of the Stern Brothers output for the new year.

The acquisition of the "You Know Me, Al" stories marks the fifth series planned for the

new season. Those previously announced are the Buster Brown comedies, a projected series adapted from the newspaper cartoons, "The Newlyweds and Their Baby;" a Wanda Wiley series, "What Happened to Jane," and "The Excuse Maker" series, being made with Charles King from stories by William Anthony.

The new deal having just been consummated, no arrangements have yet been made by the Sterns regarding a cast or director. An expert scenarist and adapter will be put to work on the stories within the next week or two.

"Shorts" Billed in Vaudeville

Hal Roach Comedies Are Being Played-Up on Program With Headline Acts

THE Hal Roach comedies being released through Pathe are being played-up on the vaudeville programs of the Keith-Albee and affiliated vaudeville circuits according to reports from the Pathe men in the field.

The Charlie Chase comedy, "The Caretaker's Daughter" was given number four spot on the bill at the B. F. Keith theatre, Cincinnati recently and the printed program carried the line "You Will see the famous Hal Roach comedies exclusively at Keith's. They will be shown each week as part of the vaudeville program, as a special

extra treat." Also included on the bill were Pathe News, Aesop's Film Fables and Topics of the Day.

The Roach comedies usually draw number three spot at Keith's Columbus, with the Fables, Topics and News holding down number one. And at the Keith Palace theatre, Cleveland they are billed as a regular vaudeville act and with a good position. These comedies are frequently shifted around on the program sometimes occupying a spot near the headline act, it said.

Short Subject Program Opens Ohio Theatre

Dr. B. I. Brody's Cedar-Lee Theatre recently held its formal opening. The Cedar-Lee is the seventh large picture house in which Dr. Brody is actively interested. It is located in Cleveland Heights, has 1,200 seats, and is elaborately decorated and equipped. Earl Ludlow will be house manager of the new theatre.

The Premiere offered a novel program composed entirely of short reel subjects. The theatre foyer was a bower of flowers, emblems of congratulations from Dr. Brody's many friends and well wishers.

Solomon Brothers Signed by Red Seal

Max Fleisher, president of Red Seal Pictures and head of the Inkwell Studios, has signed Marty and Gus Solomon as a part of his plan to build up a large national distributing organization. Marty will serve as special representative in the New York territory and Gus will be assistant to general sales manager, Harry Bernstein. Gus will tour the country at large as special sales representative.



Stills from "Keep Trying," a new Educational-Cameo Comedy.

Martha Sleeper in Two Pathe Comedies

Martha Sleeper has just completed the feminine leading role in two Pathe comedies which have been in production simultaneously during the past three weeks. These were Charley Chase and Glenn Tryon stories directed by Leo McCarey and Fred Guiol. Chiefly by the aid of lightning changes in costumes Miss Sleeper portrayed both roles to the complete satisfaction of the directors.

"The Mad Racer" is Title of Van Bibber Comedy

Work was started this week at the Fox studios on "The Mad Racer," the latest Van Bibber comedy from the works of Richard Harding Davis. The picture is being directed by Ben Stoloff under the supervision of George Marshall. Earle Foxe and Florence Gilbert play the leads and the supporting cast includes Frank Beal, Lynn Cowan, Lawford Davis, Jean Arthur, Frank Cooley and Patrick Rooney.

Will Produce Twelve New Gump Comedies

A third series of twelve Gump comedies will be started within the next two weeks at Universal by producer Samuel Van Ronkle. Hugh Fay will direct and the players will be the same as in former series. Jos Murphy will play Andy Gump, Fay Tincher, Min, and Jackie Morgan, Chester.

Fox Starts New O. Henry Comedy on Coast

"A Social Triangle," another of the O. Henry comedy series was started this week at the Fox West Coast studio under the direction of Bunny Dull, newly appointed director. The cast includes Hallam Cooley, Olive Hasbrouck, David Mir, J. Clifford Rice, Marjorie O'Neill and Clarissa Selwyn.

Barbara Luddy Signs New Contract with Fox

Barbara Luddy has been signed to a three year contract by Fox Film as a result of her work in the "East Side, West Side" series of comedies in which she is featured. Miss Luddy is at present working on the fifth episode of this series titled "A-I Society."

Eva Novak in Hal Roach Two-Reeler

Before departing New York for the coast, Hal Roach announced he had engaged Eva Novak as leading lady for Glenn Tryon in a new two-reel comedy being made under the direction of Fred Guiol. Martha Sleeper and Husky Hanes are also in the cast.

Bunny Dull Made Director at Fox Studios

Fox has elevated Bunny Dull to the rank of director. He started his initial effort this week on an O. Henry two-reeler titled "A Social Triangle." Dull formerly was assistant director to Victor Schertzinger.



Scenes from the Educational-Christie Comedy "Run Tin Can."

Tientsin Fall in Newsreel

International Shows Film Views of World-Important Chinese Struggle

CAPTAIN ARIEL VARGES, newsreel cameraman, is in the thick of battle again for the International Newsreel. His latest exploit is the filming of the Fall of Tientsin, the important warm-water port of China, recently the bone of contention between the Chi-Li forces and the armies of General Feng, until Feng's superiority in numbers and modern equipment forced the troops of General Li to surrender the city.

During the four or five days prior to the evacuation of the city by Li and its occupancy by Feng, Varges went through a series of experiences to secure his pictures. He risked his life continually in order to get a perfect film record of the important events transpiring before Tientsin.

So striking are the pictures that the executives of the International Newsreel considered their release as a special subject "The Fall of Tientsin." It was decided to include them as a part of the regular newsreel service, at no additional cost, however, so they are being distributed in two and three hundred feet lengths, in successive newsreels.

The quality of the pictures and their outstanding value as film records of the important events now taking place in China, is evidenced by the request of the War Department for a print of the pictures for study by the Army General Staff and War College.

Chase Comedy Tops Pathe List

Many Short Features Included in Release Schedule for Week of Feb. 28

A TWO-REEL Hal Roach comedy titled "Mama Behave" and starring Charley Chase heads the Pathe short subject program of releases for the week of February 28th. A number of other diversified features are also included.

The Chase vehicle was directed by Leo McCarey and the cast includes Mildred Harris as leading lady, Vivian Oakland and Syd Crossley.

Paul Parrott will be seen in another Roach comedy, a one-reeler titled "The Only Son," while the serial "Casey of the Coast Guard" reaches the third chapter. In the latter George O'Hara and Helen Ferguson head the cast, which also includes Coit Albertson,

Jean Jarvis and J. Barney Sherry. Will Nigh directed.

Pathe Review No. 9 presents a trio of interesting subjects: "Fifty Faces in One," showing Elsie Prescott a marvelous make-up artist in outstanding characterizations; "American Wild Flowers," Pathecolor studies of purple heather, the mariposa tulip, evening snow and the trillium; "The Magic Eye," another chapter of the Tollhurst microscopic studies.

"The Mail Coach" is the release of Aesop's Film Fables from the creative pen of Paul Terry. Topics of the Day unrolls the latest wit and humor from the press. Two issues of Pathe News complete the February 28th schedule.

Resume of Current News Weeklies

PATHE NEWS, NO. 15: Tampa, Fla.—Bold pirates seize Florida city in annual carnival! London, England—King opens Parliament! In the Limelight—Senate asks President to intervene in coal strike deadlock! New York City—Mitchell begins public plea for united air force; New York City—A modern miracle—18-year-old paralyzed girl shows wonderful patience and skill. Canadian beauties enjoy sights of New York! Palos, Spain—Span Atlantic Ocean in first Europe-South America flight! Miami Beach, Fla.—British polo stars invade the South! Britain Greets Heroes of S. S. Roosevelt—American liner arrives at Plymouth with gallant U. S. skipper and crew; Detroit, Mich.—Sets new record in international skating championships! Washington, D. C.—Congressmen pay Homage to Lincoln!

PATHE NEWS NO. 16: Los Angeles, Cal.—Amazons invade new field of sport! Reval, Esthonia—Huge freighters trapped in frozen Gulf of Finland! Scranton, Pa.—Prepare to reopen mines as longest anthracite tieup ends! Fort Myers, Fla.—Edison celebrates 79th birthday at Florida home! St. Moritz, Switzerland—Winter sports in full swing at popular Alpine playground! Welcome Roosevelt's Heroic Crew—His Majesty's representative greets Captain Fried, prior to the departure from England, to bestow King's gold medals upon rescuers of the Antinoc's men; St. Paul, Minn.—Camp fire girls enjoy annual winter outing! Albany, N. Y.—Fire destroys Calvary Baptist Church! New York City—Youngest prima donna makes debut in Metropolitan Opera; Estes Park, Colo.—Erling Strom wins feature event in state ski tourney!

FOX NEWS CONTINUITY, VOL. 7, NO. 40: London—Pomp and circumstance attend the formal opening of British Parliament by King George and Queen; Brawley, Cal.—Harvest of 230 million heads of lettuce, valued at \$8,000,000, begins in the Imperial valley; Cologne—The Union Jack that has floated over Rhine since end of war is lowered as last British troops leave; York, Pa.—Here's an ingenious way to avoid paying rent—build your home in a tree that leans over a river! Latest Bathing Attire for Southern Wear—Camera glimpses of the modes milady favors on the beaches of Florida; Revere, Mass.—Wintery surf washing up vast ice floes transforms beach into playground of playful drifts and waves; Tyler, Tex.—Mont Adams wins the prize for "more cotton on fewer acres" and is crowned "cotton

king;" New Orleans—Throng of winter racing fans see Nurmi, of the Greentree stables, win the \$30,000 Handicap; Chester, Ill.—The Illinois wheat crop of 1925—a special train of 75 carloads of flour starts to the Southwest; Chicago, Ill.—How six-day bike riders train for the long grind—riding on rollers on the cornice of a skyscraper; New York City—A stirring sight is Chief Kenlon racing through the snow-banked streets to every four-alarm fire; Charleston Champions Compete for Title—Best dancers of 35 cities do their stuff in Chicago to win the national trophy; St. Moritz—With the snow for turf, horses race in every kind of contest before the winter sojourners.

KINOGRAMS NO. 5161: Washington—General Pershing returns from South America to report on dispute between Chile and Peru; Arica, Chile—First pictures of the Commission headed by Gen. Pershing, in session; New York—Charles Hoff, sensational Norwegian athlete invades the United States as do Brugnon, Borotra and Lacoste, French tennis champions; Washington—Heavy snowfall festoons capital of nation; Boston, Sea rears ice cliffs on beach during cold snap; Ithaca, N. Y.—Cornell University introduces a course in blacksmithing in effort to revive dying art of horseshoeing; Miami—Society folk take part in pageant at picturesque pool; New York—Bluebloods of dogdom on exhibition as Westminster Kennel Club holds golden jubilee show that is biggest exhibit of its kind during the year; London—Parliament opens with King and Queen in attendance.

KINOGRAMS NO. 5162: Philadelphia—Coal strike ends after six months of warfare as miners and operators decide on a five-year pact and anthracite region bustles as mines again are put in working order; Chamoni, France—Mont Blanc climbers use elevator to climb 12,500 feet; Cambridge, Eng.—Masquerading as Cossacks, English collegians have a big time; Velletri, Italy—Students from Rome college stage annual high jinks; Noroton, Conn.—Signal Circuit is selected as best dog in the world at great Westminster show; Miami—New fashions are shown in tropical setting; Methuen, Mass.—Slow motion camera shows how harness horses race on the ice; New York—New York stages great celebration in welcoming home Captain Fried and crew of the President Roosevelt who risked their lives in heroic rescue at sea in raging storm.



Trio of action stills from "Vanishing Millions," a serial made by Sierra Pictures.

INTERNATIONAL NEWS NO. 14: Cologne, Germany—Last British Tommy bids Cologne Good-bye! New York City—City folks help storm refugees; Cambridge, Mass.—Crimson runners train for spring meets; New York City—Blue-blooded doggies hold annual show; Washington, D. C.—General Pershing home, worn by arduous task; Chicago, Ill.—Charleston champs dance for U. S. title; Hollywood, Cal.—Man beats whippet in speed contest! London, England—British rulers ride in royal pomp; Plymouth, England—U. S. liner Roosevelt makes port with crew of sinking freighter saved in racing gale.

INTERNATIONAL NEWS, NO. 15: Atlantic City, N. J.—Mayor Walker recovers health at seashore; Santa Monica, Cal.—Rush giant airplanes for U. S. Mail Service; Mt. Rainier, Wash.—New snow motor conquers icy mountain heights; Washington, D. C.—Miss Longworth enjoys her first birthday; Banff, Canada—Cold spell drives elk to haunts of man; Scranton, Pa.—Coal strike ends! International Newsreel presents an Actual Film Record of S. S. Roosevelt's Great Sea Exploit! 1. Moving pictures made aboard the United States Line Steamship President Roosevelt during her heroic battle to save the crew of the sinking British freighter Antinoc; Southampton, England—All Britain Honors Roosevelt Heroes!

Sennett Producing Five New Comedies

Ralph Graves, Ben Turpin, Alice Day, Raymond McKee and Ruth Hiatt, and Billy Bevan are heading their own units making five two-reel comedies at the Mack Sennett studios in California for Pathe release.

Graves started his new picture under the direction of Jefferson Moffitt. Ruth Taylor plays opposite the star. Supporting Alice Day in her new vehicle are Eddie Quillan, Danny O'Shea, Joseph Young and Thelma Parr. Earle Rodney is directing.



Highlights of the Universal comedy production "Her Lucky Leap."



"Page Me"

(Educational-Christie—Two Reels)

(Reviewed by Edw. G. Johnston)

HERE is a snappy Bobby Vernon two reeler from the Christie studios which is particularly well fitted to this comedian. Titles and direction are very good and while the same plot has been used in a number of other instances, it is not a hackneyed one. It concerns the efforts of Vernon to dodge payment of a hotel bill and at the same time firmly establish himself in the graces of a charming young lady guest whose favor is also sought by the hotel manager.

Fast action is pretty well distributed throughout the picture with the latter part where Bobby is endeavoring to get a preacher to tie the knot while the rival pursues—standing out as one of the best. Aerial stunts are cut in and out with excellent effect.

The story is by Frank Roland Conklin, directing by William Watson and cartoons by Norman McLeod.

The Cast

Bobby Vernon, Frances Lee, William Irving and Bill Blaisdell.

Summary—A good, fast moving Bobby Vernon comedy which will be well received wherever this comedian is popular. Well titled and directed.

"Pathe Review No. 9"

(Pathe—One Reel)

ELSIE PRESCOTT, a trick make-up artist, is featured in the first part of this Pathe Review and demonstrates just how a few odd hanks of hair and a pound or two of grease paint can change a Howard Chandler Christy countenance to that of an old hag. Other examples of her craft are also shown.

Another chapter of "American Wild Flowers" done in Pathecolor, make up the part and the scenes are from the Yosemite National Park. Pictures of the flowers taken with the time lapse camera include the Evening Snow, Mariposa Tulip, Trillium and Purple Heather.

A study of the ordinary house fly under the "Magic Eye" completes the reel and the minute inspection reveals the peculiar mechanism of this insect. The eye of the fly is particularly interesting, being made up of numerous small lenses. A photograph by a camera using a similar number of lenses illustrates the fly's extraordinary vision.—EDW. G. JOHNSTON.

"The Wicked City"

(Pathe-Aesop Fable—One Reel)

THIS time Cartoonist Paul Terry has chosen well known sections of New York City as backgrounds for the exploits of a particularly burly cat gang leader and his associates. Times Square, Forty-second Street and the Subway are some of the places this criminal Thomas Cat succeeds in terrorizing until finally brought to cover. It is a fairly amusing fable.—EDW. G. JOHNSTON.

"No Woman's Land"

(Hal Hodes-Novelt—One Reel)

HERE'S a fine little screen novelty that will be suitable for most of the first class houses. It has to do with a Grecian Monastery—situated high among some inaccessible cliffs which overlook a small village. Here, a colony of Monks eke out their existence—and without the aid or companionship of woman. The perilous descent to the valley below, is rarely made and is accomplished by the century old method of a hand power winch and a basket which twists and turns on a worn old rope. At their best they are a hard looking crew

despite that fact that one of them whom the camera man has featured, seems to look almost human. This fellow gets his thrill out of life from looking through a telescope at the townspeople, many hundreds of feet below.—EDW. G. JOHNSTON.

"Keep Trying"

(Educational-Cameo—One Reel)

CLIFF BOWES and Zelma O'Neal are again featured in a single reel comedy which registers as fair entertainment. Bowes appears in the role of an employee at a railroad baggage station and is in love with the station agent's daughter. He uses a book of instructions on "How to Make Love" to excellent advantage although his suit is frowned upon by the girl's father. A pair of bad actors arrive in town to put on a show. Absence of two of the troupe allow Cliff and Zelma to get a pass to the show if they can help out the act. The show proves a fizzle but all turns out well for the boy and girl.—EDW. G. JOHNSTON.

"Burmah Blues"

(Hal Hodes-Novelt—One Reel)

THAT they have a "Charleston" in the land of Burmah, can almost be proven by looking over this one. It's fairly interesting and could be made more so by a little less repetition of the same brand of dances. A little cutting here and there would help. However, it's an interesting and instructive subject which shows the strange customs and dances of these people.—EDW. G. JOHNSTON.

"Ko-Ko Baffles the Bulls"

(Red Seal—One Reel)

This is a highly amusing number of the Max Fleischer series of Out-of-the-Inkwell cartoons featuring the pen and ink Ko-Ko. In this issue, after Ko-Ko has been given life by Fleischer, he runs away accompanied by his dog. Fleischer causes a number of detectives to appear who give chase to the truants. Ko-Ko and the dog disguise themselves and a merry chase ensues until Ko-Ko is finally forced to dissolve into ink to escape his pursuers.—HAROLD FLAVIN.

"Hair Cartoons No. 3"

(Red Seal—One Reel)

This number of the series of hair cartoons drawn by Marcus shows Lord Astor, David Belasco, Clara Kimball Young, Billie Burke and Larry Semon. As is the usual style the characters are first drawn without resemblance to the original but through the manipulation of tufts of hair the drawings are recognized. It's a clever stunt and should prove of interest to audiences.—HAROLD FLAVIN.

"Wandering Papas"

(Pathe—Two Reels)

(Reviewed by Edw. G. Johnston)

ANOTHER Hal Roach comedy that will pass as good entertainment. Clyde Cook is featured and appears in the role of a cook for a large mining camp. The story has to do with the difficulties surrounding a romance which develops between a hermit's daughter and the cook and the latter's efforts to provide a new menu for the miners who have demanded a change of diet. The chief engineer of the camp completes a romantic triangle.

Two of the best parts of the picture are where the cook embarks on a hunting expedition to secure the prescribed articles for the new menu—and the pursuit along a narrow ledge where considerable aerial work occurs. Stan Laurel directed.

Summary—Good entertainment, well photographed and directed. Is suitable for the majority of theatres.

"Ko-Ko's Paradise"

(Red Seal-Ko-Ko—One Reel)

THE latest adventure of Ko-Ko and his hound-dog is somewhat out of the ordinary and contains some intimate revelations of a clown's after life. Under the impression that he has been the mark for his boss's bullet in a shooting gallery, the clown further imagines himself in heaven where he conducts a halo collecting tour. He finds that halos can be purchased on the installment plan—and also manages to pilfer a few. Riding on a duck, he finally returns. This cartoon appears as though the author had done a bit of straining for effect.—EDW. G. JOHNSTON.

"Soul of the Cypress"

(Red Seal-Gem—One Reel)

HERE'S a fantastic creation that is entirely suitable for first run theatres. It has to do with the old "Legend of the Cypress." According to the story, the strains from the lute of a young composer lures forth the dryad soul from an aged cypress tree. The musician pursues this charming creature who longs for his embrace but fears the mortal touch. Unable to overtake her, he plunges into the sea. Some remarkably fine shots of different scenes on an island have been secured and the island trees are startlingly weird.—EDW. G. JOHNSTON.

"Fish for Two"

(Red Seal—One Reel)

This number of the Gems of the Screen is a rather tame affair as regards its scenic possibilities but the humorous actions of the two principles will hold the interest of the spectator. A boy of the "Huckleberry Finn" type and his dog go on a fishing trip during the course of which the boy is dragged into the water by a big fish. The dog rescues the boy from the water and then goes in again to retrieve the lad's fishing pole which, when brought back, has a large member of the finny tribe dangling from its end.—HAROLD FLAVIN.

"Animated Hair Cartoon No. 4"

(Red Seal Pictures—One Reel)

AGAIN Marcus demonstrates his skill with the pen and brush. The process is the same as used in the previous "Hair Cartoons." Parts of hair are used to transform the figure into different countenances. Subjects shown are W. H. Taft, General Joffre, Napoleon, J. P. Morgan, Sessue Hayakawa, Nickolai Lenin, La Follette and Galli Curci.—EDW. G. JOHNSTON.

NOW BOOKING
St. Patrick's Day Special
Week of March 14th
Fleischer Ko-Ko Song Car-Tune
**"HAS ANYBODY HERE
SEEN KELLY"**
Hand Colored By Brock



729 7th Ave., N. Y. C.
DISTRIBUTORS

Pre-release Reviews of Features

Luck and Sand

(Artclass Pictures—5000 Feet)

(Reviewed by George T. Pardy)

A RAPID-FIRE action Western in which Leo Maloney stars, aided by a dog and horse that can do most anything but talk straight United States, although they certainly create the impression that they converse in a language of their own; and the combination is a winning one. Mr. Maloney, by the way, assumes a double burden in this instance, as he is director as well as the leading player, and has acquitted himself creditably on both counts. The picture makes no pretence of shaping out a subtle plot, the story starts right off with trouble in the air, a killing, an innocent man suspected and the hero on the warpath to straighten matters out. Which he does satisfactorily to all concerned except the bad guys, who get what is coming to them in strong doses at the close.

THEME. Western. Jim Blake intervenes to save brother of girl he loves, when former is unjustly suspected of murder. He also clears his own name and gets his reward.

PRODUCTION HIGHLIGHTS. The fast, well-sustained action, melodramatic punches and love appeal. Hero's self-sacrifice. Scene in which he proves villain guilty. Killing of Captain Harris.

EXPLOITATION ANGLES. Advertise as brisk Western melodrama, with lots of physical action, strong love interest. Play up star, horse and dog. Mention Miss Hill.

DRAWING POWER. Should please wherever they favor fast-rolling Westerners.

SUMMARY. Good regulation Westerner, delivers some forcible melo punches, has the necessary romantic lure and happy finish.

THE CAST

Jim Blake.....	Leo Maloney
Roy Wetzel.....	Homer Watson
Lois Wetzel.....	Josephine Hill
Roy's Mother.....	Florence Lee
Sanger.....	Leonard Clapham
Sheriff.....	Roy Watson
Captain Harris.....	Hal Gilbert

Author, Ford Beebe. Director, Leo Maloney.

SYNOPSIS. Captain Harris, railroad civil engineer, is killed by Sangster and Foote two crooks who try vainly to bribe him into telling where new line is to run. They escape with Harris' map. Jim Blake is unjustly suspected. Sanger wishes to buy land owned by Wetzel family over which road is to be built. Refused, he has Roy Wetzel arrested on murder charge. Jim, in love with Roy's sister Lois, rescues the brother and proves real criminal's guilt. Jim and Lois are happy.



Leo Maloney, star of "Luck and Sand" an Artclass release.

Luck & Sand (Artclass Pictures)

PRESS NOTICE

LEO MALONEY, daring Western star, with his famous trained horse and dog, Flash and Bullet, will appear in "Luck and Sand," a sterling western picture which will be the main screen attraction at the Theatre on _____

The story deals with the murder of the head civil engineer of a railroad by a couple of crooks, who throw suspicion on the brother of the girl loved by the hero. How the latter runs down and convicts the real criminal, is told in a series of flashing adventures that hold an audience spellbound.

Leo Maloney and his four-footed pals win instant sympathy. Josephine Hill a fascinating heroine, supported by a great cast.

CATCH LINES

How a railroad brought strife to a peaceful valley, a tale of greed, crooks, murder, romance!

The Traffic Cop

(F. B. O.—5175 Feet)

(Reviewed by George T. Pardy)

THERE'S more human interest and sympathetic lure and less lurid melodrama in this production than was offered by "High and Handsome," the other policeman hero picture starring Lefty Flynn as a two-fisted, strenuous member of the force. Also the comedy element is developed and maintained to a much greater extent. The result is a feature which registers as an entertaining program attraction, it gets the laughs continuously, has considerable romantic and sentimental appeal, the latter increased by Lefty's kindly guardianship of a little boy slum waif who has much to do with bringing the lovers together. Thrills are not lacking, however, the big punch scene being a whopper, with the hero executing a spring from an auto to a runaway bus carrying his sweetheart and a bunch of kiddies, which he succeeds in halting on the verge of a towering cliff.

THEME. Comedy melodrama. Traffic cop at seaside resort saves runaway bus from plunging over cliff, woos and wins wealthy girl.

PRODUCTION HIGHLIGHTS. Meeting of hero and heroine. Flynn's convivial seance with sweetheart's father. Romantic development. Runaway bus scene at close.

EXPLOITATION ANGLES. Bill as policeman hero picture with good comedy, fine sympathetic touches and swift melodramatic action. Feature Lefty Flynn.

DRAWING POWER. Good program film, suitable for average house.

SUMMARY. Another bright comedy melodrama with big, handsome cop for hero. Moves smoothly, has lots of action, sentimental and romantic appeal.

THE CAST

Joe Regan.....	Lefty Flynn
Alicia Davidson.....	Kathleen Myers
William Radcliffe Davidson.....	James Marcus
Marmalade Laidlaw.....	Ray Ripley
Mrs. Davidson.....	Adele Farrington
Harvey Phillips.....	Nigel Barrie
Tapicoa.....	Raymond Turner
Jerry Murphy.....	Himself

Author, Gerald Beaumont. Director, Harry Garson.

SYNOPSIS. Joe Regan, traffic cop, falls in love with Alicia Davidson at a seaside resort, squares her wealthy father, but gets in bad with Mrs. Davidson. The Davidsons take several children on a picnic trip in a bus. The driver loses control, the bus heads for the edge of a cliff. Joe appears in the nick of time, springs from his own machine to the runaway and stops it on the verge of disaster. He wins Alicia.



Lefty Flynn, star of "The Traffic Cop" an F. B. O. production.

The Traffic Cop (F.B.O.) PRESS NOTICE

BIG, athletic Lefty Flynn scores again in another "policeman hero" picture, "The Traffic Cop," which comes to the Theatre on _____

This is a bright and breezy comedy melodrama with romantic interest strongly developed, in which Lefty appears as the guardian of a little boy waif he has adopted, and while at a seaside resort, wins the love of a wealthy contractor's daughter. The production is rich in humor values as well as sentimental lure and winds into a tremendous thrill climax, when the hero halts a runaway bus in which his sweetheart and several children are riding, on the verge of a precipice.

Kathleen Byers, James Marcus, Nigel Barrie figure in important roles.

CATCH LINES

Laughter, thrills, romance, Lefty Flynn in one of the greatest roles of his career!

Partners Again

(United Artists—5562 Feet)

(Reviewed by George T. Pardy)

OUR old friends, Potash and Perlmutter are with us again, this time in the automobile business, and the combined efforts of Messrs. George Sidney and Alexander Carr in the leading roles result in as merry a farce comedy as ever coaxed smiles out of a bred-in-the-bone grouch. It's mostly wildly hilarious slapstick, aided and seasoned by Montague Glass sub-titles that never fail to get the laughs, with a good deal of the film's success as a mirth-arouser to be credited to the skilled direction of Henry King. One of the big hits is the episode wherein the partners give a demonstration of the powers of the Schenckmann Six car to prospective buyers, with disastrous aftermath, another, the airplane chase, when Abe tumbles overboard and is saved by his nightgown catching on a hook. The picture throughout rides on a gale of genial humor, is well acted by all hands and should qualify anywhere as a big box office asset.

THEME. Comedy. Potash and Perlmutter embark in auto business, are nearly killed demonstrating car, get caught in swindling game, but come out O. K. at finish.

PRODUCTION HIGHLIGHTS. Acting of George Sidney and Alexander Carr. Good direction. Fast action and well developed slapstick punches with thrill values. Scene where Abe demonstrates car. The airplane episode. The witty subtitles.

EXPLOITATION ANGLES. Feature George Sidney and Alexander Carr. Stress success of stage play from which film is adapted. Go the limit praising picture's humorous appeal. There won't be any disgruntled comeback.

DRAWING POWER. Should get the money in any house, big or little.

SUMMARY. Another great Potash and Perlmutter laughing riot! Slapstick fun, suspense, a bit of romance, thrills, rattling action. A box office winner!

THE CAST

Abe Potash.....	George Sidney
Mawruss Perlmutter.....	Alexander Carr
Hattie Potash.....	Betty Jewel
Dan.....	Allan Forrest
Schenckmann.....	Robert Schable
Rosie Potash.....	Lillian Elliott
Pazinsky.....	Lew Brice

Adapted from Stage Play by Montague Glass and Jules E. Goodman. Director, Henry King.

SYNOPSIS. Potash and Perlmutter are in automobile business. Abe's niece Hattie falls in love with mechanic Dan, sidetracking wealthy suitor Schenckmann. Abe has a tough time in court following an unlucky auto demonstration by himself and partner. He secretly gives Hattie \$500 for wedding present. Later Abe, fooled in a stock swindle runs away with Mawruss in an airplane. They are brought back by Hattie and Dan, the latter having made a fortune in chemicals, and all ends well.



George Sidney, featured in "Partners Again" a United Artists release.

Partners Again (United Artists) PRESS NOTICE

THE laughing screen success of the season "Partners Again," a film adaptation of the famous Potash and Perlmutter farce comedy which scored such a Broadway hit will be given its local premiere at the Theatre on _____.

Funny as is this production, there is not lacking a pretty vein of sentimental interest and considerable melodramatic force in its composition. The story deals with the adventures of the partners in the auto business and brings in a love affair between two young folks, just enough romance to offset the laughs and thrills to balance the whole.

Those celebrated actors, George Sidney and Alexander Carr fill the leads, supported by a brilliant cast of noted players.

CATCH LINES

As many laughs as there are parts to a car, as many thrills as can be recorded by your speedometer!

Watch Your Wife

(Universal-Jewel—6980 Feet)

(Reviewed by George T. Pardy)

WITH the material at his command director Svend Gade could have turned this picture into out-and-out farce. Instead, he elected to lay considerable emphasis on the heart interest angle. His judgment was O. K., for the result is a film with an unmistakably human touch all the way through, also equipped with humorous batteries that score right on the laughing target without ever making a miss. It's a bully comedy drama, snapping into high speed from the beginning. The little squabbles of the young married Langhams, all over trivial, but none the less exasperating, matters, which finally bring about divorce, screen like a page from real life. The only deliberate farce suggestion lies in the operations of the agency which supplies wives for rent, but this is a matter of phraseology, for the "wives" are merely hired housekeepers. Both Virginia Valli and Pat O'Malley are excellent in the leads, support and photography first-class.

THEME. Comedy drama. The Langhams, divorced, are still in love. He "rents" a wife from an agency, but the separated couple are finally reunited.

PRODUCTION HIGHLIGHTS. Clever intermingling of human interest and comedy values. Moments of suspense, snappy subtitles, humorous appeal. Work of the leads.

EXPLOITATION ANGLES. Bill as a domestic comedy drama that will amuse and interest everyone through its human touches and irresistibly comic appeal. Play up the "rented wives" idea. Feature Pat O'Malley, Virginia Valli, Nat Carr, Helen Worthing.

DRAWING POWER. Will please any type of audience, suitable for all houses.

SUMMARY. Has universal appeal, a domestic comedy drama of the finest. Well acted, directed and photographed. The characters are life-like, and, while the comedy element predominates, it is beautifully balanced by the heart interest.

THE CAST

Claudia Langham.....	Virginia Valli
James Langham.....	Pat O'Malley
Benjamin Harris.....	Nat Carr
Gladys Moon.....	Helen Lee Worthing
Alphonse Marsac.....	Albert Conti
Madame Buff.....	Aggie Herring
Maid.....	Nora Hayden

Author, Goesta Segercrantz. Director, Svend Gade. Photographed by Arthur L. Todd.

SYNOPSIS. James Langham and his wife Claudia are divorced, Count Marsac woos Claudia. James hires Gladys Moon from an agency which advertises wives for rent, working hours from 8 A. M. to 8 P. M. Gladys is compelled by a storm to remain overnight in James' house. Claudia, repenting, comes to him, but flees at sight of Gladys. James pursues and gets her off the train on which she is about to leave with Marsac. They are reconciled.



Virginia Valli, in "Watch Your Wife" a Universal production.

"Watch Your Wife" (Universal-Jewel) PRESS NOTICE

VIRGINIA VALLI and Pat O'Malley are co-starred in "Watch Your Wife," the sensation-ally successful comedy-drama which will be given its local premiere at the Theatre on _____.

This picture ranks as a domestic story that combines heart interest and unbounded mirth to an extraordinary degree. Briefly, it deals with the marital troubles of a young couple who quarrel repeatedly over minor matters, are divorced, but retain their love for each other. Through divers complications and a network of misunderstanding they finally force their way back to a reconciliation.

Nat Carr and Helen Worthing are also featured.

CATCH LINES

They quarreled, separated, but he found he loved his wife more than ever after they were divorced!

Mare Nostrum

(Rex Ingram-Metro-Goldwyn—11000 Feet)

(Reviewed by J. S. Dickerson)

"**M**ARE NOSTRUM" which opened an indefinite engagement at the Criterion theatre, New York, Tuesday evening, is grim, stark tragedy, that goes on to its un-compromising end, recalling if not reviving the hates of war and picturizing in startling vividness the ruthlessness of German U-boat warfare.

From a production and acting standpoint, nothing that has been presented can surpass it, even Mr. Ingram's own immortal "Four Horsemen" with which the picture must inevitably be compared.

A carefully selected cast, all but three of which are foreign, give characterizations that stand out like cameos.

Some of the scenes might, it seems to this reviewer, well have been toned down a bit. The heroine is shot as a spy before your very eyes. A little boy is blown to bits as a torpedo explodes amid-ship the Mare Nostrum. The hero drowns, and goes floating down to the bottom of the sea.

THEME. Tragic story of the submarine warfare during the world war in which a sea captain, his Austrian sweetheart, his son, all meet death.

PRODUCTION HIGHLIGHTS. The sinking of the ship by the submarine. The execution of the heroine as a spy. The fine acting of the whole cast, especially Michael Brantford, Fernand Mailly and Mlle. Kithnou.

EXPLOITATION ANGLES. Is distinctly in the road show class, needing extensive billing that will emphasize the magnitude of the production, its great dramatic values and numberless scenes that carry fine suspense.

DRAWING POWER. Best suited for audiences that appreciate a strong well-told story and who complain of the sameness of the average production.

SUMMARY. A vivid picturization of the Ibanez novel, indicting Germany for its U-boat warfare during the war, with the horrors of war emphasized.

THE CAST

The Triton.....	Uni Apollon
Don Esteban Ferragut.....	Alex Nova
His Son, Ulysses.....	Kada-Abd-el-Kader
Caragol.....	Hughie Mack
Freya Talberg.....	Alice Terry
Ulysses Ferragut.....	Antonio Moreno
Count Kaledine.....	Fernand Mailly

Produced and directed by Rex Ingram from the Blasco Ibanez story of the same name. Scenario by Willis Goldbeck. Photographed by John F. Seitz. Edited by Grant Whytock.

SYNOPSIS—Ulysses Ferragut descended from a long line of Spanish seamen has been taught to revere "Mare Nostrum" (Our Sea). He falls in love with a beautiful German spy and under her influence aids in carrying supplies to German submarines in the Mediterranean. It is not until the U-boat has caused the death of his son that both he and his sweetheart become remorseful and then it is too late. The spy is shot and the sea captain drowns, the victim of the submarine he had aided.



Antonio Moreno, featured in "Mare Nostrum," a Rex Ingram-Metro-Goldwyn release.

Mare Nostrum (Rex Ingram-Metro-Goldwyn)

PRESS NOTICE

TO those who remember the most famous motion picture of all time, "The Four Horsemen," the announcement that "Mare Nostrum," another of the Ibanez novels and also directed by Rex Ingram will be at the Theatre for a days' engagement will carry unusual interest.

"Mare Nostrum" has been hailed as worthy successor to "The Four Horsemen," carrying even greater dramatic values although its story is grim and tragic. Alice Terry is the beautiful heroine, a German spy and Tony Moreno plays the leading role of a sea captain who is tricked into aiding German submarines during the war. The production is hailed as one of the most notable pictures of the year.

CATCH LINES

A mighty drama of the World War by the author and director of "The Four Horsemen of the Apocalypse."

The Desert Demon

(Artclass Pictures Corp.—5000 Feet)

(Reviewed by George T. Pardy)

A GOOD buy for the State Rights field. Director Richard Thorpe has done excellent work in turning out this gingery Western melodrama, which swings at once into quick action and maintains high speed up to a rousing climax. They'll like this wherever plenty of combat sequences and the fast riding stuff are popular, with a sufficiently impassioned love affair and comedy relief to make the dramatic balance even. The plot of "The Desert Demon" may occasionally seem to follow the old conventional trail, but the chief point is that it is likely to give satisfaction in the proper market. A sure way of working up sympathy for a hero is to plunge him into a boiling pot of troubles right at the start, and that's what happens to Buffalo Bill, Jr., who has a rough time disentangling himself from the net of complications into which his chivalrous regard for the heroine leads him. The star does good work and is well supported. Photography O. K.

THEME. Western melodrama. Girl saves Buffalo Bill, Jr., from perishing in desert. In gratitude he defends her from foes, and later wins her love.

PRODUCTION HIGHLIGHTS. Buffalo Bill's athletic feats and riding stunts. The scene where Bill saves squaw from Slade. Comedy relief. Episode where Bill clears girl's brother of murder accusation and his final reckoning with Slade.

EXPLOITATION ANGLES. Play up the star, who has established quite a following with the Western fans. Boost as sensational, swift Westerner, with smashing climax.

DRAWING POWER. Program attraction. Good in sections favoring Western melo.

SUMMARY. O.K. for houses catering to the Western fan trade. Has continuously rapid action, star rides and fights snappily. Story mostly made up of physical thrills, but gets love interest over. Photography attractive.

THE CAST

Bill Davis.....	Buffalo Bill, Jr.
Nita Randall.....	Betty Morrissey
Jim Slade.....	Frank Ellis
Snitz Doolittle.....	Harry Todd
Bugs.....	Jack O'Brien
Dad Randall.....	Frank Austin
The Squaw.....	Margaret Martin

Author, Alex McLaren. Director, Richard Thorpe. Photographed by Ray Ries.

SYNOPSIS. Bill Davis, known as Buffalo Bill Jr., saves an Indian squaw from attack by Jim Slade. Lost in the desert Bill's horse dies from thirst. Nita Randall, whose father is operating a mine nearby, arrives just in time to prevent Bill from suffering a similar fate. Slade plots to get control of Randall's mine. One of the conspirators is shot by Randall, who dies from an injury, thinking he killed his enemy. Bill takes the blame but Nita is temporarily influenced against him. Her eyes are opened later when Bill beats up Slade. Nita and Bill are united.



The Desert Demon (Artclass Pictures)

PRESS NOTICE

A FLASHING romance of the West, starring Buffalo Bill, Jr., is offered by "The Desert Demon," scheduled for the screen of the Theatre on ———.

This is the best up-to-date of a series of strenuous Western melodramas in which this redoubtable hard-riding, athletic star is appearing. He is seen as the protector of the pretty daughter of a mine-owner, Nita Randall, who loses her father and is being cheated out of her property when her lover takes a hand in the game.

It is fast action from start to finish, with a charming love affair included with the thrills and fighting episodes, Betty Morrissey, Frank Todd, Frank Ellis in support.

CATCH LINES

Buffalo Bill, Jr., star of "The Desert Demon" an Artclass release.

Lost in the desert, his horse dead, it looked like the end, but a girl saved his life!

The Cave Man

(Warner Brothers—Seven Reels)

(Reviewed by William Campbell)

WHILE the plot of this offering hovers beyond the realms of plausibility one must accept it as fiction and enjoy it as such. Consider a coal heaver being adopted by a young, beautiful and wealthy orphan, who seeking some new whim to pass away idle hours, has him barbered, bathed, tailored and put through the rules of etiquette and then launches the brawny fellow into the inner circle of society. It all starts when the anthracite thrower finds the other half of a bank note which tells him that whole note is his if he applies to the address given on a note pinned to the bill. The address is the fair maiden's apartment. Matt Moore runs away with the honors in his characterization of the hard boiled Smagg. Moore is immense in the early reels. There is much fun in the ball sequence when the lights are dimmed and Smagg starts in to kiss all the flappers present. Marie Prevost good as the jaded orphan.

THEME. Comedy drama. Coal heaver enters society, finds bride in girl who groomed him for new role.

PRODUCTION HIGHLIGHTS. Smagg's efforts to land the half of the bank note. His training for entrance into "400." His return to old haunts "all dolled up." Society reception and dance. Kissing episode. Kidnapping of Myra.

EXPLOITATION ANGLES. Put fellow on street as ballyhoo, dressed like caveman and carrying appropriate advertising. Boost Marie Prevost and Matt Moore.

DRAWING POWER. Popularity of stars and fun in plot make it O.K. for average house.

SUMMARY. A rather wild idea for a plot but containing much fun. Matt Moore doing some especially good work. Miss Prevost easy on eyes. Will provide entertainment for most fans. Fairly well mounted. Needs exploitation.

THE CAST

Myra Gaylord.....Marie Prevost
Michael Smagg.....Matt Moore
Brewster Bradford.....John Patrick
Mrs. Van Veet.....Hedda Hopper
Her daughter, Dorothy.....Phyllis Haver
Author, Gelett Burgess. Director, Lewis Milestone. Photographed by David Abel.

SYNOPSIS. Myra Gaylord, orphan with \$2,000,000, seeking adventure, throws one half \$100 note out of window, offering other half if finder will come to her apartment. Michael Smagg, coal heaver, delivers it. Myra decides to groom him and introduce him into society. His caveman methods attract ladies. He balks at obeying Myra, who tells him society will ostracize him if his identity is disclosed. He doubts it, but finds it true. Eventually, after going back to old haunts, he returns, kidnaps Myra and rushes her away on coal wagon to be married.



Marie Prevost, featured in "The Cave Man" a Warner Brothers production.

The Cave Man (Warner Brothers) PRESS NOTICE

MATT MOORE and Marie Prevost will appear on the Theatre screen, commencing ———, in "The Cave Man," a comedy drama from the pen of Gelett Burgess which relates the amusing adventures of a coal heaver, who is "adopted" by a carefree orphan girl of wealth and after being groomed and trained for the part, is introduced into the "400." When his real identity is disclosed he is forced to forego his high hat and walking suit and don once more the clothes of a coal heaver. But he returns and abducts the girl who sponsored him. John Patrick, Phyllis Haver and Hedda Hopper also have important roles in this amusing farce.

CATCH LINES

Drive away dull care by laughing at the brawny coal heaver who is taken up and exploited by a member of the "400"!

From the coal pile to the social heap in one jump!

Dancing Mothers

(Paramount—Eight Reels)

(Reviewed by Frank Elliott)

WE have had a lot of these so-called jazz pictures, but nothing in many moons to compare with this adaptation of Edgar Selwyn's Broadway stage hit which has been transplanted to the silver sheet by Herbert Brenon in an eminently satisfactory manner. Here is a picture packed with incident, a feature in which the director has kept one big scene stepping on the heels of its predecessor. As for the acting, it also is the best we've seen in a long time. Alice Joyce wins new laurels as the mother, Clara Bow scoring in the role of the jazz-mad flapper. Both these actresses are due for some widespread praise. Conway Tearle and Norman Trevor take good care of the leading male roles. There are any number of "big moments," the first of which comes when Kittens finds her father at a night club with "the other woman," the second arriving when the mother is found by the daughter in the arms of the man from whom she is trying to save her offspring.

THEME. Ultra-modern society drama, New York night life, mother trying to save husband and daughter, herself falls in love with "the other man."

PRODUCTION HIGHLIGHTS. Daughter finding father with another woman. Sequence in which Naughton is discovered by daughter with latter's mother in his arms. Climax, acting, direction, artistic settings.

EXPLOITATION ANGLES. Arrange Dancing Mothers contest, offering prizes for best steppers. Boost names of stars. Put over style display of gowns and slippers suitable for Dancing Mothers. Might also stage a Charleston contest.

DRAWING POWER. OK for best houses as well as all others.

SUMMARY. One of the best acted features in many months. Contains fine moral. Plot packed with action, climax with a Dempsey-like wallop. Beautifully mounted and skillfully directed. Just what modern fans want.

THE CAST

Ethel Westcourt.....Alice Joyce
Jerry Naughton.....Conway Tearle
Kittens Westcourt.....Clara Bow
Kenneth Cobb.....Donald Keith
Mrs. Massarene.....Dorothy Cumming
Irma.....Elsie Lawson
Hugh Westcourt.....Norman Trevor
Author Edgar Selwyn. Scenario by Forrest Halsey. Directed by Herbert Brenon. Photographed by J. Roy Hunt.

SYNOPSIS. Ethel Westcourt's husband and daughter are rounders. When Kittens, the daughter, discovers her father with Irma, "the other woman," the girl decides to continue her flirtation with Jerry Naughton, man about town. Mrs. Westcourt hears of her husband's wanderings and her daughter's association with Naughton. She decides to do some stepping herself but in appealing to Naughton falls in love with him herself. The climax comes when husband, wife and daughter all meet in Naughton's apartment.



Clara Bow, featured in "Dancing Mothers" a Paramount production.

Dancing Mothers (Paramount) PRESS NOTICE

"DANCING MOTHERS," based on the Broadway stage success, will be shown at the ——— Theatre, commencing ———. Edgar Selwyn wrote the story, which is a sophisticated picture of New York life showing a charming matron fighting to save her jazz-mad flapper daughter and night club-habitue husband, but eventually being herself swept into the vortex of fast life. She falls in love with the man from whom she is trying to save her daughter and there is a tremendous climax where husband, wife, daughter and the other man all meet in the latter's apartment. Alice Joyce, Conway Tearle, Clara Bow and Norman Trevor are members of the quartette that makes the leading characters live.

CATCH LINES

Watch the mother of today keep step with her flapper daughter and night-club habitue husband!

Sea Horses

(Paramount—Seven Reels)

(Reviewed by Frank Elliott)

HERE is a thoroughly enjoyable offering which stands out primarily because of the excellence of the character portraits painted by the members of a very satisfactory cast. Francis Brett Young wrote the virile tale of romance and adventure and Allan Dwan has transferred it to the screen in entertaining manner. The plot opens in Naples, but the observer is soon taken to sea where there are some tense dramatic sequences developed as well as some choice comedy. Arriving in the East African port we have more colorful backgrounds and more tense moments. While Florence Vidor and Jack Holt are co-starred and do admirable work, much praise is due George Bancroft for his dashing characterization of the role of Cochran, to William Powell for his work as the drunken beach comber and to Frank Campeau and Mack Swain for their comedy efforts. No one will complain of lack of action, human interest and romance. They are all here in plenty!

THEME. Melodramatic romance. Sea captain saves woman from degenerate husband, makes her his own wife.

PRODUCTION HIGHLIGHTS. The acting. The Christmas party aboard ship. The meeting of wife and husband in Panda. The rescue of the wife by captain when former flees into jungle from husband. The tornado sequence. The comedy element.

EXPLOITATION ANGLES. Boost names of stars. Bookstore display of novel. Build tropical atmosphere into lobby.

DRAWING POWER. This one should prove business getter in average house.

SUMMARY. A well acted, colorfully mounted feature that packs several punches and puts over something different in a climax—a tornado. There is some fine comedy and an appealing romance running through the action.

THE CAST

George Glanville.....	Jack Holt
Helen Salvia.....	Florence Vidor
Lorenzo Salvia.....	William Powell
Cochran.....	George Bancroft
Bimbo-bomba.....	Mack Swain
Senor Cordoza.....	Frank Campeau
Harvey.....	Allan Simpson
Marx.....	George Nichols

Author, Francis Brett Young. Director, Allan Dwan. Photographed by James Howe.

SYNOPSIS. Deserted by her husband, Helen Salvia decides to try and find him in Africa. Captain Glanville falls in love with Helen enroute. In Panda, she finds her husband has degenerated into a drunken beach comber. Captain buys wife's release from husband. She resents this and returns to husband. Eventually captain saves Helen who flees into jungle from drunken spouse. He is wounded in saving daughter, but recovers and the two start for England to wed.



Jack Holt, featured in "Sea Horses" a Paramount production.

Sea Horses (Paramount) PRESS NOTICE

JACK HOLT and Florence Vidor are co-starred in "Sea Horses," which comes to the Theatre, commencing ———. The plot deals in vigorous and refreshing manner with the experiences of beautiful English girl, deserted by her husband, who finds a new love after some stirring adventures aboard a freighter and in an isolated East African port. The film starts out with action and keeps up a swift tempo to the close, with a series of powerful climaxes interspersed of which a raging tropical tornado is the most thrilling. There are some fine characterizations contributed by George Bancroft, William Powell, Mack Swain and Frank Campeau. The settings are unusually attractive.

CATCH LINES

Far from home, on tropic seas—three gruff seamen and a charming girl Fate had placed aboard their ship. All three fought for her. Which won?

Irene

(First National—Nine Reels)

(Reviewed by Frank Elliott)

THERE'S no use in dragging out all the time-worn superlatives in praising this Colleen Moore achievement. They don't mean much in these days. Neither is it possible to go into detail in this short space in telling you about the many good things in this self-made box office bonanza. Perhaps it is best to just say "This is A picture!" It would be a difficult matter to imagine a feature that could offer more entertainment than this. Then again it has many selling angles—a great star, a famous title, a wonderful cast, a splendid story and, to cap the climax, a fashion show in Technicolor that surpasses anything of its kind so far placed on the shadow stage. This style review, alone, will put "Irene," over and there's two solid reels of it. Yes, it cost a fortune and it shows it. Miss Moore IS Irene. She's immense. The nation will soon be talking about her work here. Lloyd Hughes is splendid as leading man.

THEME. Comedy. Little Irish hoyden graduates from demonstrator in store window to mannikin job. Captures wealthy husband.

PRODUCTION HIGHLIGHTS. Miss Moore's characterization. Settings, comedy. "Madame Lucy's" style emporium. Color Fashion Show.

EXPLOITATION ANGLES. Plaster the town with title and star. Tie-up with store on spring fashion show as prologue. Get local music dealer to put on window display of "Irene" music. Take advantage of national tie-ups described in press sheet.

DRAWING POWER. The finest houses in the land should "clean up" with this one.

SUMMARY. All you will have to do on this one is hang out your sign and start counting the shekels. A picture already sold to the public. Produced in flawless manner. Splendidly acted, directed and mounted.

THE CAST

Irene O'Dare.....	Colleen Moore
Donald Marshall.....	Lloyd Hughes
"Madame Lucy".....	George K. Arthur
Pa O'Dare.....	Charles Murray
Ma O'Dare.....	Kate Price
Mrs. Warren Marshall.....	Ida Darling
Eleanor Hadley.....	Eva Novak
Larry Hadley.....	Edward Earle
Bob Harrison.....	Lawrence Wheat

Based on musical comedy by James Montgomery. Directed by Alfred E. Green.

SYNOPSIS. Donald Marshall becomes partner in modiste shop, insists "Madame Lucy" be male operator, makes Irene O'Dare a successful model. On night of big fashion show for society, Irene arouses "Lucy's" anger and is told to stay and watch shop. Donald arrives and assures her she is to lead show. Irene is sensation, but mother arrives and stops her promenade by taking her home. Donald follows, is forgiven by mother. Overhearing Irene confessing love for him, he folds her in his arms.



Colleen Moore, star of "Irene" a First National production.

Irene (First National) PRESS NOTICE

COLLEEN MOORE in a lavish picturization of "Irene," one of the most sensational musical comedy hits in the history of the Great White Way comes to the ——— Theatre, commencing ———. Miss Moore as the sparkling bit of Irish wit whose smile melts all obstacles and wins for her a wealthy youth as a husband, achieves the triumph of her meteoric career on the silver sheet. A gorgeous fashion show, staged in natural colors at a staggering cost! All the seasons of the year are represented in the styles shown!

In support of Miss Moore is seen a cast of sterling excellence, including Lloyd Hughes, George K. Arthur, Charlie Murray, Kate Price.

CATCH LINES

Two years on Broadway, but as a filmplay it will live forever. The best dressed laugh show that this town has ever seen!

Flashing Steeds

(Chesterfield M. P. Corp.—5000 Feet)

(Reviewed by George T. Pardy)

THIS is a good average Westerner, with a plot which has some spice of originality, although its principal appeal lies in the combat thrills, daring horsemanship and generally melodramatic action which are the leading characteristics of this type of picture. It's a new departure to introduce a couple of international crooks searching for a fabulously valuable black pearl into a feature with Western settings, but the idea works out all right in the present instance, with the hero, a Government agent disguised as a cow-hand, keeping an eye on the light-fingered gentry and eventually running them to earth. A romance between the detective chap and ranch-owner's daughter is smoothly developed and slips the lovers together in the customary clinch at the close; Bill Patton shows to very good advantage in the leading role, is a gallant figure on horseback and an appealing lover. Dorothy Donald a winsome heroine, support satisfactory.

THEME. Westerner. Government agent, disguised as cow hand, thwarts plot of international crooks to steal valuable black pearl and wins rancher's daughter.

PRODUCTION HIGHLIGHTS. Arrival of fake titled pair at ranch. Scene where attempt is made to get pearl under cover of phony rustling raid. Numerous chases and fights. Patton's riding feats. Bill's thrashing of "Lord" Algernon. The windup.

EXPLOITATION ANGLES. Play up the black pearl mystery. Bill as Westerner that has odd crook situations, big romantic appeal, startling developments. Feature star.

DRAWING POWER. Suitable for any house that has strong demand for Westerners.

SUMMARY. Brings international thieves in quest of valuable black pearl into Western ranch settings, which gives plot original flavor. Picture snaps across some sensational punches, moves swiftly, star registers well. Good Western card.

THE CAST

Bill Swift.....	Bill Patton
Girlie.....	Dorothy Donald
Lord Rathburne.....	Merrill McCormick
Lady Rathburne.....	Ethel Childers
Shorty.....	Alfred Hewston
Captain Randall.....	Dick Lareno
Joe Stern.....	Harry O'Connor

Author Not Credited. Director, Horace B. Carpenter.

SYNOPSIS. Bill Patton goes to work on Randall's ranch, is in love with employer's daughter Helen. Captain Randall, formerly a sailor possesses a valuable black pearl. Lord and Lady Rathburne visit the ranch. They are really international thieves, working with confederates to obtain Randall's pearl. Bill gains the crooks' confidence and is enabled to thwart their schemes. He finally rounds up the gang, reveals himself as a Government agent and marries Helen.



Bill Patton, star of "Flashing Steeds" a Chesterfield M. P. production.

Flashing Steeds (Chesterfield Prod.)

PRESS NOTICE

A CROOK melodrama with a Western setting, starring Bill Patton, is the big screen attraction at the _____ Theatre on _____. It is entitled "Flashing Steeds" and offers a plot refreshingly different from the average film dealing with ranch and cowboy life.

Patton is seen as a Government agent, working as a cow-hand on a ranch, whose owner, Randall possesses a lovely daughter, Helen, and a valuable black pearl. International thieves are after the pearl, Bill is after the daughter, and the thieves as well. In the end he gets both.

A wonderfully exciting feature, with Dorothy Donald scoring as the charming heroine

CATCH LINES

An intriguing plot, a great cast, romance, melodrama, snappy comedy, Bill Patton at his best!

International crooks, a black pearl of fabulous value, a Secret Service man who loved a rancher's daughter!

The Tough Guy

(F. B. O.—5455 Feet)

(Reviewed by George T. Pardy)

FRED THOMSON and his famous horse Silver King are all to the good in this picture which is made to order for master and steed, giving both due prominence in a story that gets out of the usual rut, sparkles with snappy comedy, is loaded with melodramatic energy and winds up a very pretty love affair happily. Silver King's presence and marvelously intelligent work would alone suffice to lift this film above the level of the ordinary Western production, but in addition we have the athletic prowess and vigorous, clean-cut acting of the star, and the combination is a winning one for the box office. Lola Todd is a pleasing attractive heroine, Bob McKim a fine swaggering villain and the support is adequate. Horse tricks on the screen are quite familiar nowadays, but Silver King's recovery of the lost boy and clever evasion of his pursuers is a specimen of equine sagacity and byplay as amusing as it is surprisingly original.

THEME. Western. With the aid of his intelligent horse Cowboy Fred Saunders recovers little lost brother of girl he loves, defeats her enemies and weds her.

PRODUCTION HIGHLIGHTS. The smart action, Silver King's wonderful tricks, Thomson's splendid riding, energetic stunts and acting. The bright comedy and love interest.

EXPLOITATION ANGLES. Play up the star and Silver King. You can go the limit praising work of both in this film. Bill as combination of laughs and thrills, stress love story. Boost as first-class Westerner.

DRAWING POWER. Should win wherever they want snappy Western comedy melodrama.

SUMMARY. Fred Thomson and his celebrated horse Silver King make a pronounced hit in this well directed, breezy Westerner, which is strong in both comedy and melo values. Excellent entertainment of its kind.

THE CAST

Fred Saunders.....	Fred Thomson
June Hardy.....	Lola Todd
Con Carney.....	Robert McKim
Padre.....	William Courtwright
Buddy Hardy.....	Billy Butts
Sam Jacks.....	Leo Willis
Silver.....	Silver King

Author, Howard Clifton. Director Dave Kirkland.

SYNOPSIS. Fred Saunders, ranch foreman, loves June Hardy who is in search of her little lost brother, Buddy. Fred saves the child's life when he is being taken to an orphan asylum. Later he kidnaps Buddy from the place, but his rival, Carney and the latter's men get the boy. Silver, Fred's wonder horse releases Buddy and leads his pursuers under a tree where his master is in ambush. Fred disposes of the gang one by one as they chase Silver. He brings Buddy to June and she weds him.

The Tough Guy (F. B. O.)

PRESS NOTICE

SILVER KING, the wonder Horse of the screen, and his well-known master Fred Thomson, in another great laugh and thrill Western picture entitled "The Tough Guy," which will be shown at the _____ Theatre on _____!

Those already acquainted with this star and marvelous steed know what to expect of the pair and will find their new vehicle a hummer of interest, both romantic and humorous. Those who have yet to meet Silver King and his rider have a real treat in view, as the new film shows both man and horse at their best, with Fred a gallant lover who wins a pretty girl in the face of tremendous obstacles.

CATCH LINES

Thomson and his famous white horse, Silver King, an inseparable and unbeatable film combination!!

A rollicking tale of love and adventure under Western skies, alive with action and breathless suspense!



Fred Thompson, star of "The Tough Guy" an F. B. O. production.

Galloping On

(Artclass Pictures Corp.—5000 Feet)

(Reviewed by George T. Pardy)

THERE'S the customary amount of rough riding and stunts in "Galloping On" that one expects from a Westerner, but it develops additional interest from two sources—the altogether surprising and decidedly spectacular acrobatics indulged in by Wally Wales, whose stunt work is calculated to make any fan sit up and applaud; and a certain sentimental pressure exerted by the plot in the hero's behalf, which awakens sympathy and has straight human appeal. Taken all around it's a good little picture of its class, and should send Wally Wales' stock up several degrees in the market. Incidentally, the boy patrons are going to yell themselves hoarse over Mr. Wales' agility and scrapping prowess and prove loyal boosters for the film wherever it is shown. The photography is excellent offering a wide diversity of outdoor views, with neat long shots and impressive mountain backgrounds. Jessie Cruzon a pleasing heroine, support capable.

THEME. Western melodrama. Wally Moore serves jail sentence, returns home, pursues bank robbers, recovers loot, clears his name, gets reward, weds girl who loves him.

PRODUCTION HIGHLIGHTS. Spectacular acrobatic and riding stunts performed by the star. Sentimental urge of story, melo, punches. Bank robbery. Bandit chase. Climax.

EXPLOITATION ANGLES. Tell patrons what a whiz Wally Wales is on horseback and stress his wonderful agility and athletic feats. Bill this as a fast Westerner, with the star's stunts creating extraordinary interest and strong sentimental lure.

DRAWING POWER. If your crowd likes snappy stunt work and western melo, O.K!

SUMMARY. Stunt plays by star help to make this Westerner entertaining. Has considerable sympathetic appeal as well as melodramatic vigor. Star especially good. Is well supported. Picture nicely photographed.

THE CAST

Wally Moore.....	Wally Wales
Helen Jenkins.....	Jessie Cruzon
Mrs. Moore.....	Louise Lester
Jack Bowers.....	Charles Whitaker
Banker Brown.....	Richard Belfield
The Child.....	Gretchen Waterman
Storekeeper.....	Art Philips

Author, Frank L. Inghram. Director, Richard Thorpe.

SYNOPSIS. Wally Moore, unjustly convicted returns home after prison release to find his mother's ranch seized for mortgage by banker Brown. Jack Bowers persists in annoying Helen Jenkins by his attentions and Wally intervenes, fights with Jack and is arrested again. Meanwhile Bowers and his gang rob the bank. Wally is let go, follows the crooks, gets them and recovers the loot. He obtains a reward, his name is cleared, and he wins Helen.



Wally Wales, star of "Galloping On" an Artclass release.

Galloping On (Artclass Pictures)

PRESS NOTICE

WALLY WALES in a most amazing stunt melodrama entitled "Galloping On" will be the banner screen attraction at the _____ Theatre on _____.

For sheer daredevil exploits on horseback and in the performance of reckless leaps, etc, this film stands alone. Wally Wales, known as one of the greatest stunt men in the game, outdoes all his previous athletic and acrobatic wonder work. The plot crackles with action and offers a love story of sympathetic interest. Young and old will enjoy this feature, the kiddies especially, as they will go crazy over the star's work.

Jessie Cruzon, Louise Lester, Charles Whitaker and Richard Belfield play important roles.

CATCH LINES

Wally Wales—a hero who sleeps, eats, fights and makes love on horseback!

The Auction Block

(Metro-Goldwyn-Mayer—6239 Feet)

(Reviewed by George T. Pardy)

ALTHOUGH its plot is of the lightest gossamer texture and never convincing, this comedy drama ripples along in such lively fashion that it registers as breezy entertainment that will hold the average audience, and gives promise of rolling up respectable box office scores. Charles Ray, forsaking for the present his well-known rube characterizations, appears as a gilded youth who is shocked into a determination to make good in business when his bride skips away from him, and gets a lot of fun out of his role; while Eleanor Boardman, as the young wife, is attractive, but at times a trifle self-conscious and artificial. Dramatic honors really go to Sally O'Neil for her vivacious, piquant impersonation of the village vamp, a performance full of snap and ginger. The feature gets off to a lively start with the hero's whirlwind courtship of a beauty contest winner and maintains a speedy gait to the finish. It is well photographed and directed.

THEME. Comedy drama. Millionaire's son weds beauty contest winner who leaves him at once, and doesn't return until he makes good in business.

PRODUCTION HIGHLIGHTS. Acting of Charles Ray and Sally O'Neil. Smooth continuity and zippy action. Development of four-cornered love affair. Artistic settings. Scene where vamp compromises hero. The dance-fest. Pursuit of Bob by Lanes.

EXPLOITATION ANGLES. Feature Charles Ray, Eleanor Boardman, Sally O'Neil. Bill as laughing success with good heart interest values. Stress the beauty contest.

DRAWING POWER. A likely box office attraction for all classes of theatres.

SUMMARY. Entertaining comedy drama. Plot a bit thin, but good acting, direction, excellent photography, attractive settings and fast action combine to make it interesting and a card apt to have a strong audience appeal.

THE CAST

Bob Wharton.....	Charles Ray
Lory Knight.....	Eleanor Boardman
Bernice Lane.....	Sally O'Neil
Carter Lane.....	Ernest Gillen
Homer Lane.....	Charles Clary
Robert Wharton, Sr.....	David Torrence
Mr. Knight.....	James Corrigan

Author, Rex Beach. Director, Hobart Henley. Photographed by John Arnold.

SYNOPSIS. Bob Wharton, spendthrift son of millionaire, weds Lory Knight. She repents her marriage to a man who doesn't work and goes home to Palmdale, S. C., is wooed by Carter Lane. Bob arrives, works in shoe store and scores big hit as salesman. He is vamped by Bernice, Carter's sister, who compromises him. The Lanes swear he must marry Bernice or die. She confesses her trick and Bob and Lory are reunited.



Charles Ray, featured in "The Auction Block" a Metro-Goldwyn-Mayer production.

The Auction Block (Metro-Goldwyn)

PRESS NOTICE

ADAPTED from one of Rex Beach's most popular novels, "The Auction Block," which will be shown on the screen of the _____ Theatre on _____, registers as a comedy drama that belongs in the sure-fire entertainment class.

Charles Ray, Eleanor Boardman and Sally O'Neil are the featured players. Mr. Ray appears as the spendthrift son of a millionaire who weds Lory Knight, winner of a beauty contest, is deserted by his wife right after marriage and only wins her back after he has shown that he can make good in business, and a designing vamp nearly shatters his love dream.

CATCH LINES

Charles Ray and Eleanor Boardman in the greatest and funniest picture either has made!

Bob Wharton didn't believe in long courtships, so he married the girl two days after he met her!

Regional News from Correspondents

WILLIAM GOLDMAN has announced plans for a \$175,000 motion picture theatre for the Union Boulevard and St. Louis Avenue site.

A farewell party was given to Julius K. Johnson, who has resigned as guest organist at the St. Louis Theatre, and plans to return to Hollywood. Among the speakers at the farewell banquet were

St. Louis

Clarence S. Williams, manager of the theatre; S. O. Wahl, assistant manager; Anthony F. Steuver, treasurer, and Meyer Friedman, musical director.

Harry Saunders, better known as "Hy," has joined the First National's sales organization in St. Louis. He takes the place of J. O'Neill, resigned.

Paul C. Mooney, an executive of Producers Distributing Corporation, and Holly Turner, formerly of the Turner Advertising Agency, were callers on Spyros Skouras recently and while in St. Louis gave a party to Mr. and Mrs. Spyros Skouras, Mr. and Mrs. Charles Skouras and Mr. and Mrs. Harry Weiss.

New York and New Jersey

WILLIAM and Harry Brandt may well be proud of their New Carlton Theatre which held its premiere Thursday evening, February 11th. From a site at Flatbush and Seventh Avenue, Brooklyn, occupied in the past by an unpretentious playhouse, there has materialized one of the most attractive neighborhood theatres in Greater New York. The number of complimentary remarks paid the Brandt Brothers by prominent members of the film trade bear out this statement. At this time we will not attempt to give a detailed description of the construction which according to the owners embodies a number of points entirely new in theatre building.

Many notables were present at the Carlton's opening. Dr. Hugo Riesenfeld conducted the rendition of the National anthem and following this came an address by Boro President Joseph Guider. The famous Motion Picture director, D. W. Griffith, made the presentation "address. Mayor "Jimmie" Walker, also scheduled to appear, could not attend on account of sickness.

Almost the entire T. O. C. C. of New York City might just as well be termed as "among those present." Well known exhibitors and exchange men observed around the attractive reception room included, Clarence Cohen, Sam Schwartz, Hy Gainsboro, Otto Lederer, Charles Schwartz, Louis Blumenthal, George Steiner, Sol Brill, Moe Streimer, Dave Brill, C. E. Lewis, Herman Rachmiel, A. H. Eisenstadt, Charlie Steiner, Bill Herman, Richard Gladhill and Bernard Sholtz.

The staff of the New Carlton will be composed of William Schaeffer as House Manager, Attilio Marchetti, Musical Conductor and Joseph Alter as Chief Operator. All of these men come to the Carlton with a past record of high efficiency.

As usual, Joe Hornstein and his first night staff were on hand to insure good projection—and it was good.

Overheard in the lobby of Brandt's New Carlton Theatre—C. E. Lewis of the A. H. Schwartz Enterprises who thus far has escaped matrimonial woes being interviewed by "Senator" Bernard Sholtz as to the virtues of a certain Barnard College girl. The recent addition of a brand new baby

girl to the Scholtz family is undoubtedly accountable for the Senator's enthusiasm along these lines.

At the close of the opening performance last Tuesday evening at William Salkin's New Monroe Theatre, Mr. Salkin and a number of his friends and associates sojourned to a nearby restaurant where the entire dining room had been reserved and a catered supper arranged for the occasion. Salkin, who is a pretty good sized man, was presented by the building contractors with a silver loving cup almost as big as himself. However, this was not to be the entire cause of a catch in Salkin's throat as he later attempted a speech of thanks. Parked in front of the theatre, was a sparkling new seven passenger Packard limousine with a uniformed chauffeur at the wheel—a gift to Mr. Salkin from his theatre associates.

During the almost unprecedented jam at the New Monroe Theatre last Tuesday, rubbers and several other articles of clothing became separated from the owners. It is reported that there is quite a collection which may be claimed by those presenting the proper credentials.

Among the guests of honor at the premiere of the Monroe Theatre were Johnny Hines who acted as toastmaster. Charlie Chase, Pathe Comedian, Burr McIntosh and Bradley Barker.

Another theatre opening scheduled for this week is that of the Laconia, a new house constructed by Bolte Bros. and located at White Plains Road and 234th St., New York City. Bolte Bros. also have another theatre in the course of construction in the White Plains section.

Sam Berman, owner of the Stanley Theatre, 86th St., Brooklyn, will soon open his new playhouse on 18th Avenue, near 75th St. It is reported that the new theatre will have a seating capacity of around 2000.

One more shift has taken place among local film salesmen. Richard

Gladhill, who has been associated for some time with the New York Paramount exchange, has recently joined "Buxy and His Gang" at the Fox exchange. Gladhill replaces Gus Solomon who recently became Assistant Manager to Harry Bernstein at Red Seal Pictures Corp.

Walter Reade, of the Walter Reade Enterprises of N. J., is on a three weeks' sojourn in Havana, Cuba.

This is not an Ad for Dinty Moore's restaurant but the beefsteak, etc. must be pretty good to entice Bill Raynor and John Dacey of the Pathe exchange, day after day.

Charlie Stombaugh, Pathe Newark Branch Manager, is still reported as doing plenty of night work—and in addition may be elected to the post of entertaining out of town managers. Mr. Stombaugh has an enviable reputation as a genial host.

Manager Rappaport has recently taken charge of the Hamilton Theatre at Astoria. He was formerly manager of the Sunshine Theatre.

An interesting change of policy is that of Proctor's Newark Theatre which has always adhered strictly to straight vaudeville. It will now add feature pictures to its program.

Joe Lee, big time vaudeville man and Manager of the Fox Newark end of the local exchange, is rapidly becoming a radio fan. He only purchased a new machine a couple of weeks ago and will now trade it in for one about five times as large with a mechanism which resembles a telephone switchboard.

Louis Heiman who recently sold his Empire Theatre at Rahway, N. J. to a Trenton syndicate, will continue as manager of the house.

L. S. Diamond, manager of the Sales Statistical Department of Pathe Exchange, Inc., has received word from 18 Patheites that they intend to try out for the Pathe "five" which will be entered in the bowling tournament to include

seven or eight distributing and producing concerns.

According to the "paper" averages submitted, Pathe is going to have a strong aggregation of pin toppers, as most of the aspirants for the team believe they can hit the wood for 150 or better and there are one or two "Red" Granges of the alleys entered.

The following Patheites will enter the try-outs being arranged for by Mr. Diamond:

Pat Campbell, feature sales manager; Ed Kraemer, "Pop" Keuncke, F. Hagetter, John Michel, Arthur Walsh, B. Mondadori, John Pra, Ray Erickson, J. McCarron, Harry DeSiena, F. Dibbins, T. L. Smith, John Level, Irving Wormser, William Marsh, W. H. Baer and J. Billi.

Jos. Stern's Royal Theatre at Bloomfield, N. J. will hold its opening on Wednesday, Feb. 17th.

It is reported that plans have practically been completed by the Fox Theatre Corp. for the erection of a 3200 seat vaudeville and picture theatre at Passaic, N. J. A. Ginsberg is the architect and ground is expected to be broken in about four weeks. Up until this enterprise was put under way, Passaic has almost entirely come under the control of the Fabian Circuit which, it is said, has about 7200 seats in this Jersey community.

Another addition to the Fox Circuit is the reported taking over of the Clinton Square Theatre, a neighborhood house in Newark.

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Salt Lake City



J. B. RODEN has resigned as Assistant Manager at the local Preferred Pictures exchange. Roden is leaving for Evanston, Wyoming, to manage his theatre, the Orpheus.

George Mayne, owner of the Preferred Pictures exchange here, is back from a swing through Wyoming.

Harmon Peery, of the Egyptian Theatre at Ogden, Utah, was visiting exchange row this week.

H. Bradley Fish, branch manager of the Fox exchange in this city, was in Boise last week, where he attended the opening of Neilson's new Grand Theatre in Boise on February 1st.

Ben Brothers has purchased the Irene Theatre at American Falls, Idaho, and will open on February 16th.

Rather than disappoint the exhibitor at Ephraim, Utah, Manager Fish of the Fox Exchange, jumped into his car and drove the one hundred and thirty miles in a blinding snow storm in order to deliver a shipment of film.

Paul DeMourant, owner of the Rialto Theatre at Blackfoot, Idaho was in on a booking trip a few days ago.

Earl Steele was also in procuring new releases for his Isis Theatre at Bingham, Utha.

L. A. Davis, manager here for F. B. O. will make a short trip into Utah this week.

Joseph K. Soloman, sales representative for F. B. O., has just left for a long trip into Southern Utah. **W. T. Withers** is now making a trip on the high line of Montana.

James R. Keitz, who has charge of the Greater Features office here, will leave this week for the Carbon County mining camps of Southern Utah.

The new branch manager of the local Producers Distributing Corporation exchange, **Al O'Keefe**, arrived here last week from Denver.

C. R. Wade, Producers Distributing Corporation salesman, is still handling the Montana territory very successfully. **Harry Kreiter** is looking after the Producers interests in Idaho. **C. C. McDermond** has closed practically all of his situations in Utah.

Lee Stallings, owner of the Kinema Theatre at Richfield, Utah, was an exhibitor visitor this week.

W. G. Seib, Pathe branch manager, is leaving the local exchange for the Wyoming territory. **C. J. Hamel**, who has been confined to his home for the past

week because of illness, is now back on the job.

R. B. Epperson, Pathe short subject salesman, is on a three weeks trip through Southern Utah. **George Jensen** is expected in this week.

R. D. Boomer, who has charge of the local Associated Exhibitors exchange, is making a trip into Cache Valley and on into Wyoming.

W. H. Rankin, local manager for Warner Brothers, is still in the Idaho Branch.

L. O. Lukan, Associated First National District Manager, in charge of coast offices and Salt Lake and Denver, is here for about one week.

Jimmie Beale is now traveling Idaho out of the local Universal exchange. **Tony Hartford** has been assigned the Utah territory.

The local Universal "Bee Club" held their weekly party at a swimming resort this week.

Thomas Berda, operating the Rialto Theatre at Rock Springs, Wyoming, was in town this week.

Those attending the recent Paramount sales convention were **Charles G. Epperson**, who covers the state of Utah; **E. M. Loy**, who works the Idaho territory; **F. S. Gulbransen**, who has part of Idaho and part of Wyoming in

his territory; **F. J. Murphy**, Manager of the Butte sub-branch of Famous Players, and **J. A. English**, who covers Eastern Montana. They also attended a dinner dance given the personnel of the Salt Lake Exchange of Famous Player-Lasky Corporation at the New House Hotel on February 9th.

Film friends of **Jack Hirschman**, formerly of the Denver sales force of Famous Players-Lasky Corporation, were happily surprised to learn of his recent marriage.

Dave McElhenney, Metro-Goldwyn-Mayer salesman, has been under the doctor's care in this city for the last few days suffering from a badly infected throat.

C. F. Parr, Idaho salesman for Metro-Goldwyn-Mayer, started off with a bang in his territory. **Charles Stern** is on an extended trip in Southern Utah.

Jos. F. Samuels, branch manager here for Metro-Goldwyn-Mayer, has just returned from a pioneering trip through the key points in Montana. **C. A. Dillard** had charge of the office during Samuels' absence.

Clyde H. Messinger, local manager for Educational, has been out on an extended trip into the Idaho branch.



Detroit



MISS JERRY HOPE has taken Miss Edith Candler's place as secretary to Otto Bolle, Paramount branch manager.

The new Cass Theatre will be ready sometime this spring, according to reports received. This theatre is being built by **E. D. Stair**.

Lew Thompson, district manager for Associated Exhibitors, paid a recent visit to Fred Davie.

M. D. Fields, representative for the Short Films Syndicate, Inc., New York, called on Jimmie Min-

ter, general manager of A. B. C., last week.

E. L. Delaney, special publicity director for Metro, visited Detroit last week.

Julia Bushner, an inspector at Warner Bros. exchange, died last week of an operation for appendicitis.

Hickman Price for the Hays organization complimented **Les Sturm**, manager for Metro, on the general condition of this exchange while on a recent visit.

Bill Haynes of the Harmony theatre, and **Lou Cohan** of the

Colonial theatre, are expected to return to Detroit this week after spending several weeks in the south.

Bob Sheehan, the erstwhile showman in Hamtramack, whose order for a specially made Lincoln was placed sometime ago, got it this week.

Fred C. Aiken, central district manager for Pathe, was in Detroit last week conferring with manager **Oscar Hanson**.

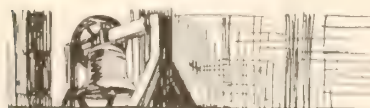
Henry S. Koplin will start immediately the building of a new theatre building on North Wood-

ward Avenue. This house will have a capacity of 1,500.

Due to numerous developments of theatre construction and acquiring theatres at this time, **Henry S. Koppin** has postponed his trip to California for a while.

W. C. Backmeyer, district manager in this territory for Metro, was in Detroit last week for a general conference with **Les Sturm**.

W. S. Wilkinson, representative covering the Film Boards of Trade, was in Detroit last week.



Philadelphia



RALPH BINNS, sales manager of the Electric Theatre Supply Company, Philadelphia, distributors for Educational Pictures, has resigned and is now serving as Washington, D. C. branch manager for Warner Brothers.

Charles U. Martin, who resigned as special representative of Associated Exhibitors about a year ago will soon join the Pathe sales forces out of the New Haven, Conn., office.

Plans are now being drawn for a motion picture theatre to seat 1000 to be erected by **M. Kapner** at the southwest corner of 31st and Diamond Sts., Philadelphia. The theatre, when completed, will

probably be operated by **Green & Altman**, who already control the Park and Jefferson.

A large delegation of Philadelphia exchangemen will start for the Pacific Coast about March 1st to attend the annual convention of their respective companies. The group will include **Edgar Moss**, manager, **Charles Zagrans**, assistant manager and **Al Davis**, sales-

man of the Fox Film Corporation, **William G. Humphreys** of Producers Distributing Co. and **Jerome Safran**, manager of the Philadelphia branch of F. B. O.

Mrs. D. Rossheim who has been visiting her son, **Irving D.**, treasurer of the Stanley Company of America, sailed recently on the "Olympic" to return to her home in London.

With the arrival in this country of one half of the group of 108 pieces of statuary by **Auguste Rodin**, **Jules E. Mastbaum**, president of the Stanley Company of America plans a combined garden and museum to be erected on the Parkway. Mr. Mastbaum is planning to have this museum open, free of charge, to the public at all times.



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San Francisco

J R. ALLEN of Paramount, who has been confined to his bed with a bad touch of the flu, is now on the road to recovery.

Chester Roeder, popular Paramount salesman, has returned from Nevada.

Oscar Kantner, in charge of exploitation for all Paramount exchanges, recently made a flying trip throughout the East.

The many friends in the local film colony are offering their deep sympathy to W. P. Archibald upon the passing of his young son, Louis Beverly Archibald. Young Mr. Archibald was manager of the Fremont Theatre in Oakland.

The local Educational boys have a novel score board on their walls on which is posted the standing of teams in their prize drive. The bookers are listed as catchers, Messrs. C. J. Chapman and Walter Berger. Pitchers or salesmen are C. C. Blumenthal, George F. Madsen and J. C. Crowley.

Mutual Independent Exchange

have moved from the south side of Turk Street to 298 Turk.

Karl Kruger has added himself to the Universal family in San Francisco and is now out on the road.

Dr. C. L. Toepfer and Edgar J. Roemheld, former managers of the Cameo, have purchased a theater in Kingsburg.

I. W. Ware is the new owner of the Palace Theatre at Dixon, formerly conducted by W. J. Clark. Mr. Clark has his new house at Vacaville scheduled for early completion.

Pathe's western division manager, Frank Harris, has returned from a trip which included Denver, Utah, Montana, Washington and Oregon district.

Chester Dormio and Louis Pierotti were in town recently in connection with taking possession of their new theatre project, at Reno, Nevada. The new managers gave a luncheon to the local film boys. Sol Lachman, formerly operator at the Grand Theatre in Reno, will be assistant manager for the new owners.

Canada

THE Toronto exchange of First National Pictures, Inc., is now installed in the Film Exchange Building at 277 Victoria Street. Originally this building had but three floors, being occupied by Regal, Universal and Canadian Educational Films. Three additional floors have been put on.

First National occupies the entire fourth floor, having an area of 4,200 sq. ft. A fire wall separates the general offices from the poster room, and a second fire wall divides the poster room from the film room. Steel shelving and tables form the entire equipment of the poster room, film room and inspection room.

A feature of the new exchange is the screening room which is a miniature of an up-to-date theatre and equipped with upholstered wicker furniture. A ventilating system keeps the air fresh and clear under all circumstances.

The entire film colony of Toronto have expressed their admiration of the new offices, and First

National's employees are justly proud of their new home.

Manager M. O. Allen of the Monarch Theatre, Edmonton, Alberta, and formerly of Calgary, departed his bachelor life a few days ago when he took unto himself a wife, the bride being Miss Esther Bloom, popular young lady of Edmonton.

The projectionists of Calgary, Alberta, staged a big party of their own in the form of a smoker at the Labor Temple on February 4, a large number of theatre enthusiasts being in attendance. Fred White was the chairman of the program of boxing and music, while others who took part included Harry Wilson, G. Brockbank, Max Bishop, Jack Bullough, Andy Davison, Joe Carruthers and Harry Wilson.

For the third time the Bourget Theatre, 1278 Notre Dame Street, Montreal, has had a fire and the latest one, which occurred early on the morning of February 4, gave the Montreal Fire Department a stiff two-hour battle.

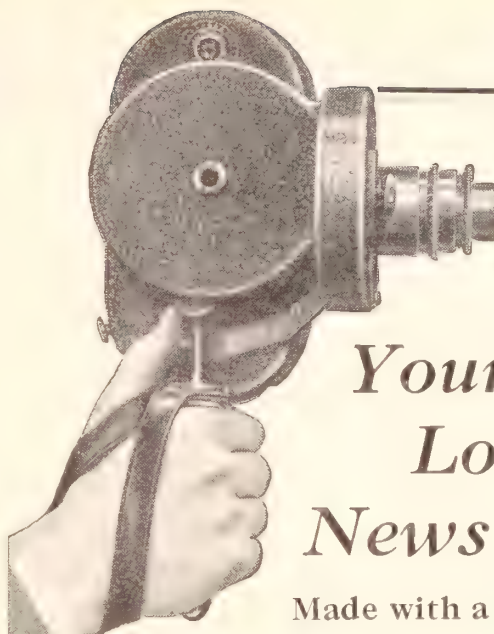
Buffalo

AN agreement has been reached under which Russell Garrison will retire as receiver for Brown & Abbott from the Corinthian Theatre in Rochester on March 15. The agreement is expected to end litigation pending for some months.

Eddie Lacyzinski, manager of the Park, and Ben Wallerstein, manager of the Broadway, are about to meet Harry Dixon, F. B. O. manager and his assistant, Elmer Lux, to decide the exhibitor-

exchange bowling championship.

Basil Brady, manager of the Pathe office, has returned from New York, where in addition to "sitting in" for a week with officers of the company, he attended the Naked Truth Dinner with Mrs. Brady, sitting at the Pathe table, where also was Bill Mack, former Buffalo Pathe manager, and Mrs. Mack, while across the way was a table at which were seated Meyer and Louis Schine of the Schine Theatrical Corporation.



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ger, and the picture is yours.

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Gentlemen:—

Kindly send me your booklet on the EYEMO Camera.

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Theatre.....

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Chicago



JULIUS LAMM is making his headquarters in Moline for the present, in connection with the opening of his recently acquired New Palace Theatre.

The Chicago Film Board of Trade tendered a farewell dinner to George Dembow and L. A. Rozelle, at the Congress Hotel on Tuesday night. The dinner was followed by a theatre party, after which the crowd which included about thirty-five film men, enjoyed a buffet supper. Mr. Dembow leaves for New York within a few days to become special repre-

sentative of Fox Film Company, with headquarters in New York City. Mr. Rozelle will be in Chicago at least until March 1st, at which time his resignation as exchange manager of Metro-Goldwyn becomes effective. It is understood Mr. Rozelle will have an interesting announcement to make as to his future connection before the end of the month.

The return of Clyde Eckhardt as district manager of Fox Film Company is a source of general rejoicing to his many exchange and exhibitor friends.

Business Manager Jack Miller of the Exhibitors Association of Chicago has returned from New York City, where he went for a conference with Will H. Hays and Attorney Gabriel Hess, of the Motion Picture Producers and Distributors of America.

George Collins of Pathe has been promoted from branch booker to salesman and assigned to south side territory. Ted Farrand will fill the position of booker made vacant by Mr. Collins' promotion.

District Manager Fred Aiken of Pathe, is on a swing around the circuit this week.

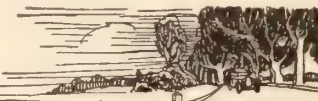
J. W. MacFarland, newly appointed manager for Associated Exhibitors' "Double I" territory, has arrived in Chicago to assume his new duties.

V. A. Nomakis, owner of the Rex and Wabash Theatres, took over the New Regent at 69th and Halsted Street, from D. J. Chrisis, on February 1st.

Many friends of Dan Broderick, manager of the Palace Theatre at 18th and Halsted Streets, will be sorry to learn of his death, which occurred on February 14th. A sudden attack of pneumonia was the cause.



Cleveland



C. A. Young is remodeling his State theatre, Napoleon, Ohio. A thoroughly modern house as to equipment, Young has put in a new indirect lighting system, has redecorated, has arranged hanging baskets containing flowers and has brightened up the place a lot. The State is a 350 seat house, and is operated every night.

Joseph Tittl, a newcomer to the ranks of exhibitors, has just taken over the Park View theatre, 93d St. and Kinsman Rd., from Joseph Fink. The Park View is an attractive neighborhood house and

has 300 seats.

Nat Barach was back in the city last week. Barach, has been real estate in Florida for the past six months.

Robert Cotton, division manager for Producers Distributing Corporation, is laid up with lumbago.

Oscar Ruby, manager of the local Pathe exchange, has just returned from his annual visit in the Pathe home office.

The heavy snows have not kept the out-of-town exhibitors away from the distribution centers. Among those who registered in

the Film Exchange Bldg. last week were Arthur Denlevy, Strand theatre, Akron; G. M. Jordan, Grand, Newcomerstown; H. C. Williams, Rex and Norka theatres, Akron; Paul Mueller, Palace, Ashtabula; August Ilg, Ohio, Lorain; Charles Mack, Strand, Sebring; Mrs. Mildred Chenderlin, the new owner of the Majestic theatre, Fostoria; and Vincent Czajkowski, the new manager of the Strand theatre, Newton Falls.

The Astor theatre, in Firestone Park, Akron, has come to life again. **Harry C. Williams** has

taken it over, is redecorating it and has renamed it the Rex.

Robert Courson has taken over the proprietorship of the Pastime theatre in Akron. **Mike Ratoff** was formerly the owner.

The Royal theatre in Akron has re-opened. **O. F. Baker**, formerly with Allen Simmons of the Allen theatre, is the new manager. **John Wolf** had it previously.

Once again has the Standard theatre, Cuyahoga Falls, changed hands. **P. M. Tracy**, the former owner, has sold it to Messrs. Bales and Foldvary.



Des Moines



A. H. BLANK left Saturday for Omaha in order to oversee plans for the construction of a new theatre at Omaha.

Sam Costen of the Eastern Iowa Theatres Company was in Des Moines visiting the exchanges and announced that negotiations have been completed for the taking over of the Gem Theatre at Oelwein. **Ted Bryant**, who sold the Oelwein house to the theatre company, will remain as manager of the Gem Theatre. The house will be redecorated by the new

management and new equipment will be put in.

A lease which holds for two more years is held by **B. I. Van Dyke** of the Royal Theatre, Des Moines. The site of the building which houses the Royal has been discussed for the location of a new theatre to be built by **Alexander Frank** of Waterloo who is backed by a New York company.

W. E. Banford has been visiting the key towns for Metro-Goldwyn.

A. H. Blank announces that the Majestic Theatre, Des Moines,

will be closed in a few weeks in order to undergo some extensive redecorating and changes in construction. **Omar Kenyon**, who has been managing the Majestic for Mr. Blank on a sort of partnership plan, will remain at the Majestic as manager.

Jovial Bill Eddy of the Empress always has his name in the paper when he comes to town. He was up from Indianola last week.

Lee Moore has bought the Orpheum Theatre at Centerville. The Orpheum was owned by **Doc**

Fogarty. Mr. Moore will close the theatre for a few weeks in order to do some redecorating. He is also owner of the Majestic Theatre at Centerville.

Joe Stack of the theatre at Carroll has bought new low intensity arcs for his projection booth.

Frank Shipley, manager of the Rialto Theatre, which closed February 14, will leave Des Moines for a tour of the south before he settles down to his next position.



Atlanta



HARRY FOREMAN, traveling auditor for Film Booking Offices, came in town the early part of this week.

L. Balafos, well known exhibitor of Milledgeville, Ga., spent several days this week in Atlanta booking pictures. He expects to leave for Europe very soon to visit his home in Greece.

C. L. Peavey, manager of the local F. B. O. exchange, returned to Atlanta Friday.

Ernest Morrison, formerly of

district representative for Producers Distributing Corporation in Charlotte, has resigned from that position.

Jack Elwell, manager for Liberty's Atlanta exchange, returned to the city last Tuesday.

G. N. Meacham, member of the Office force of P. D. C., is receiving the sympathy of friends for the loss of his father, who died in Atlanta last Sunday.

J. H. Butner, manager of Educational's Atlanta exchange, re-

turned last Thursday from an extended trip through Florida.

Rufus Davis, manager of Liberty's Charlotte exchange, arrived in town last Friday.

Harry Pearce, sales representative in the Alabama territory for Educational, left Atlanta Thursday for an extended sales trip.

R. G. Matthews has been added to the sales force of Pathe in the Tennessee and Alabama territory and will handle the two-reel comedy product.

W. L. Loudy has joined the sales force of Liberty's Atlanta office.

Maurice Mitchell, formerly salesman for the Atlanta Liberty exchange, has been appointed branch manager of Associated Exhibitors in Charlotte.

Ernest Morrison, recently appointed manager of the Howard Theatre, Atlanta, arrived in the city last Monday to take over his duties.

COSTUMES FOR HIRE

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Seattle

W. J. MORGAN, general sales manager of the Producers' Distributing Corporation, together with Les Weir, Western district manager, and Donald Smith, assistant district manager, visited Manager William H. Drummon's local Producers' exchange last week.

Wesley Sornberger, owner and manager of the Wrangell Theatre, of Wrangell, Alaska, spent the last week in this city.

Jack Rue, former manager of the Portland office of Producers' Distributing Corporation, was a recent visitor in Seattle.

Manager Fred G. Sliter of the First National exchange, last week announced the resignation of Harold Boehme, associated with that office in a sales capacity for several seasons.

Mack J. Davis, a former owner of the Mack Theatre in Port An-

geles, last week announced the sale of his house to E. A. Halberg, owner and operator of the Lincoln Theatre in that town, and the new Liberty Theatre in Mt. Vernon.

L. J. Schlaifer, Western district manager for Universal, and former manager of the local office, spent several days here recently on a visit to Manager Reilly's exchange.

Will Starky, general manager of the Will Starkey Amusement Enterprises of Spokane, spent several days here recently.

Reports that Eddie Rivers of the Strand Theatre in Walla Walla had purchased the Colonial Theatre in Eugene, Oregon, were declared erroneous when Mr. Rivers advised that negotiations with Mrs. Laura Payne, the owner of the Colonial, had fallen through.

Joe Bradt, prominent suburban and neighborhood theatre operator of this city, who last week sold his Good Luck Theatre to Mrs. S. Z. Williams, is reported to have purchased the Roycroft Theatre at Nineteenth Avenue and Roy Street from John Danz.

J. N. Randolph, sales representative of Manager Carl Stearns' local Warner Brothers exchange, last week was transferred to the same company's office in San Francisco.

Maurice Oppenheimer, owner and manager of the Hippodrome Theatre in Spokane, last week closed that house indefinitely.

Among the out-of-town exhibitors seen on Film Row during the last week there were George Purvis of the Longview Theatre at Longview, Washington, and A. C. Gwynn of the Jensen-VonHerberg Theatres in Olympia.

P. E. Irving, manager of the Madrona Garden Theatre for the Pacific Theatres Company, last week was held by an armed automobile bandit and was relieved of his satchel containing the day's receipts, but by quick work and sheer nerve recovered the money. As the bandit hopped into his car and started off Mr. Irving jumped onto the running board, snatched away the satchel from the seat beside the driver, and fled around the corner, leaving the bewildered bandit driving down the street.

Seth D. Perkins, recently appointed assistant to Dave Bershon in the Intermountain territory, announced that he had been awarded the management of this Intermountain district, and would supervise the Denver and Salt Lake City exchanges, with headquarters in the former city.

Omaha

HERBERT BLUECHEL has purchased the lease of the Dundee theatre, Fiftieth and Dodge streets, recently erected by A. R. Hanson. Mr. Bluechel, who for 12 years has operated theatres at St. Louis, Cedar Rapids, Iowa, and Norfolk and other Nebraska cities, is expected to accu-

mulate a string of theatres here.

The Nebraska Theatres Corporation has acquired the Rex and the Palm houses. The corporation, the owners of which are Sam and Louis Epstein and the World Realty Company, already own the Roseland and Orpheum in South Omaha and other theatres.

The Tivoli theatre at Bartley, Nebr., has been bought by W. R. Daniel. The former owner was J. W. Arbogast.

There is a possibility that the new theatre planned by the World Realty Company at Sixteenth and Douglas streets may be a sky-

scraper to house a modern hotel as well as the theatre.

The Hostettler Amusement Company has increased the capacity of the theatre to be erected at Grand Island, Nebr., from 1,300 to 1,400. John Ebersson has been called in as a new architect.

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This remarkable collection of standard organ music is recommended in unqualified terms for motion-picture use by famous New York motion picture organists such as John Priest, John Hammond, Percy Starnes, Harold Ramsbottom and many others. It contains 114 standard classic, modern, sacred, operatic, march and characteristic compositions arranged for pipe organ (3 staves), and is the most complete collection ever published. The sheet music value of the music it contains is more than \$75.00, and in addition, it contains scores of pieces never arranged before for organ. It will pay every organist to read the Index presented herewith.

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Adagio (M. Night).....Bach
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Air (R. M. B. B.).....Bach
Air (P. M. B. B.).....Lotti
Andante (Orfeo).....Lotti
Andante (Concerto).....Mendelssohn
Consolation.....Mendelssohn
Gavotte in D.....Mendelssohn
Military Polonaise.....Chopin
Minuet in G.....Bach
Minuet in D.....Mozart
Moment Musical.....Schubert
Nocturne, Op. 9, No. 2.....Chopin
Scherzo.....Chopin
Spring Song.....Mendelssohn
T. in C.....Schubert
Unfinished Symphony.....Schubert

MODERN COMPOSITIONS
Andante Cantabile.....Tchaikovsky
Anitra's Dance.....Grieg
Berceuse.....Debussy

Berceuse.....Schubert
Cavatina.....Rachmaninoff
Erotik, Op. 43, No. 5.....Grieg
Humoreske, Op. 101, No. 7.....Dvorak
Hungarian Dance No. 5.....Brahms
Largo.....Brahms
Larme, Une (A Tear).....Moussorgsky
Madrigal.....Mozart
Mélodie, Op. 10.....Massenet
Melody in F.....Rubinstein
Norwegian Dance.....Grieg
Oriental.....Chopin
Playera, Op. 5.....Granados
Poème.....Fibich
Prelude in C# Minor.....Rachmaninoff
Près de la Mer, Op. 52.....Arensky
Rhapsody, Op. 9.....Scriabin
Romance, Op. 44, No. 1.....Rubinstein
Romance, Op. 26.....Svendson
Romance Sans Paroles.....Faure
Salut d'Amour.....Elgar
Sheherazade (Excerpts).....R. Korsakov

Seratch Poem.....Mendelssohn
Serenade.....Debussy
Serenade.....Gounod
Serenade.....Widor
Serenata, Op. 15, No. 1.....Mozart
Simple Aveu.....Thomé
Solemnity.....Debussy
Volga Boatmen song.....Russian Air
Waltz in A, Op. 39.....Brahms
SACRED COMPOSITIONS
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Andantino.....Lemare
Andantino.....Lemare
Angel's Serenade.....Braga
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Ave Maria.....Schubert
Cantilene Nuptiale.....Dubois
Evening Prayer.....Reinecke
Hallelujah Chorus.....Handel
Idyl (Evening Rest).....Merkel
Kol Nidrei.....Hebrew
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OPERA SELECTIONS
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Coq d'Or, Le Hymn to the Sun
Gioconda, La.....Verdi
Dance of the Hours
Hansel and Gretel.....Prayer
Joelyn.....Berceuse
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Lucia di Lammermoor Sextette
Mastersingers, The Price Song
Rigoletto.....Quartet
Sella.....Lohengrin
Samson and Delilah My Heart
Tales of Hoffman.....Barcarolle
Tannhäuser.....Evening Star
Tannhäuser.....Pilgrim Chorus
Tannhäuser.....Rigoletto
CHARACTERISTIC MARCHES
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Ase's Death.....Grieg
Bridal Chorus.....Wagner
Consolation March.....Chopin
Dead March (Saul).....Handel
Dervish Chorus.....Sebek
Fantasy, Op. 40.....Brahms
March (Tannhäuser).....Wagner
Festival March.....Gounod
Funeral March.....Chopin
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Marche Militaire.....Schubert
Marche Nuptiale.....Ganne
Russian Poem.....Brahms
Torchtlight March.....Clark
Triumphal Entry.....Halvorsen
War March (Athalie).....Mendelssohn
Wedding March.....Mendelssohn
Chant Sans Paroles.....Tchaikovsky
Chants Russes.....Lalo
Cradle Song.....Hauser
Le Cygne (The Swan).....Saint-Saens

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Albany



HAROLD FILKINS, a former salesman for Merit and F. B. O. in this city, recently passed away following an illness of many weeks. Mr. Filkins was thirty-two years of age, and leaves a wife and one small child. Floral tributes were sent by the Albany Film Board of Trade.

Visitors along Film Row during the past week included William Smalley, of Cooperstown; Lou Benton, of Mechanicville; Len Garvey, of Clinton; Gene Thornton, of Saugerties, and Morris Silverman of Schenectady.

Carl Schwarzwaelder, who runs the social hall at Chichester, gave a special show a week or so ago for the Knights of Pythias.

Herman Vineberg, who handles the Albany and Regent, was in New York during the past week. Nate Robins, of Utica, also visited the big city. The Schine brothers, of Gloversville have returned home after attending the Naked Truth dinner.

George Ames, Pathe manager, was burned out of his apartment during the fire in the Calvary Baptist Church.

Uly S. Hill, manager of the Strand group of houses in Albany and Troy, was in conference last week with Walter Hays, of Buffalo.

The Chestertown Theatre operated by H. Richardson, has just been taken over by Doctor Swan, of that village. The Rialto, in Schenectady, which has been operated by Mike Freedman, was acquired last week by Louis Cappa, who runs Dreamland in Albany.

A benefit was staged last Sunday at the Photoplay Theatre in Keeseville, owned and operated by Peter Gordon, for replacing a bell in the French Catholic church recently destroyed by fire.

Frank Breymaier, manager of the Van Curler in Schenectady, is busy these days in handling all of the newspaper and other publicity of the entire Farash circuit. Mr. Breymaier is also looking after affairs at the Barcl.

The Knights of Columbus of Glens Falls gave a minstrel show at the Rialto Theatre last week. The theatre is operated by William Benton.

C. H. Travis, projectionist at the Barcl in Schenectady, was honored last week by being selected as president of the W. W. Farley Association at a recent meeting at the State Theatre. James Carney was named as vice-president; Joseph Genre, secretary, and Mrs. Helen Heffernan, treasurer.

Although Frank Learnan was a newcomer in the business a few months ago, he is showing great aptitude these days as manager of the Strand Theatre in Schenectady.

When times are bad in Schenectady at the big industrial plants, Miss Betty Feuer, owner of the Crescent Theatre, continues to play to capacity houses, as her admission price is ten cents.

Joe Raymond, who runs the State Theatre in Utica, has a cat which strolls around the house. The cat is known to all the exchange boys.

Claude Fish, running the American Theatre in Schenectady, was busy last week in welcoming the

exalted ruler of the Elks and attending a big Masonic gathering in Albany.

One of the cosiest little theatres in the Mohawk Valley is located in Frankfort and run by George Loomis, who has spent considerable money lately in the way of improvements.

James Roach, manager of the Farley houses in Schenectady, makes the rounds of the theatres each night, in order to keep in close touch with the managers.

So long as Alec Sayles is manager of the Leland in Albany, and judging from the manner in which he is handling the house, he will be there as long as he desires.

Edward Hochstim, former salesman for F. B. O. here, received a telephone message from his brother one day last week to the effect that a son had arrived at the Hochstim home in Hudson. The father runs the Star in Hudson.

It now looks as though the theatre being erected by John Augello in Utica will be in shape to open around Eastertime.



Milwaukee



THE Arcade Theatre on Upper Third Street, was seriously threatened by fire last week, when adjoining property was totally destroyed. No damage was reported by the theatre management.

"Benny" Bennie of the Menominee Theatre at Menominee, Mich., spent a part of the past week on Milwaukee's film row.

A. J. Cooper, who operates the Casino and Strand theatres at La Crosse, the Unique at Tona and the Belle at Sparta, and expects to open his new State Theatre in La Crosse, figured in no less than four motor accidents within the past four weeks.

Steve Dorace was in Milwaukee last week to tell of the successful opening of his new Douglas Theatre at Racine, Wis., last Saturday. Dorace also owns the Star Theatre at Racine.

Sam Therion of the Bijou Theatre, Green Bay, Wis., paid his periodical respects at the Milwaukee exchange offices during the past week.

Miss Barbara Gardner, of the Milwaukee office of Progress Pictures, has resigned to join the force of Metro-Goldwyn.

Walter C. Blaney of the Midwest Distributing Corporation and John B. DeLorenzo of Progress Pictures were recently snowbound in the village of Millston, Wis.

Danny Ryan, well known film salesman in the Wisconsin territory, has left Celebrated Players to join the sales force of Metro-Goldwyn-Mayer.

Cress E. Smith, general sales-manager for the Mid-west division of United Artists, and C. C. Walis, general manager of the Chicago territory, spent Tuesday in Milwaukee conferring with Lyman L. Ballard.

Sam Pylet has announced the breaking of ground for his new theatre in the fashionable suburb of Shorewood, the northernmost

extremity of Milwaukee's gold coast. Pylet was formerly manager of the Hollywood Theatre.

Lyman L. Ballard, for the past six years representative of United Artists in the Chicago territory, and for the past four years head-quartering in Milwaukee, is back in the fold again after a brief sojourn in Omaha, Neb., as manager of that branch.

Henry Goldman, owner of the Colonial and Grand Theatres at Green Bay, Wis., has been spending considerable time in Milwaukee lately. It is rumored that a deal for the sale of his interests in the northern city is pending but no definite statement could be obtained.

Harry Hatfield, who operates the Strand Theatre at Green Bay, was in the city recently. Besides visiting at the exchanges, he made arrangements regarding a home talent production he intends to put on in the near future.

Joe Cullen, well known here as a former manager of the Jackson Theatre and head of the Lobby Display Company, plans soon to open the new Studio Theatre on the East Side. The house will have 600 seats and will be thoroughly modern and high class in every respect.

F. M. DeLorenzo, manager of the local branch of the Producers Distributing Corporation is sporting a new Willys-Overland.

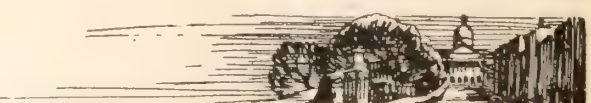
George Huebner, manager of the Crystal and Strand Theatres at Oconomowoc, Wis., visited at Milwaukee during the past week.

Another Oconomowoc visitor was Mrs. "Colonel" Welsh, whose husband operates the Iris Theatre in Milwaukee, but resides in Oconomowoc.

L. H. Guhl, former owner of the Pastime Theatre at Delavan, Wis., is travelling for the Ludwig Film Exchange, specializing on Chadwick productions.



New England



THE Pathe exchange is making extensive improvements to the projection room and is installing a complete new ventilating system.

Mr. Exhibitor: Ask at the Film Exchanges for the



It's little to ask for, but it's the only reliable aid you can give your musicians to help put the picture over

Manager Harry Campbell of the Fox exchange, Boston, is making his semi-annual trip over the New England territory.

Miss Bertha Robbins of the Boston exchange of Independent Films, Inc., was tendered a shower by the entire staff Saturday in honor of her approaching marriage to E. Levine of New York City on March 7. Harry Rogovern, salesman covering

Western Massachusetts, is soon to be married and Saul Simons, advertising man of the same exchange will become a benedict a few weeks later, Miss Helen Mailen being the prospective bride.

D. O. Shepard is in charge of Associated Exhibitors' New Haven, Conn., office, succeeding Harry Eskine, now special representative with the home office.

Austin McDonald has been appointed cashier of the Warner Brothers Boston office.

Mrs. Mary McGlue of Boston has acquired the Olympia Theatre at Bristol, R. I., formerly owned by Joseph Mulford. Meyer Shapiro, who was booker under Mr. Mulford, will remain in that capacity under the new ownership.

Harry S. Brown, formerly manager of the Pittsburgh office of Associated Exhibitors, has been transferred to take charge of the Boston office.

Roger J. Mahan has been made manager of the Pathe office at New Haven, Conn.



Minneapolis

PLANs for a new theatre at Berlin, Wis., are said to have been abandoned by Stoddard Brothers since Ed Starkey of the Opera House has obtained control of the city's two theatres.

A pretty building race is promised in Aberdeen, S. D., where Finkelstein & Ruben and the Walker Amusement company both plan new theatres. The Walker theatre will be called "The Mecca" and construction will start at once, according to Harry Walker of the company.

Theodore L. Hays, veteran general manager of Finkelstein &

Ruben theatre chain, is on a vacation trip to Bermuda and the Bahama Islands.

Harold Finkelstein of the F. & R. organization, is on his honeymoon in Cuba.

Ray Peterson has gone to the vaudeville department of Finkelstein & Ruben to participate in the expansion of that department. His place in the advertising department is being taken by Victor O'Brien of the Minneapolis Journal.

A combination theatre to seat 800 is planned at Rice Lake, Wis., by George E. Miner, owner

of the Majestic, who also proposes a new house at Spooner.

The Scenic Theatre, Elkton, S. D., formerly owned by Henry Wiecks has been bought by R. H. Pfhangston.

The Orpheum Theatre of Carson, N. D., has been leased by E. A. Holritz.

M. Thiron has leased the Denmark Theatre at Denmark, Wis.

The Opera House at Plainview, Minn., has been taken over by Fred Klampe of Kasson.

C. H. Wise has sold the Bayview theater at Wayzata, Minn., to the I. O. O. F.

Frank Klose is the new cashier at Producers Distributing corporation.

George Cobry, Producers booker, has been succeeded by Joseph Beahen, formerly of Paramount.

B. R. Parsons proposes to build a new theatre at Springfield, Minn., to seat 400. It will be equipped for stage shows.

William Curtis, Peoples' theatre, Redfield, has purchased the Dexter, Ia., Princess at foreclosure sale. V. J. Hudson recently closed the house.



Cincinnati

DON GLENNIE, booker for Warner Brothers in the Cincinnati offices, has accepted the challenge of Frankie Schreiber, booker for Universal, for a bowling match to be held next week.

S. L. Howard, manager of the Metropolitan Theatre, Circleville, O., visited the various film exchanges last week.

A. H. Hesse, manager of the Opera House at Amelia, O., spent several days in the city last week.

W. C. Chesborough, representing the Empire, Royal, Northern and Victor Theatres in Columbus, O., visited film row recently.

The Universal Joy Club traveled over to Charleston last Saturday

night and there the members of the club were the guests at a party given them by the Charleston, W. Va., exchange members of the firm at the Kanawha Hotel. Charles Lowenburg rendered a new poem written by Max Margolis of the sales force and also did his usual famous dance.

Al Sugarman, short subjects manager for Universal, spent several days in Cleveland last week.

Lawrence Burns of the Champion Theatre, Columbus, O., visited the local exchanges recently.

John Gregory of the Liberty Theatre, Springfield, O., was another exhibitor to honor the local

exchanges with his presence last week.

W. E. Trong, assistant sales manager of the Universal Southern Division, spent several days at the local offices conferring with Fred Strief, the local manager.

Frank Pasker, traveling auditor for Universal, was another visitor.

Ed. Keene of the Oxford Theatre, Oxford, O., bought several college pictures for the students of the Miami University last week.

Among the prominent exhibitors to visit the various film buildings last week were the ever welcome members of the Palace Theatre, Hamilton, O., namely Fred Myers and Harry Silvers.

Associated Exhibitors' Cincinnati branch, under the managership of Otto M. Horwitz, has adopted as their slogan an aphorism recently coined by Manager Horwitz during a sales talk at that busy office.

"Boys," said Mr. Horwitz, "don't wait until your ship comes in—row out to meet it."

That sounded mighty good to the assembled salesmen of the Cincinnati territory and after having their slogan handsomely painted and mounted, it was placed in the administrative offices of the Cincinnati branch, where it serves to identify the spirit of their fast-stepping organization.



Kansas City

A SUITE of three large rooms will be occupied by the Kansas City Film Board of Trade in the new building now under construction at 1715-17 Wyandotte Street. The building will be completed about March 1.

Among the out-of-town exhibitors in the Kansas City market this week were: Blaine Cook, Beatrice, Neb.; J. S. Shortly, Strand,

Independence, Kas.; Glenn Dickinson, Dickinson Circuit, Lawrence, Kas.; G. L. Hooper, Orpheum, Topeka, Kas.; H. E. Garber, Baxter Springs, Kas.; A. F. Perkins, Schnell Theatre, Harrisonville, Mo.; C. M. Pattee, Pattee Theatre, Lawrence, Kas.; R. B. Christian, Byers Theatre, Excelsior Springs, Mo.

The Maple Theatre, Kansas City suburban theatre, has been purchased by W. H. Hurley from P. G. Vaughn.

Kansas City's film row hummed with activities this week. Joe Rosenberg, Universal salesman, won a promotion which will take him back to England working in conjunction with Universal's sales staff there.

L. J. McCarthy, former assistant First National branch manager, has been appointed by that company as branch manager in Milwaukee.

Felix F. Feist, Metro-Goldwyn general manager of distribution and sales, and Allen F. Cummings, sales statistician, were Kansas City visitors. J. E. Flynn, district manager for Metro-Goldwyn, conducted a sales meeting at the Kansas City office.

Sid Ginsberg has been appointed special representative for the Independent Film Corp.

A. W. Day, former Wagner

Bros. booker, has been succeeded by Charles Lewis.

Edward Wagoner, home office accessory representative for P. D.

C., left for Omaha after starting an accessory campaign in Kansas City, has joined the Metro-Goldwyn sales force.



Hazele Harmon who appears in the Irwin R. Franklyn production, "Chased Women."

Arthur J. Lamb presents

THE MOLLY MAY SERIES

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2 Reel Comedies

Featuring Violet Mersereau

Direction Joseph Levering

"'Twas her first night in Philadelphia,
"She looked so sweet in her old fashioned clothes;
"The boys all said 'Now she is as modest as can be,
"You can't even see the color of her hose.
"She has the baby stare, she doesn't bob her hair.
"She'll never go astray!"
"'Twas her first night in Philadelphia,
Philadelphia, P. A."

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GENERAL ELECTRIC PATENTS

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The Incandescent Lamp provides a constant source of light and the intensity of illumination on the screen does not change. The intensity of the lamp itself does not vary and it operates in a fixed position always. Continuous uniformity of screen illumination is assured and the possibility of eye strain is reduced to a minimum.

Simplicity

The projectionist has no adjustments to make during operation and after the initial setting no change is necessary during the life of the lamp. This permits the projectionist to give his full attention to the other details of presenting the picture in the most satisfactory manner which is very essential in view of the growing realization that Better Projection Pays.

Cleanliness

The Incandescent Lamp is a hermetically sealed light source and its cleanliness inspires a general cleaner condition in the projection room.

Economy

The 900 Watt Incandescent Lamp compares favorably with the 40 ampere direct current arc and the advantages from an illuminating standpoint are in favor of the former. Assuming an alternating current source of supply the arc requires 60 volts at 50 amperes, and with converter losses, consumes 4 kws. per hour. The Incandescent Lamp (including all losses) requires approximately 1 kw. per hour. The cost of current consumption is therefore cut to about one-fourth.

Utility

The new Incandescent equipment is used most successfully in theatres having a main floor seating capacity up to 1,000 or having up to a 16 ft. picture and a throw of approximately 100 ft. It gives better results than an alternating current arc and is the equal of the direct current arc up to 40 amperes.

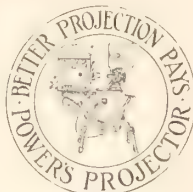
Adaptability

The Incandescent lamp operates equally well on alternating or direct current and with equal illumination.

The arc lamp gives a whiter, steadier, more effective light on direct current than on alternating current. Current supplied to theatres is usually alternating and it is therefore necessary to use an expensive motor generator set to convert to direct current.

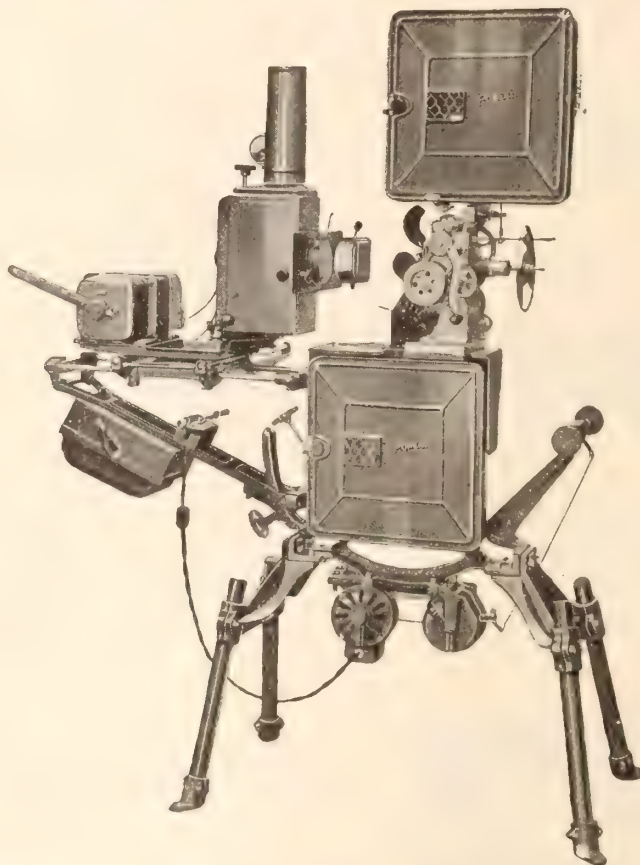
Reliability

Power's Incandescent equipment represents eight years' development and exacting practical tests in laboratories and theatres. It is therefore offered as a reliable projection device using the Incandescent lamp as the source of light, not only for theatres but also for schools, lodge rooms, community centers and industrial establishments.



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Crystallized Lacquer Finish replaces plain Japan finish--all steel parts are Dull or Polished Nickelplated. Supplied with new Mirror and Power's Aspheric Condenser Mount.

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90 Gold Street New York, N. Y.



THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION



Popularity of Fiddler's Contests Boon To Picture Theatres

Prove Bigger Attractions Than Professional Acts in Some Towns

THE popularity of "Old Fiddlers" contests has come as a boon to the picture houses, and particularly to the theatres in the smaller towns, where the only practical stunts of showmanship are those which do not involve a great expenditure of money, and where the "local" interest angle of any attraction is at its highest value to the box office.

The "fiddlers," however, have not halted at village and town limits, for the big cities have been invaded by the "Mellie Dunhams" of their locality, and we have reports from theatres in the metropolises telling of tremendous success with an "old fiddlers" contest.

From New England, where the fad had its beginning, the craze for entertainment via the sawing out of old jigs and square dance tunes by old timers has spread to the four corners of the country. And the impetus on which the fad has so rapidly spread may be traced to the enterprise of picture theatre men. For these contests have appeared most opportunely to fill a want for some "added attraction" to give new stimulus to the enthusiasm of the public for the photoplay houses.

Within recent weeks there have been fiddlers' contests at theatres throughout New England; the Finklestein & Ruben theatres in St. Paul; the Strand theatre, Altoona, Pa.; the Whitehurst Theatres in Baltimore; houses in Toledo; the Liberty theatre in Seattle; and among many others the widespread use throughout New York State, where from an original start in Albany the idea has invaded town after town and is supplanting in popular favor, if not entirely eliminating the "amateur nights."

Many of the chain operators in New York State have made remarkably good use of the stunt. The William C. Smalley theatres, for example, are all featuring fiddlers' contests. Smalley operates theatres in Otsego, Herkimer, Montgomery, Madison, Chenango and Dela-

ware counties. The idea has proved so popular that this chain is planning to have the champion fiddlers, as determined by appearance at its houses, for each county meet in a final competition to determine the king of old fiddlers for all four counties.

The contest held at Cooperstown, N. Y., drew tremendous business in spite of cold weather and snow-clogged roads. The stage setting had all the appearance of a real barn and furnished perfect atmosphere for an old fashioned barn dance. The prize awarded was a silver loving cup.

At Fort Plain the fiddlers packed the theatre to the doors and four hundred people were turned away. At this event the list of entrants was so large that another contest must be held in order that all might be given a hearing. At Walton and Delhi the contests also ran up record box office returns for the Smalley theatres.

When the inter-county championship is held there will be offered as prizes a large cash award and an engagement to appear at all the theatres in the Smalley chain. This company, which used "amateur nights"

so successfully and made such inroads into the supply of such talent that a special "amateur talent" scout had to be engaged in order to furnish this form of entertainment, now finds that the fiddlers are far out-drawing the amateurs.

The manner in which newspapers have exploited the "old fiddlers" naturally has contributed largely to the increasing interest of the public. Few of the theatres which have staged these contests experienced anything but the heartiest cooperation of the local journals. The idea has been good for page one feature stories in nearly every town and city in which it has been employed, and in many cases the newspapers have exploited the idea so well and thoroughly that there has been little for the showman to do but offer the prize and provide the stage.

In Binghamton, N. Y., for example, the Sun undertook to challenge the newspapers of Utica, N. Y., to an inter-city meet, following the old fiddlers' contest which was staged at the Binghamton Theatre co-incidentally with a similar event in the latter city. The editors of these papers negotiated the competition between the best fiddlers of their respective towns.

H. M. Addison, general manager of the Binghamton theatre, arranged a special "rustic" program for the evening when the fiddlers held forth. A "rube" band and a quartette of locale fame were featured.

Act in Time

THREE months now remain before we can expect summer weather—three months during which exhibitors with foresight will make preparations for combatting their seasonal depression. Perhaps in your opinion this is time enough—and some to spare. But we know differently.

So often have we referred to making preparations for summer depressions that we perhaps too readily assume that our readers follow our thoughts. Therefore, in explanation, let us state that the subject under discussion is air cooling and conditioning—that relatively new phase of showmanship which has made its reputation as a theatre business booster.

As previously stated three months are hardly efficient for making preparations and a thorough study for the installation of air cooling and conditioning equipment. As it must ever be kept in mind that such an installation is costly and, unless of the design best suited for an individual theatre, will fall short of productive results.

We have found that some exhibitors who question the soundness of installing air cooling and conditioning equipment, due to a limited maximum of revenue derivable from their theatre, are guided in making a decision by having an engineering report made. For there are in this country engineers specializing in theatre heating and cooling, who after a thorough study can usually forecast the value of atmospheric conditioning for a theatre.

With the elimination of the necessity of gambling large sums in ascertaining whether or not air conditioning will pay dividends, even greater popularity is in store for manufactured weather. Whether or not you are one of those fortunate exhibitors whose business will show profits next summer depends largely on the advisability of installing this equipment in your theatre—and whether you act in sufficient time.

P. M. Abbott.

Gus Edwards' Revue Plays Rivoli

"Garden of Girls" Is Warmly Received By New York Audiences

GUS EDWARDS, head of the Revue, will produce for Publix Theatres Corporation at the Rivoli Theatre, New York, this week. "The Garden of Girls" is the title of the current production, a brisk, tuneful and eye-engaging number in which songs and dances have been expertly blended.

Audiences at the Rivoli found "The Garden of Girls" more sparkling and lively than perhaps any presentation shown to date under the present regime of this Publix theatre. The producer, an experienced and gifted hand at the staging of this type of number, has called upon the "sure fire" tricks in building "The Garden of Girls." The songs cover the range of melodious airs, sentimental ballads and syncopated tunes.

The act opens with a male chorus singing "Every Girl is Like a Beautiful Flower." A garden setting serves as the background for the songs and dances. The old favorite "A Bicycle Built for Two" is sung by the company. This is followed by solo dances. Then there is a "mother" medley, a tenor singing "Mother Machree" for the "carnation" number. Then comes a Scotch song and dance for the "blue bell," with a semi-classical dance by three girls, a Spanish dance, a syncopated dance by a girl in poppy costume to the song "California Here I Come," an Irish interlude, with "My Wild Irish Rose" sung by a tenor with girl, "Mighty Lak A Rose" sung by soprano and contralto, and the finale, in jazz time with the entire company participating.

The number is colorful in its setting and costuming and manages to have considerable visual appeal without getting top-heavy with scenery and trappings. The lyrics were written by Howard Johnson and the settings are by Herman Rosse.

Bernie Orchestra Feature at Mosque, Newark

Ben Bernie and his orchestra were the featured stage attraction at the Mosque theatre in Newark, N. J., last week. Bernie's engagement was from Monday to Friday, inclusive. The featured photoplay was "Soul Mates," with Lupino Lane in "The Fighting Dude" and Hope Hampton in "Marionettes" making up the other screen presentations.

Ballet Presentation for "The Wanderer" at Stanley

An elaborate prologue featuring Hilda Ferguson, former Ziegfeld "Follies" girl with the theatre ballet corps, was staged at the Stanley theatre, Philadelphia, as a presentation for "The Wanderer," offered for the first time at popular prices in that city last week.

Aaronson Heads Jazz Bill at Loew's Aldine

A "jazz week program" was featured at Loew's Aldine, Pittsburgh, last week as a presentation for "Sally, Irene and Mary." The stage numbers were headed by Irving Aaronson and his Commanders.



Prologue for Universal's "The Phantom of the Opera" staged by Jack Arthur, managing director of the Hippodrome, Toronto.

Wolf Makes Debut in "Idea" at Loew's State, L. A.

The West Coast Theatres Presentation at Loew's State, Los Angeles the week of February 6 to 12th, was the debut of Rube Wolf and His Greater Band, in Fanchon and Marco's "Dream Song" idea.

It will be the policy of Rube to introduce a different member in a solo. Another feature of Rube's direction is his use of the cornet in place of his baton. And best of all is his dancing of the Charleston.

As novelties Irma King, late of "All for You" sings and dances. But Nell Kelly, the originator of pep, stops the show.

The setting for the band is a terraced platform with a sloping wall in back of the musicians. For a background there are three scalloped circles of different colors with three great shafts of gold cloth which begin as a line and spread out at the top. A black velvet drop backs this up. It is by far the most novel and effective use of drapes ever designed by Fanchon and Marco.

Girl Trio Presented With "Sally, Irene and Mary"

The 3 Harmony Girls, singers of songs of syncopation, appeared as an added attraction on the stage of the Cameraphone theatre, Pittsburgh, last week in conjunction with the photoplay "Sally, Irene and Mary."

Manager Dick Brown of the Cameraphone theatre announces that the new policy will be a first-run feature picture, comedy and news reel. Also, one or two feature attractions such as jazz bands, small revues, musical acts, etc.

White's Collegians Play Allen in Cleveland

The Allen theatre, Cleveland, offered Allen White's Collegians as the main stage attraction under the new policy of elaborate presentations with feature photoplays last week. The White organization, composed of instrumentalists, dancers and singers, appeared on the bill with "The Grand Duchess and the Waiter," the featured photoplay, and Bernardo De Pace.

Watson in Farewell Week at Rialto, Omaha

Monk Watson completed an extended engagement at the A. H. Blank Rialto Theatre, Omaha, last week. He has been appearing as a featured attraction with Brader's orchestra. Other stage offerings at the Rialto were Henry Dixon, "uke" player, and the Howard Twins, dancers. "The Song and Dance Man" was the main photoplay.

George Billings, Lincoln Impersonator, at Capitol

George Billings, portrayer of the role of "Abraham Lincoln" in the photoplay by the Rocketts, was the featured stage attraction at the Capitol theatre, Des Moines, in an elaborate bill offered there last week.

The program offered "Mannequin" as the main screen presentation; a style show featuring the Parade of the World's Fairest Models, L. Carlos Meier presenting "A Good Time" and Codee & Trigg.

"On South Sea Isles" at Metropolitan, Boston

A varied bill of stage and screen attractions was offered at the Metropolitan theatre, Boston, last week. Featured on the stage were "On the South Sea Isles," with Tandy MacKenzie and Prince Lei Leni; the Six Brown Brothers in a saxophone jam-boree; and Marjorie Dodge, billed as "the great American soprano." Paramount's "The Song and Dance Man" was the feature photoplay.

Music Specialties Staged at Saxe's Wisconsin

Musical specialties of a pretentious make up were presented at Saxe's Wisconsin at Milwaukee, last week. The numbers presented with the featured photoplay, "His Secretary," included Egbert Van Alostyne and his Harmony Boys, selections from "Rigoletto" with Miriam Klein, soprano, and G. Du Franne, tenor, and Sybil Fagan whistler.



In Step with Progress

To satisfy the seating requirements of the modern theatre calls for resources in production, in engineering skill, and in the art of design, such as only years of concentrated industry and experience can give.

In these respects the American Seating Company has, during recent years, kept pace with the rapid strides made by the Amusement industry. Installations, not dreamed of twenty-five and fifty years ago are today "all in the day's work."

Interior of the new Embassy Theatre on Broadway, New York, of which Gloria Gould, society leader is managing director. Seated by the American Seating Company. Thomas W. Lamb, Architect.

Lower picture shows another interesting view of the new Embassy Theatre



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Tremont Temple In Boston Bars Films

Was Original First Run In Boston--Debt On Church Liquidated

BOSTON'S original first run motion picture house and a pioneer in the showing of motion pictures in New England will no longer have motion picture programs. Now that the mortgage indebtedness on Tremont Temple has been paid off, trustees of this Baptist house of worship have decided that no more motion picture shows will be given.

History of this liberal Baptist organization dates back to pro-slavery days, when Timothy Gilbert, taking several escaped slaves to sit with him in his church pew, aroused so much dissension in the congregation that he forthwith bought the old Tremont theatre and turned it into a house of worship with free seats. That was the beginning of Tremont Temple. Today it is the largest Protestant church in the whole of New England, not only in membership but in attendance at its Sunday church, Sunday school and allied services.

F. F. Plimpton, manager of the property for the church, determined to develop its commercial possibilities and with the advent of the first moving pictures, secured the assent of the trustees to show them in Tremont Temple. For nineteen years motion pictures have been shown in the auditorium where on Sundays worshippers gathered.

Double Features Saturdays at Schenectady Theatre

Double features are being run each Saturday at the Lincoln Theatre in Schenectady, by Alex Feldman. While Mr. Feldman generally runs a change each day, he has decided to extend some of the larger pictures booked to two days. The house is a residential one and Mr. Feldman is reported to have paid \$70,000 for it at the time he took it over from the Farrells.

Anniversary week was celebrated at the Empire Theatre in Glens Falls last week, when two features were given each day by Manager John Garry. The house is owned and operated by C. H. Buckley of Albany.

Free Cloak Room Service Feature at Calgary

Manager John Hazza of the Capitol Theatre, Calgary, Alberta, has provided a free cloak room for all patrons of the theatre during the winter months. The check room is open from 1 p. m. to 11 p. m. daily. This is merely a service convenience arranged by Mr. Hazza to add to the attractiveness of the large house.

Hilda Butsova in Return Engagement at Capitol

Major Edward Bowes has reengaged Hilda Butsova, ballerina, to appear in the program surrounding "The Auction Block" at the Capitol this week. Miss Butsova will be remembered as the protegee and understudy of Pavlowa, and the prima ballerina of that company.

The MANAGER'S OFFICE

J. A. McHENRY has returned to New Bedford, Mass., as manager of the Capitol Theatre. S. Bezerofski is now taking active charge of the former Allen & Charette Circuit.

MITCHELL GARFINKLE has been made assistant manager of the Pastime Theatre, Lewistown, Pa., owned and managed by Ike Berney.

J. L. McCURDY has severed his connection with the Hammond Theatres Company, Chicago, to accept a position with the Boston 63rd Street Theatres, in that city. Mr. McCurdy will have supervision of the houses and for the present is making his headquarters at the Buckingham Theatre.

E. T. WATERBURY has been appointed as manager of the Strand Theatre, at Shenandoah, succeeding Mr. Taylor, who resigned and has gone to New York City.

JAMES KEOGH, who a few months ago left the Saxe organization to become general manager of the Silliman chain of neighborhood houses in Milwaukee, has again felt the urge to change his field of endeavors, and has gone to New York, where he is understood to be negotiating for a responsible position. He has been in Milwaukee for a total of nine years, and was one of the best known figures among the exhibitors of the city and state.

JOE O'NEILL has been appointed to manage the new 125th Street Theatre, New York City. He formerly managed the Keeney Theatre in Brooklyn.

JACK BLINDERMAN is now managing the Regun Theatre, New York. Blinderman succeeds Dave Lustig, who recently resigned as manager of the Regun.

ED COLE, well known in Cleveland film circles, has been appointed manager of the Garden Theatre. This is one of the newest picture houses in the chain operated by the Ohio Amusement Company. Cole formerly managed the Lorain Fulton, also belonging to the same circuit.

Local Boys and Girls in Lockport Presentation

When he presented "The American Venus," at the Palace Theatre in Lockport last week, Manager George T. Cruzen arranged with Miss Elmore Wicker to present thirty-five Lockport boys and girls in an elaborate prologue of Beach Pajama Girls and Boardwalk Boys. He also held a contest to find Lockport's "American Venus." The show attracted much attention as well as received a lot of word of mouth advertising.

Repeats "Jazz" Program at Regent, Harrisburg

The "Jazz Week" that was put on at Loew's Regent Theatre, Harrisburg, early in January, went over so big that Manager Russell A. Bovim repeated the experiment the week of February 15. The feature of the second jazz program was the Mae Murray film, "The Masked Bride."

Ushers Signal Board Installed at Shea's Records Location of Vacant Seats

THE last word in ushering has been installed in the new Shea, Buffalo. This consists of a flash-board which is just inside the main entrance and shows at all times just how many available seats there are in the theatre and in what section they are located. The boys in the theatre report to those who have charge at the aisles. The boys at the aisles have electric push-button boards. They flash to the main board what seats are available. The patrons as they come in may then be directed to the particular aisle on the main floor where seats are available, or to the mezzanine or balcony floors as the case may be. At all times the floor director inside the entrance knows just where the seats are. Crowds are continuing to flock to the new house to look over its magnificence, to enjoy its entertainment and to listen to the splendid music.

Managers' Conference Held by Blank in Des Moines

A conference of the managers of the larger theatres of the A. H. Blank chain in Iowa was held at Mr. Blank's office in the Iowa Building on February 11. The managers were invited by Mr. Blank to come to Des Moines to discuss matters of mutual interest to the managers, means of publicity and presentation, and in general to exchange ideas and profit by a little get-together.

The managers present were Homer Gill of the Princess at Sioux City, H. B. Wallace of the Rialto at Omaha, R. Cummings of the Fort Armstrong at Rock Island, J. D. Howard of the Broadway Theatre at Council Bluffs and N. L. Overman of the Capitol Theatre, Davenport.

Specifies Essentials for 100 Per cent Usher

Miss Irene Smith was the winner of the recent contest among the Eastman, Rochester, ushers, inaugurated by House Manager John J. O'Neill. The subject was "The Duties of an Usher." Essays which received honorable mention were submitted by Louise DeMatteis, Winifred Van Roo, Ruth Hampton, Eleanor Dylewski and Ida Wisnower. In her winning essay, Miss Smith said: "The duties of an usher are not difficult. Merely combine three very simple essentials, courtesy, service and ordinary intelligence, and you have the 100 per cent. usher."

Novel Costumes Feature Strand Charleston

As an original angle on the popular Charleston contests, Manager Al Finkelstein of the Strand Theatre, Seattle, recently presented an International Charleston contest, in which the costumed contestants demonstrated the manner in which this latest dance craze would be exhibited in various European and Asiatic centers.

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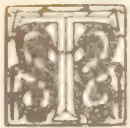
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Perspective Part IV



HE appearance of an object changes with the position from which it is viewed. This is an obvious fact and requires no explanation. Yet it is strange to observe that when photographs of objects are taken the distance from these photographs are later often viewed is at a distance very much different from that at which the picture was originally taken.

The result can only be that a picture is seen different from that originally seen by the camera. This accounts, in some measure, for the unnatural appearance of many pictures.

This error, and its correction is described by Mr. Young in his paper on "Perspective" which appeared in the *Photographic Journal* (English) parts of which we are reprinting in the hope that some phases of this important subject may be made clearer.

Distortion of Picture

Once realize that the appearance changes with the change of view-point and the effect will continually thrust itself to notice in a surprising way, like the hidden forms in a puzzle-picture when they finally have been detected.

It may be said that the effect of moving the picture directly towards or away from the eye is to shut up or open the apparent screen in a concertina fashion proportionately to the change in position of the eye; this is the cause of the well known "distortions," which are commonly attributed to the use of a short-focus lens on the one hand or a telephoto lens on the other. A picture held in the hand is viewed

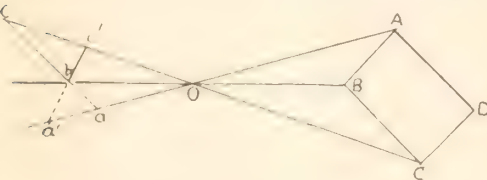


Figure one

usually at a distance of 10 inches to 12 inches.

Taking the latter figure the effect is to exaggerate apparent distances "into the picture" four times if a 3-inch lens was used, and to diminish them to one-quarter if a telephoto lens was used with an equivalent focal length of 48 inches. By enlarging four times in the first case and reducing in the second, this effect could be eliminated.

This distortion, due to change of position,

is constantly lumped together with wide-angle distortion proper, under some such term as "wide angleism." What wonder that perspective seems to be the sport of capricious chance.

It is really somewhat curious that this part of the subject has not received more attention, seeing that some of the consequent phenomena are well known, e.g., the way in which the eyes of a person—looking straight out of the picture—appear to follow the spectator wherever he moves; the way in which the reflection of the sun or moon on water, which is rightly shown as a vertical band directly below the luminary, always appears, as in nature, to stretch from the horizon directly towards the spectator, etc.

Distortion from Plate Position

As brought out in last week's article, the position of the photographic plate with reference to the object being photographed is of the utmost importance.

As an example, consider the sketch in Fig. 1 where ABCD represents a rectangular object such as the base of a pedestal. Point O marks the position of the camera lens; CA and C'A', the position in which the photographic plate is placed for taking a picture of the pedestal.

It will be readily evident that two entirely different photographs will result since, with the plate in position CA, point C on the plate will be the image of point C on the rectangle; point A will be the image of point A on the rectangle, etc.

When the plate is placed in position C'A' the same points are imaged but in an altogether different fashion.

The result is really the same as that found in a "keystone" effect on a motion picture screen when the projection angle is heavy.

Position for Viewing Pictures

The correct distance for viewing the finished photograph is also of importance. This distance can be easily formed from the rule that it must bear the same ratio to the distance from which the photo was taken as any dimension in the picture bears to the real dimension. The length of the face in the pictures of the bust shown in Fig. 2, is about one inch, the length of an ordinary face is about nine inches.

The correct distances for viewing are then:

For 3 ft. 6 in. (42 in.) photo: $42 \times 1 \div 9 =$ about 4 2/3 inches.

For 7 ft. 6 in. (90 in.) photo: $90 \times 1 \div 9 =$ 10 inches.

In these photographs, the left hand one was taken at 3 ft. 6 in. and the right hand one at 7 ft. 6 in. The distance from ear to ear is the same in each case.

Of course the face is a rather complicated object, and the apparent modelling depends on many factors, such as lighting effects, etc.: still it is a fact easily verified that in many cases fake effects are produced by

failing to view the photograph from the right position, i. e., under the same angle as the face before the lens.

Effect of Viewing Position

First it will be noticed that the lens have been so placed that at the longer distance (7 ft. 6 in.) the tops of the ears appear higher relatively, to the eyes than in the other case. This factor alone contributes greatly to the difference in appearance, and it would be equally in evidence, even to binocular vision.

Again, the perspective of the face, as if every other object, is altered considerably by changing the distance from which it is viewed; e.g., assuming the front of the face



Figure two

to be about four inches more forward than the tips of the ears, its length is exaggerated approximately as follows, as compared with the breadth between the ears, viz:

At 3 ft. 6 in. (42 in.) $\frac{42 \times 100}{4} =$ say 9 1/2%

At 7 ft. 6 in. (90 in.) $\frac{90 \times 100}{4} =$ say 4 1/2%

With a wide lens, or with binocular vision, these figures will need some correction, but still there will, in any case, remain an important residual effect under his head.

A full investigation would involve inquiry into the exact position of the lens, relative to the bust.

Schine to Rebuild Strand at Salamanca, N. Y.

The Schine Theatrical corporation will build a bigger and better theatre on the site of the Strand which was destroyed by fire in Salamanca, N. Y., the other day. Plans under consideration, according to Manager W. L. Trass, call for a three story building of steel and concrete, providing for a 1,500 seat theatre on the first floor and a dance hall on the second. The theatre proposed would be twice as large as the Andrews theatre in Salamanca, also controlled by the Schine interests. It is expected that the Andrews theatre will be closed when the new house is opened to the public.

Announce Two Theatres for South Florida

Two more theatres have been announced for Florida. J. G. Attanasio is building a new house in La Belle, the little South Florida city. Attanasio says La Belle is growing so rapidly that he believes it will support another theatre. The new house will be called the Columbia and will be ready early in the year.

Will Stringer had a large building in Avon Park. There was no negro theatre in that city, so he is re-modeling and making a theatre of his building which will be given over to negro patronage only. His house will bear his name and will be open for business in about two weeks.

Station W. J. R. Uses Marr & Colton Organ

Starting in January, Reginald E. Webb, the well-known organist of the Martha Washington Theatre at Hamtrank, Michigan, has broadcast an organ concert every Monday, Wednesday and Saturday.

Webb has broadcast directly from the Martha Washington Theatre through Station WJR at Detroit—playing the new 3-manual Marr & Colton organ recently installed in this theatre.

Webb was born and raised in Orillia, Canada, and his early instruction on Organ was received from Dr. J. H. Pierce, organist of the Episcopal Church, Orillia, Canada.

In 1915 Webb came to Detroit to take up Theatre Organ work and has been playing and teaching ever since. Webb has successfully trained and placed over one hundred players during the past six years.



A view of the stage of the Capitol theatre, Arlington, Mass., which is the latest addition to the Locatelli circuit.

Music Collection for Motion Picture Organists

D. Appleton and Company, the well-known music and book publishers, have just issued a collection of standard pipe-organ music designed especially for the use of motion picture organists. This work contains 114 classic, modern, sacred, operatic, march and characteristic compositions arranged for pipe-organ, employing three staves, the pedal bass being written on a separate line.

The *American Organist*, in a review of

the book, says "theatre organists will have an unequalled source of supply, and might be expected to pay double price for having so much available at so little cost." The title of the work is "Standard Organ Pieces the Whole World Plays."

Motiograph Appoints New San Francisco Agent

The Motiograph Projecting Machines which have heretofore been distributed by Edward H. Kemp, San Francisco, will in the future be handled by W. G. Preddey.

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Theatre Construction Reports Show Greater Activities for Many Sections

THE construction of new theatres goes merrily forward regardless of rumors of over-seating in many large cities. In fact by inspecting the list of new theatre projects that are listed below it will be seen that a large proportion are for big centers of population. And furthermore there are good grounds to believe that this tremendous schedule that is now under way is in a way of being materially increased rather than curtailed. The condensed construction information that follows permits a comprehensive grasp of the trend of building as reported during the last three weeks. It will be noted that there are changes in the amount of activities in vari-

ous parts of the country over those given in our last survey.

CALIFORNIA

Burbank—Plans have been completed for erection of theatre bldg. to be erected in Burbank. Approx. cost \$150,000. Owner—West Coast Jr. Circuit.

Los Angeles—Plans are being drawn for erection of theatre bldg. on site at 1753 North Vermont Avenue. Approx. cost \$250,000. Owners—Bouttier Bros., 3621 Cahuenga Pass.

San Francisco—Plans are being drawn for the erection of theatre bldg. to be erected on the southeast corner of 24th and York Streets on site 120 x 100. Seat cap. 1000. Approx. cost \$225,000. Owner—Al Levin and Associates.



The Grand Riviera
Detroit
C. L. F. & Co., Architects



Shea's Buffalo Theater
C. W. & G. L. Rapp,
Architects

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The Paramount Theater
New York
C. W. & Geo. L. Rapp, Architects



The Capitol Theater
Chicago
(John Ebersohn, Architect)

Tulare—Miller & Pflueger, Archts., San Francisco, are drawing plans for the construction of theatre bldg. and offices at Tulare and Third Street. Seat. cap. 1400. Approx. cost \$150,000. Owner—Robert A. Hazet of Tulare.

CONNECTICUT

Norwalk—Plans are being prepared by Arthur S. Meloy, Archt. of Stratford, for erection of theatre bldg. at rear of the Mahackemo Hotel, Washington St. Seat. cap. 1500. Approx. cost \$80,000. Owner—Harry Goodwin of 16 Spring Street.

GEORGIA

Atlanta—Plans are being prepared for the erection of theatre bldg., to cost approx. \$215,000. Seat. cap. 1800. 25 year lease by Gortatowsky Bros.

ILLINOIS

Cicero—E. P. Rupert and R. Levine & Co., Archts. are preparing plans for erection of theatre bldg. in Cicero, at the northeast corner of W. 25th St. and S. 53rd Ave. Seat. cap. 2500. Approx. cost \$1,000,000. Owners—S. J. Gregory and Ben Bernasek.

Evanston—Plans are being drawn for erection of theatre bldg. to cost approx. \$300,000—Clyde E. Elliot at head of syndicate.

East St. Louis—B. A. Mueller, Arcade Bldg. is drawing plans for theatre bldg. and stores, (2) to be erected on site 60 x 180 (site withheld). Approx. cost \$15,000. Owner—Halesuk Stephens, care of archt.

Madison—Chas. Pauly & Son, Archts., 19th and C Streets, Granite City, Ill., are drawing plans for theatre bldg. on site 55 x 135, Madison Ave., Madison. Approx. cost \$50,000.

INDIANA

Fort Wayne—C. R. Weatherhogg, 250 W. Wayne Street, Archt. is drawing plans for theatre bldg., stores and offices to be erected on corner of Wayne and Clinton Streets on site 150 x 75. Owner—J. F. Keenan, Anthony Hotel. Approx. cost \$800,000.

Fort Wayne—O. C. Brunswick, 214 Noll Bldg. Archt., is drawing plans for theatre bldg. on Maumee Ave., on site 35 x 70. Seat cap. 800. Owner—Oscar E. Wobrook, Lima Road, R. F. D.

Richmond—T. D. Jacobs, 28 W. Lake St., Chicago, Ill., Arch., is drawing plans for erection of theatre bldg., stores and office bldg. at 9th and Main Streets. Approx. cost \$115,000. Site 46 x 155. Owner—M. E. Remley Corp., 10th and Main Streets, Richmond.

South Bend—Freyermuth & Maurer, 650 Associated Bldg., Archts., are drawing plans for erection of theatre bldg. and offices on site 45 x 155 at South Michigan Ave. Approx. cost \$75,000. Owner—Ira Ciralsky, 206 Citizens Bank Bldg.

IOWA

Des Moines—Plans have been completed for the erection of theatre bldg. to be erected on site 132 x 180 at Ninth and Grand Avenues. Approx. cost \$1,200,000. Seat. cap. 3600. Owner—A. H. Blank.

Des Moines—Plans are being prepared for erection of theatre bldg. to cost approx. \$700,000 and seat 2700. Site not yet selected. Owner—Frank Amusement Co.

MISSOURI

Kansas City—Plans are being prepared for erection of theatre bldg. on North side of 13th Street from Main St. to Baltimore Ave., Approx. cost \$3,000,000. Seat. cap. 4,000. Owner—Midland Company.

St. Joseph—Boller Bros., Huntzinger Bldg., Kansas City, Mo., are preparing plans for erection of theatre bldg. to cost \$500,000. (Site withheld). Owner—St. Joseph Elec. Amusement Co., St. Joseph.

St. Joseph—Boller Bros., Huntzinger Bldg., Kansas City, Mo., are preparing plans for erection of theatre bldg. to be erected at 712 Edmund St., St. Joseph. Approx. cost \$100,000. Owner—The St. Joseph Elec. Amusement Co., St. Joseph.

St. Louis—Plans are being prepared for the theatre bldg., to be erected at 3627 Delmar Blvd.,



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on site 50 x 150 by Archt. H. W. Kirchner, 502 International Life Bldg. Approx. cost \$150,000. Owner—Henry Chouteau, International Life Bldg.

NORTH CAROLINA

Henderson—Plans are being prepared for erection of theatre bldg. to cost approx. \$100,000. Owner—Stevenson Theatres Inc.

NEW YORK

Brooklyn—Plans are being prepared for erection of theatre bldg. to cost approx. \$75,000; Seat. Cap. 1,800—Owner N. & R. Theatres.

Brooklyn—Plans are being drawn for erection of theatre bldg. at southeast cor. of 18th Ave. and 74th St., on site 137.6 x 90; Approx. cost \$85,000; Seat Cap. 1200—Owner—Radeli Realty Co.

Utica—Plans are being drawn for erection of theatre bldg. to be erected on site (not yet selected) 99 yr. lease. Seat. Cap. 3,000, located somewhere in business part of Genesee Street.

Utica—Rushmer & Jennison, Archts., Arcade Bldg., Utica, are drawing plans for alteration of theatre bldg. at Genesee St. near West Shore R. R. Tracks, Utica. Approx. cost \$45,000. Owner—Max Lichtmann & Moses Cohen, Old Forge, N. Y.

NEW JERSEY

Cranford—Wm. E. Lehman, 972 Broad Street, Newark, N. J., Archt. is drawing plans for theatre bldg. and stores to be erected at North Avenue, Cranford. Approx. cost \$60,000. Owner—Jos. Stern, 207 Market Street, Newark, N. J.

Haddonfield—W. H. Lee, 1505 Race Street, Philadelphia, Pa. Archt. is preparing plans for erection of theatre bldg. at 31-35 E. Kings Highway, Haddonfield. Owner—Hunt's Theatre Corp., W. Hunt, pres., 1324 Vine Street, Philadelphia, Pa.

Newark—Wm. E. Lehman, 972 Broad St., Archt. is preparing plans for erection of theatre bldg. at S. Orange Avenue and Halsted Street. Approx. cost \$450,000. Owner—Jos. Stern, 207 Market Street, Newark, N. J.

Oaklyn—Hodgens & Hill, 130 S. 15th St., Philadelphia, Pa., Archts. are preparing plans for erection of theatre bldg. at Ormand and Holley Avenues. Seat. cap. 750. Owner—David Barrist, 301 N. 12th St. Philadelphia, Pa.

OHIO

Cleveland—Plans are being drawn for erection of theatre bldg. at the rear of 3209 E. 93rd Street. Approx. cost \$60,000. Owner—M. C. & I. N. Stone, 1204 Guardian Bldg.

Zanesville—Lockwood Green Co., 1566 Hanna Bldg., Cleveland, Ohio, Archts., are preparing plans for erection of theatre bldg. to be erected in Zanesville. Approx. cost \$225,000. Owner—Brown Theatrical Co., Zanesville.

OREGON

Portland—Plans have been completed by Bennes & Herzog, archts. for erection of theatre bldg. to be erected on southwest corner of 41st Street and Sandy Blvd., Seat. Cap. 1,500; Approx. cost \$500,000—Owners Jensen and Von Herberg.

PENNSYLVANIA

Chambersburg—Plans for erection of theatre bldg. are being prepared, for erection of theatre on Main Street; Seat. Cap. 1,000; Owners—Henderson & Mong of South Main Street.

Pittsburgh—Thos. W. Lamp, 644 8th Ave., Archt., is drawing plans for erection of theatre bldg. to be erected on S. E. cor. of Penn. & Sixth Street. Owner—The Loew Theatrical Enterprises, 1540 Broadway, N. Y. C.

TENNESSEE

Knoxville—Plans are being prepared for erection of theatre bldg. to be erected on Western Ave. betw. 5th and 6th Streets; Approx. Cost \$500,000; Seat Cap. 3,000—Owner Jackie Coogan.

TEXAS

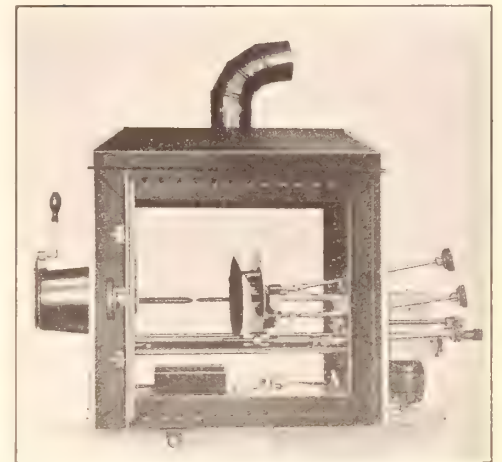
Corpus Christi—Plans are being drawn for the erection of theatre bldg. to be erected on Chaparral Street; Approx. cost \$100,000; Seat. Cap. 1,800—Owner—R. & R. Gulf Amusement Co.

WASHINGTON

Seattle—Plans have been completed for the erection of theatre bldg. on the northeast corner of Fifth Avenue and Stewart Street; Site 108 x 210; Seat Cap. 3,000; Approx. cost \$1,500,000—Owner—Orpheum Circuit.

Seattle—V. W. Vorhees, Archt. is drawing plans for erection of theatre bldg. to be erected at Sixth Ave. and Pine St. Approx. cost \$1,000,000. Seat cap. 2500. Owners—Ackerman & Harris.

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AT LIBERTY.—Manager; live wire; 10 years' theatrical and motion picture experience; exploitation, advertising and ideas. Box 650, Motion Picture News, New York City.

AT LIBERTY.—Manager-operator; 10 years' experience in the show business; can furnish good references; will go anywhere. Write to Wm. H. Maxon, 138 Liberty St., Oswego, N. Y.

PIANIST, expert, desires engagement to play alone, evenings only, in picture theatre within commuting distance from New York City. Box 635, Motion Picture News, New York City.

WOMAN PICTURE ORGANIST.—A-1; large library; country preferred. Madame Quinney, 1015½ Bangs Ave., Asbury Park, N. J.

ORGANIST.—At liberty; 7 years at Columbia Theatre; can give best of reference; union. Elmer Howell, care Columbia Theatre, Muncie, Ind.

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ORGAN.—See D'Art Ridge for bargains in used Wurlitzers, Seeburgs, Fotoplayers, Cremonas, Kimballs, Bartolas, Robert Mortons, Reproducos, Electric Pianos and Music rolls. Have you an organ, piano or music roll to sell? List them with D'Art Ridge, 845 S. Wabash (6th floor), Chicago.

WILL sell basic patents on "Aiselite," designed to illuminate aisles; this device is used in many prominent theatres, but not manufactured at present; patent expires in 1937; if interested, communicate with patentee. I. I. Hance, Meriden, Conn.

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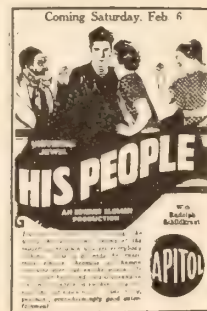
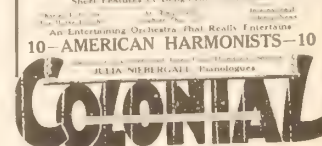
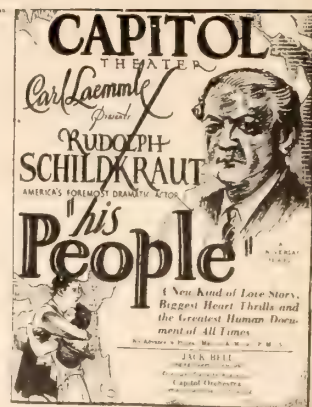
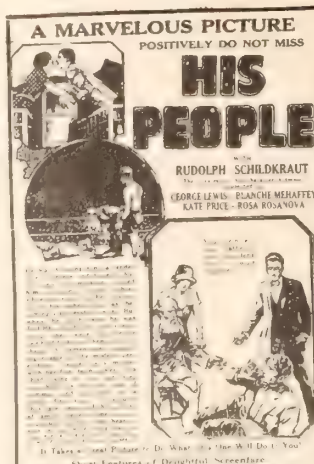
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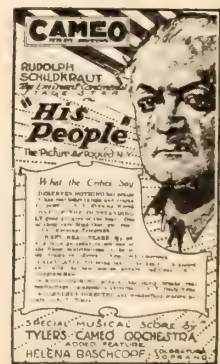
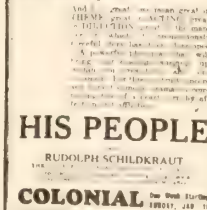
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Advertising carried in the newspapers by first-run theatres for Universal's "His People" generally followed the wise course of featuring the New York run of the picture, as shown by the representative displays reproduced above. Those theatres represented in the group are the Capitol, Dallas; Cameraphone, Pittsburgh; Rialto, Washington, D. C.; Colonial, Indianapolis; Plaza, San Diego, Cal.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Amazing Quest, The	Henry Edwards	Cranfield & Clarke	5500 feet	
As No Man Has Loved	Special Cast	Fox	7929 feet	Feb. 28
Battler, The	Kenneth McDonald	Bud Barsky (S. R.)	5000 feet	
Below The Line	Rin-Tin-Tin (dog)	Warner Brothers	6001 feet	Oct. 31
Big Pal	William Russell	Ginsberg Dist.	4543 feet	Oct. 24
Black Cyclone	Rex (horse)	Pathe	5058 feet	May 30
Business of Love	Pitts-Horton	Astor Dist. (S. R.)	6008 feet	Dec. 19
California Straight Ahead	Reginald Denny	Universal	7238 feet	Sept. 12
Coast of Folly	Gloria Swanson	Paramount	6840 feet	Sept. 12
Coming of Amos	Rod La Rocque	Prod. Dist. Corp.	5677 feet	Sept. 19
Cyclone Cavalier	Reed Howes	Rayart (S. R.)	4928 feet	Sept. 26
Dark Angel, The	R. Colman-V. Banky	First National	7311 feet	Sept. 26
Don Q, Son of Zorro	Douglas Fairbanks	United Artists	10264 feet	June 27
Free to Love	C. Bow-D. Keith	B.P. Schulberg (S.R.)	4825 feet	Jan. 2
Freshman, The	Harold Lloyd	Pathe	6883 feet	July 25
Galloping Jinx	Buddy Roosevelt	Artclass Pict.	4488 feet	
Great Sensation, The	W. Fairbanks-P. Garon	Columbia (S. R.)	4560 feet	Sept. 26
Havoc	Special Cast	Fox	9200 feet	Aug. 29
High and Handsome	"Lefty" Flynn	F. B. O.	5669 feet	Feb. 20
His Majesty Bunker Bean	M. Moore-Devore	Warner	7149 feet	Sept. 26
His Master's Voice	Thunder (dog)	Lumas Film	5700 feet	Nov. 14
If Marriage Fails	J. Logan-C. Brook	F. B. O.	6006 feet	May 23
Kentucky Pride	Special Cast	Fox	6652 feet	Sept. 19
Knockout Kid, The	Jack Perrin	Rayart Pict. Corp.	4901 feet	Jan. 9
Let's Go Gallagher	Tom Tyler	Film Book. Offices	5182 feet	Oct. 3
Live Wire, The	Johnny Hines	First National	7000 feet	Sept. 12
Lost World, The	Special Cast	First National	9700 feet	Feb. 21
Man of Nerve	Bob Custer	F. B. O.	4452 feet	Nov. 28
Man Who Found Himself	Thomas Meighan	Paramount	7168 feet	Sept. 5
Mystic, The	Pringle-Earle	M-G-M	6239 feet	Sept. 12
Never the Twain Shall Meet	Stewart-Lyttell	Metro-Goldwyn	8143 feet	Aug. 8
New Champion, The	Wm. Fairbanks	Columbia Pict. (S.R.)	4547 feet	Dec. 19
Not So Long Ago	Betty Bronson	Paramount	6849 feet	Aug. 8
Once in a Lifetime	Richard Holt	Gerson Pict. (S. R.)	5000 feet	Dec. 5
Outlaw's Daughter, The	Josie Sedgwick	Universal	4375 feet	Dec. 19
Parisian Nights	E. Hammerstein - L. Tellegen	F. B. O.	6278 feet	June 20
Part Time Wife	Alice Calhoun	Lumas Film (S. R.)	6100 feet	Dec. 5
Plastic Age, The	Special Cast	B. P. Schulberg (S.R.)	6848 feet	Oct. 10
Pretty Ladies	Zazu Pitts	Metro-Goldwyn	5828 feet	July 25
Primrose Path, The	Bow-MacDonald	Arrow	5475 feet	Oct. 31
Ridin' the Wind	Fred Thomson	Film Book. Offices	5014 feet	Oct. 24
Scandal Street	Kennedy-Welch	Arrow	6923 feet	Nov. 7
Sealed Lips	Revier-Landis	Columbia Pict. (S.R.)	5770 feet	Sept. 12
Seven Days	Lillian Rich	Prod. Dist. Corp.	6974 feet	Sept. 12
Shore Leave	Barthelmess-Mackaill	First National	6856 feet	Aug. 29
Siege	Virginia Valli	Universal	6424 feet	June 20
Son of His Father, A	Special Cast	Paramount	6925 feet	Sept. 19
Souls for Sables	Windor-O'Brien	Tiffany (S. R.)	7000 feet	Sept. 12
Speed Madness	Frank Merrill	Hercules Film	4579 feet	
Spook Ranch	Hoot Gibson	Universal	5247 feet	May 2
Steppin' Out	Sterling-Revier	Columbia	5267 feet	Dec. 19
Sun Up	Special Cast	Metro-Goldwyn	5906 feet	Aug. 29
Tearing Loose	Wally Wales	Weiss Bros. (S. R.)	5060 feet	June 13
Teaser, The	Laura La Plante	Universal	6967 feet	May 30
Three Wise Crooks	Evelyn Brent	Film Book. Offices	6074 feet	Oct. 24
Timber Wolf, The	Buck Jones	Fox	4869 feet	Sept. 26
Trouble With Wives, The	Vidor-T. Moore	Paramount	6489 feet	Aug. 11
Wall Street Whiz, The	Richard Talmadge	Film Book. Offices	5452 feet	Nov. 7
What Fools Men	Stone-Mason	First National	7349 feet	Oct. 10
Wheel, The	Special Cast	Fox	7325 feet	Aug. 2
White Outlaw, The	Jack Hoxie	Universal	4830 feet	June 27
Wild Horse Mesa	Special Cast	Paramount	7221 feet	Aug. 22
Wild, Wild Susan	Bebe Daniels	Paramount	5774 feet	Aug. 15
With This Ring	Mills-Tellegen	B. P. Schulberg	5333 feet	Oct. 3

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
American Pluck	George Walsh	Chadwick	6000 feet	July 11
Beautiful City	R. Barthelmess	First National	6460 feet	Nov. 14
Bobbed Hair	Prevost-Harlan	Warner Brothers	7781 feet	Oct. 31
Borrowed Finery	Louise Lorraine	Tiffany (S. R.)	6500 feet	Dec. 5
Bustin' Through	Jack Hoxie	Universal	4506 feet	Oct. 24
Cactus Trails	Jack Perrin	Madoc Sales	4800 feet	
Circle, The	Eleanor Boardman	Metro-Goldwyn	5511 feet	Oct. 31
Circus Cyclone, The	Art Acord	Universal	4609 feet	Aug. 22
Classified	Corinne Griffith	First National	6927 feet	Oct. 17
Clothes Make the Pirate	Errol-D. Gish	First National	7000 feet	Nov. 14
Compromise	Irene Rich	Warner Bros	6586 feet	Nov. 7
Desert Demon, The	Buffalo Bill, Jr.	Artclass Pict.	5012 feet	
Dollar Down	Ruth Roland	Truart (S. R.)	5860 feet	Aug. 29
Everlasting Whisper, The	Tom Mix	Fox	5611 feet	Oct. 24
Exchange of Wives, An	Special Cast	Metro-Goldwyn	6300 feet	Oct. 17
Fighting Heart, The	Geo. O'Brien	Fox	7032 feet	Oct. 3
Golden Princess, The	Bronson-Hamilton	Paramount	6395 feet	Sept. 19
Heads Up	"Lefty" Flynn	F. B. O.	5482 feet	Nov. 21
Heartless Husbands	Gloria Grey	Madoc Sales	5000 feet	Dec. 26
Hell's Highroad	Leatrice Joy	Prod. Dist. Corp.	6084 feet	Sept. 5
Hurricane Horseman, The	Wally Wales	Artclass Pict.	4440 feet	
In Search of a Hero	Richard Holt	Gerson Pictures	5000 feet	Feb. 13
Iron Horse, The	O'Brien-Bellamy	F. B. O.	10424 feet	Sept. 13 '24
Keeper of the Bees, The	Robert Frazer	F. B. O.	6712 feet	Oct. 17
Little Annie Rooney	Mary Pickford	United Artists	8850 feet	Oct. 31
Lorraine of the Lions	Kerry-Miller	Universal	6753 feet	Aug. 15
Lovers in Quarantine	Daniels-Ford	Paramount	6570 feet	Oct. 24
Luck and Sand	Leo Maloney	Clarion Photoplays	4903 feet	
Man on the Box, The	Sydney Chaplin	Warner Bros	7282 feet	Oct. 10

Feature	Star	Distributed by	Length	Reviewed
Midshipman, The	Ramon Novarro	Metro-Goldwyn	7498 feet	Oct. 24
New Brooms	Hamilton-Love	Paramount	5443 feet	Oct. 24
No Man's Law	Bob Custer	F. B. O.	4042 feet	Nov. 21
One of the Bravest	Ralph Lewis	Lumas Film (S.R.)	5679 feet	Dec. 5
Other Woman's Story	Calhoun-Frazer	B. P. Schulberg	6080 feet	Nov. 7
Pace That Thrills, The	Ben Lyon	First National	6911 feet	Oct. 29
Peacock Feathers	Logan-Landis	Universal	6802 feet	Aug. 24
Pony Express, The	Betty Compson	Paramount	9801 feet	Sept. 26
Prairie Pirate, The	Harry Carey	Prod. Dist. Corp.	4603 feet	Sept. 21
Pride of the Force, The	Tom Santschi	Rayart	5139 feet	Nov. 21
Red Hot Tires	Monte Blue	Warner Bros	6447 feet	Oct. 31
Regular Fellow, A	Raymond Griffith	Paramount	5027 feet	Oct. 17
Seven Keys to Baldpate	Douglas MacLean	Paramount	6648 feet	Nov. 7
Storm Breaker, The	House Peters	Universal	6093 feet	Sept. 26
Substitute Wife, The	Jane Novak	Arrow	5994 feet	Nov. 7
Thunder Mountain	Special Cast	Fox	7537 feet	Oct. 16
Tower of Lies	Chaney-Shearer	Metro-Goldwyn	6849 feet	Oct. 10
Wandering Fires	Constance Bennett	Arrow	6600 feet	Oct. 17
Wandering Footsteps	Taylor-Washburn	Ginsberg Dist. Corp.	5060 feet	Nov. 21
Why Women Love	Blanche Sweet	First National	6750 feet	Oct. 31
Win, Lose or Draw	Leo Maloney	Clarion Photoplays	4988 feet	
Winding Stair, The	Special Cast	Fox	6107 feet	Oct. 17
Without Mercy	Vera Reynolds	Prod. Dist. Corp.	6550 feet	Oct. 24

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Action Galore	Buddy Roosevelt	Artclass Pict.	4659 feet	
After Marriage	Margaret Livingston	Madoc Sales	5500 feet	Nov. 14
All Around Frying Pan	Fred Thomson	F. B. O.	5519 feet	Nov. 28
Ancient Highway, The	Jack Holt	Paramount	6034 feet	Nov. 21
Best Bad Man, The	Tom Mix	Fox	4983 feet	Dec. 12
Best People, The	Special Cast	Paramount	5700 feet	Nov. 7
Bright Lights	Ray-Starke	Metro-Goldwyn	6260 feet	Nov. 28
Calgary Stampede, The	Hoot Gibson	Universal	5924 feet	Oct. 16
Call of Courage, The	Art Acord	Universal	4661 feet	Sept. 19
Camille of the Barbary Coast	Busch-O. Moore	Assoc. Exhib.	5600 feet	Aug. 1
Clash of the Wolves	Rin-Tin-Tin (dog)	Warner Bros	6478 feet	Nov. 28
Cobra	Valentino	Paramount	6895 feet	Nov. 21
Daring Days	Josie Sedgwick	Universal	5 reels	
Durand of the Bad Lands	Buck Jones	Fox	5844 feet	Oct. 24
Eagle, The	Rudolph Valentino	United Artists	6756 feet	Nov. 21
East Lynne	Special Cast	Fox	8553 feet	Oct. 16
Fifty-Fifty	L. Barrymore-H. Hampton	Assoc. Exhib.	5561 feet	June 24
Fight to a Finish, A	Wm. Fairbanks	Columbia (S. R.)	4603 feet	Dec. 5
Flower of Night	Pola Negri	Paramount	6374 feet	Oct. 31
Fool, The	Edmund Lowe	Fox	9488 feet	April 25
Galloping On	Wally Wales	Artclass Pictures	4292 feet	
Go West	Buster Keaton	Metro-Goldwyn	6256 feet	Nov. 7
His Buddy's Wife	Glenn Hunter	Assoc. Exhib.	5600 feet	July 25
Home Maker, The	Alice Joyce	Universal	7755 feet	Aug. 8
Keep Smiling	Monty Banks	Assoc. Exhib.	5400 feet	Aug. 1
King on Main St., The	Adolphe Menjou	Paramount	6229 feet	Nov. 7
Last Edition, The	Ralph Lewis	Film Book. Offices	6400 feet	Oct. 17
Lazybones	Special Cast	Fox Film	7236 feet	Oct. 31
Lights of Old Broadway	Marion Davies	Metro-Goldwyn	6437 feet	Nov. 14
Manhattan Madness	Dempsey-Taylor	Assoc. Exhib.	5500 feet	July 25
Merry Widow	Mae Murray	Metro-Goldwyn	10027 feet	Sept. 12
Midnight Limited	Glass-Hawley	Rayart	5855 feet	Jan. 2
New Commandment	Sweet-Lyon	First National	6980 feet	Nov. 14
Old Clothes	Jackie Coogan	Metro-Goldwyn	5915 feet	Nov. 14
Only Thing, The	Special Cast	Metro-Goldwyn	5824 feet	Dec. 5
People vs. Nancy Preston	Bowers-De La Motte	Prod. Dist. Corp.	6300 feet	Nov. 7
Phantom Express, The	Special Cast	Ginsberg Dist.	4614 feet	Dec. 12
Phantom of the Opera	Lon Chaney	Universal	8464 feet	Sept. 19
Ridin' Streak, The	Bob Custer	Film Book. Offices	4540 feet	Dec. 12
Road to Yesterday, The	Joseph Schildkraut	Prod. Dist. Corp.	9980 feet	Nov. 21
Romance Road	Raymond McKee	Truart	5000 feet	Aug. 8
Rose of the World	Special Cast	Warner Bros	7506 feet	Nov. 21
Saddle Cyclone	Buffalo Bill Jr.	Artclass Pict.	4728 feet	
Satan in Sables	Lowell Sherman	Warner Bros	7000 feet	Oct. 24
Scarlet Saint, The	Astor-Hughes	First National	6880 feet	Nov. 21
Seven Sinners	Marie Prevost	Warner Bros	6286 feet	Dec. 19
Shadow on the Wall	Creighton Hale	Lumas Film (S. R.)	5800 feet	Dec. 12
Simon the Jester	Rich-O'Brien	Prod. Dist. Corp.	5070 feet	Oct. 24
Some Pun'kins	Chas. Ray	Chadwick (S. R.)	6500 feet	Sept. 19
S.O.S. Perils of the Sea	Elaine Hammerstein	Columbia Pict.	5118 feet	Dec. 26
Sporting Life	Special Cast	Universal	6763 feet	Sept. 26
Stage Struck	Gloria Swanson	Paramount	6691 feet	Nov. 28
Stella Dallas	Bennett-Colman	United Artists	10157 feet	Nov. 28
Tessie	McAvoy-Agnew	Arrow	6221 feet	Oct. 24
Thank U	Special Cast	Fox	6839 feet	Sept. 19
Unchastened Woman, The	Theda Bara	Chadwick (S. R.)	6800 feet	Jan. 2
Under the Rouge	Tom Moore	Assoc. Exhib.	6500 feet	July 25
Unguarded Hour, The	Sills-Kenyon	First National	6613 feet	Dec. 5
Wedding Song, The	Leatrice Joy	Prod. Dist. Corp.	7373 feet	Nov. 28
We Moderns	Colleen Moore	First National	6609 feet	Dec. 5
Where Was I?	Reginald Denny	Universal	6630 feet	Aug. 29
When Husbands Flirt	Dorothy Revier	Columbia	5625 feet	Dec. 5
Wild Girl	Louise Lorraine	Truart (S. R.)	5800 feet	
Wyoming Wild Cat, The	Tom Tyler	F. B. O.	5156 feet	Nov. 28

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blind Trail, The	Leo Maloney	Clarion Photoplays	4900 feet	
Blue Blood	George Walsh	Chadwick	5600 feet	Feb. 13
Bluebird's Seven Wives	Lyon-Wilson-Sweet	First National	7774 feet	Jan. 9
Broadway Lady	Evelyn Brent	F. B. O.	5500 feet	Dec. 12
Counsel for the Defense	Peters-Compson	Assoc. Exhib.	6022 feet	Nov. 28

Feature	Star	Distributed by	Length	Reviewed
Cowboy Musketeer, The	Tom Tyler	Film Book. Offices.	4500 feet.	Dec. 26
Desert's Price, The	Buck Jones	Fox	5709 feet.	Dec. 19
Dom't.	S. O'Neill-B. Roach	Metro-Goldwyn	6000 feet.	
Fate of a Flirt.	Dorothy Revier	Columbia Pict.	5823 feet.	Jan. 23
Golden Strain, The	Special Cast	Fox	5989 feet.	Jan. 2
Goose Woman, The	Special Cast	Universal	7500 feet.	Aug. 22
Great Love, The	Dana Agnew	M-G-M		
Handsome Brute, The	W. Fairbanks-Corbin	Columbia Pict. (S.R.)	4779 feet.	Feb. 20
His People	Rudolph Schildkraut	Universal	8983 feet.	Nov. 14
His Secretary	Norma Shearer	M-G-M	6433 feet.	Jan. 2
Hogan's Alley	Harlan-Miller	Warner Bros.	6610 feet.	Dec. 5
Infatuation	Special Cast	First National	5794 feet.	Jan. 16
Irish Luck	Thomas Meighan	Paramount	7008 feet.	Nov. 28
Joanna	Mackaill-Mulhall	First National	7900 feet.	Dec. 26
Kiss for Cinderella, A	Betty Bronson	Paramount	9221 feet.	Dec. 26
Lady Windermere's Fan	Special Cast	Warner Brothers	7816 feet.	Dec. 19
Lodge in the Wilderness				
Lord Jim	Percy Marmont	Tiffany (S.R.)	6500 feet.	
Lover's Island	Hampton-Kirkwood	Paramount	6702 feet.	Nov. 21
Madam Behave	Eltinge-Pennington	Assoc. Exhib.		Jan. 23
Man From Red Gulch	Harry Carey	Prod. Dist. Corp.	5417 feet.	Nov. 14
Masked Bride, The	Harry Carey	Prod. Dist. Corp.	5437 feet.	Dec. 5
Midnight Flyer, The	Mae Murray	Metro-Goldwyn	5699 feet.	Dec. 12
Morals for Men	Landis-Devore	F. B. O.	6200 feet.	Jan. 9
North Star, The	Tiffany (S.R.)	Universal	6500 feet.	Dec. 5
Northern Code, The	Strongheart (dog)	Assoc. Exhib.	5 reels.	Jan. 16
Pals	Eva Novak	Lumas	5920 feet.	Jan. 9
Perfect Clown, The	Louise Lorraine	Truart (S.R.)	5800 feet.	
Pinch Hitter, The	Larry Semon	Chadwick	5600 feet.	Dec. 26
Pleasure Buyers, The	Glenn Hunter	Asso. Exhibitors		Dec. 12
Prince of Pep	Irene Rich	Warner Brothers	7202 feet.	Feb. 13
Sally, Irene and Mary	Richard Talmadge	F. B. O.	4911 feet.	Jan. 2
Smilin' at Trouble	Special Cast	Metro-Goldwyn	5564 feet.	Dec. 19
Soul Mates	"Lefty" Flynn	F. B. O.	5175 feet.	Dec. 19
Splendid Road, The	Special Cast	M-G-M	6000 feet.	Jan. 6
Streak of Luck, A	Anna O. Nilsson	First National	7646 feet.	Dec. 12
That Royle Girl	Buffalo Bill, Jr.	Artclass Pict. (S.R.)	4884 feet.	
Three Faces East	Dempster-Fields	Paramount	10253 feet.	Dec. 19
Thundering Through	Goudal-Ames	Prod. Dist. Corp.	7369 feet.	Jan. 2
Time, The Comedian	Buddy Roosevelt	Artclass Pict.	4527 feet.	
Triple Action	Cody-Busch	Metro-Goldwyn	4557 feet.	Dec. 20
Tumbleweeds	Pete Morrison	Universal	4800 feet.	Nov. 14
Two Fisted Jones	Wm. S. Hart	United Artists	7254 feet.	Nov. 28
Wages for Wives	Jack Hoxie	Universal	4555 feet.	Dec. 5
When the Door Opened	Special Cast	Fox	6352 feet.	Dec. 5
Woman of the World, A	Polia Negri	Fox	6515 feet.	Nov. 28
Womanhandled	Richard Dix	Paramount	6353 feet.	Dec. 26
			6765 feet.	Jan. 16

JANUARY

Feature	Star	Distributed by	Length	Reviewed
American Venus, The	Special Cast	Paramount	7931 feet.	Jan. 16
Arizona Sweepstakes, The	Hoot Gibson	Universal	5418 feet.	Nov. 21
Barrier, The	Kerry-Barrymore	Metro-Goldwyn		
Bashful Buccaneer, The	Reed Howes	Rayart (S.R.)	5000 feet.	Nov. 14
Black Bird, The	Lon Chaney	M-G-M	6688 feet.	Feb. 13
Blue Streak, The	Rich. Talmadge	F. B. O.	4954 feet.	Feb. 22
Braveheart	Rod LaRoque	Prod. Dist. Corp.	7256 feet.	Jan. 16
Checkered Flag, The	Elaine Hammerstein	Ginsberg Dist. Corp. (S.R.)	6071 feet.	Feb. 13
Cowboy and the Countess				
The	Buck Jones	Fox	6 reels.	Jan. 9
Dance Madness	Windsor-Nagel	Metro-Goldwyn	6393 feet.	Feb. 6
Danger Girl, The	Priscilla Dean	Prod. Dist. Corp.	5660 feet.	Feb. 6
Demon, The	Jack Hoxie	Universal	4539 feet.	
Desperate Moment	Hawley-Von Eltz	Ginsberg Dist. Corp.	5781 feet.	Jan. 9
Enchanted Hill, The	Special Cast	Paramount	6326 feet.	Jan. 9
Exquisite Sinner, The	Nagel-Adoree	Metro-Goldwyn		
Fifth Avenue	De La Motte	Prod. Dist. Corp.	5503 feet.	Feb. 6
Fighting Edge, The	Harlan-Miller	Warner Brothers	7 reels.	Feb. 20
First Year, The	Special Cast	Fox	6038 feet.	Feb. 6
Flaming Waters	Special Cast	F. B. O.	5700 feet.	Jan. 30
Gilded Butterfly, The	Special Cast	Fox	6200 feet.	Jan. 16
Girl from Montmartre	La Marr-Stone	First National	8 reels.	Feb. 13
Golden Cocoon	Chadwick-Gordon	Warner Bros.	7200 feet.	Dec. 26
Hands Up	Raymond Griffith	Paramount	5883 feet.	Jan. 16
Hearts and Fists	Bowers-de la Motte	Assoc. Exhib.		Jan. 23
His Jazz Bride	Prevost-Moore	Warner		
Hoodoo Ranch, The	Buddy Roosevelt	Artclass Pictures	4800 feet.	
Husband Hunters		Tiffany	6500 feet.	
I Do	Harold Lloyd	Assoc. Exhib.		
Just Suppose	Richard Barthelmess	First National	7 reels.	Jan. 30
Lady from Hell	Blanche Sweet	Assoc. Exhib.	6 reels.	Feb. 6
Little Giant, The	Glenn Hunter	Universal	6850 feet.	Jan. 30
Lure of the Wild	Jane Novak	Columbia (S.R.)	5570 feet.	Feb. 13
Mannequin	Special Cast	Paramount	6981 feet.	Jan. 2
Man Rustin'	Bob Custer	Film Book. Offices	4666 feet.	Jan. 16
Marrying Money		Truart (S.R.)	5800 feet.	
Memory Lane	Boardman-Nagel	First National		Jan. 23
Outsider, The	J. Logan	Fox	5424 feet.	Jan. 30
Phantom of the Forest	Thunder (dog)	Lumas Film	5800 feet.	Feb. 6
Prince of Broadway	George Walsh	Chadwick	5800 feet.	Jan. 2
Queen O'Diamonds	Evelyn Brent	F. B. O.	5129 feet.	Feb. 6
Reckless Lady	Belle Bennett	First National	7336 feet.	Feb. 6
Roaring Rider, The	Wally Wales	Artclass Pictures	4800 feet.	
Rocking Moon	Bowers-Tashman	Prod. Dist. Corp.	6000 feet.	Jan. 23
Sea Beast, The	John Barrymore	Warner Bros.	6393 feet.	Jan. 30
Shadow of the Law	Bow-Lewis	Assoc. Exhib.	5 reels.	Feb. 20
Splendid Crime	Daniels-Hamilton	Paramount	6000 feet.	Dec. 26
Steel Preferred	William Boyd	Prod. Dist. Corp.	6680 feet.	Dec. 26
Stella Maris	Mary Philbin	Universal	5786 feet.	Jan. 30
Stop, Look and Listen	Larry Semon	Pathe	5305 feet.	Jan. 30
Sweet Adeline	Charles Ray	Chadwick	6000 feet.	Jan. 23
Thrilling Youth	Billy West	Rayart (S.R.)	5000 feet.	
Too Much Money	Nilsson-Stone	First National		Jan. 23
Traffic Cop, The	"Lefty" Flynn	F. B. O.		
Trip to Chinatown, A	Special Cast	Fox		
Western Pluck	Art Acord	Universal	4207 feet.	Feb. 6
What Happened to Jones	Reginald Denny	Universal	6700 feet.	Dec. 19
When Loves Grows Cold	Mrs. Rudolph Valentino	F. B. O.	7 reels.	Feb. 13
Where the Worst Begins	Ruth Roland	Truart (S.R.)	5800 feet.	Dec. 12
White Mice	Jacquelin Logan	Associated Exhib.		
Without Orders	Leo Maloney	Clarion Photoplays	4900 feet.	
Yankee Senior, The	Tom Mix	Fox	5 reels.	Jan. 61

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Auction Block, The	Boardman-Rav	M-G-M		
Beautiful Cheat, The	Laura La Plante	Universal	6583 feet.	Feb. 13
Behind the Front	W. Beery-Hatton	Paramount	6 reels.	Feb. 20
Beyond the Rockies	"Bob" Custer	F. B. O.	4851 feet.	Feb. 20

Feature	Star	Distributed by	Length	Reviewed
Broadway Billy	Billy Sullivan	Rayart (S.R.)	5000 feet.	
Broadway Boob, The	Glenn Hunter	Assoc. Exhib.		
Cave Man, The	Prevost-Moore	Warner Bros.		
Cohens and the Kellys				
The	Special Cast	Universal		
Count of Luxembourg	George Walsh	Chadwick	6300 feet.	Dec. 26
Dancer of Paris, The	Special Cast	First National		
Danger Quest, The	Reed Howes	Rayart (S.R.)	5000 feet.	
Dangers of a Great City	Special Cast	Fox		
Desperate Game, The	Pete Morrison	Universal	4450 feet.	Dec. 12
Devil's Circus, The	Norma Shearer	M-G-M		
Dixie Merchant, The	Special Cast	Fox		
Double Fisted	Jack Perrin	Rayart (S.R.)	5000 feet.	
Driftin' Thru	Harry Carey	Pathe	5 reels.	Jan. 30
Far Cry, The	Sweet-Mulhall	First National		
Fighting Cheat, The	Wally Wales	Artclass Pictures	4800 feet.	
Grand Duchess and the				
Waiter	Menjou-Vidor	Paramount	6314 feet.	Feb. 6
Half-Breed Hostler, The	Bob Custer	F. B. O.		
Heavy Odds	Leo Maloney	Clarion Photoplays	4900 feet.	
Ibanez Torrent	Garbo-Cortez	M-G-M		
Irene	Colleen Moore	First National		
Johnstown Flood, The	Special Cast	Fox		
King of the Turf	Special Cast	F. B. O.		
Ladies of Leisure	Elaine Hammerstein	Columbia (S.R.)		
Light Eternal	Norma Shearer	M-G-M		
Little Irish Girl, The	Special Cast	Warner Bros.		
Made for Love	Leatrice Joy	Prod. Dist. Corp.	5700 feet.	Feb. 13
Man Upstairs, The	Monte Blue	Warner Bros.	7 reels.	Feb. 13
Million Dollar Handicap				
The	Vera Reynolds	Prod. Dist. Corp.	6117 feet.	Jan. 30
Miracle of Life, The	Busch-Marmont	Assoc. Exhib.		
Moana		Paramount	7 reels.	Jan. 30
Money Talks	Special Cast	M-G-M		
Morganson's Finish	Special Cast	Tiffany (S.R.)	6500 feet.	
My Own Pal	Tom Mix	Fox		
Night Cry, The	Rin-Tin-Tin	Warner Bros.		
Night Watch, The	Special Cast	Truart (S.R.)		
Outside the Law	Dean-Chaney	Universal (re-issue)		
Palace of Pleasure	Special Cast	Fox	5467 feet.	Jan. 23
Rainbow Riley	Johnny Hines	First National	7 reels.	Feb. 20
Road to Glory, The	Special Cast	Fox	5600 feet.	Feb. 20
Ship of Souls	B. Lytell-L. Rich	Assoc. Exhib.	6800 feet.	Feb. 6
Silent Witness, The	Louise Lorraine	Truart (S.R.)	5800 feet.	
Sky High Corral	Art Acord	Universal		
Song and Dance Man, The	Tom Moore	Paramount	7 reels.	Jan. 30
Speed Limit, The	Raymond McKee	Lumas Film	5940 feet.	Feb. 20
Thrill Hunter, The	Special Cast	Columbia		
Tough Guy, The	Fred Thomson	F. B. O.		
Transcontinental Limited	Special Cast	Chadwick (S.R.)		
Trumpin' Trouble	Buffalo Bill, Jr.	Artclass Pict. (S.R.)	4800 feet.	
Two Can Play	Bow-MacDonald	Assoc. Exhib.		
Under Western Skies	Norman Kerry	Universal	7 reels.	
Vanishing American, The	Dix-Wilson	Paramount	10063 feet.	Nov. 7
Wanderer, The	William Collier, Jr.	Paramount	8173 feet.	Sept. 12

MARCH

Feature	Star	Distributed by	Length	Reviewed
Age of Indiscretion		Truart (S.R.)	5800 feet.	
Arizona Streak, The	Tom Tyler	F. B. O.		
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels.	
Bat, The	Special Cast	United Artists		
Beverly of Graustark	Marion Davies	M-G-M		
Big Show, The	Lowell-Russell	Assoc. Exhib.		
Blue Blazes	Pete Morrison	Universal	4659 feet.	Jan. 23
Broken Hearts of Hollywood				
Champion Lover, The	Harlan-Miller	Warner Brothers		
Chip of the Flying U	Hoot Gibson	Prod. Dist. Corp.		
Coming and Going	Buffalo Bill, Jr.	Universal		
Earth Woman, The	Special Cast	Artclass Pictures	4800 feet.	Feb. 20
Forbidden Waters	Priscilla Dean	Assoc. Exhib.		
Happiness	Special Cast	Prod. Dist. Corp.	6800 feet.	Feb. 20
Hearts and Spangles	Wanda Hawley	Film Book. Offices		
How to Train a Wife	Lumas Film		6200 feet.	
Love Toy, The	Valli-O'Brien	Assoc. Exhib.		
Manhood	Lowell Sherman	Warner Bros.		
Man in the Saddle, The	Special Cast	Fox		
Marriage	Hoot Gibson	Universal	5738 feet.	
Monte Carlo	Special Cast	Fox		
My Old Dutch	Special Cast	M-G-M		
Night Patrol, The	Special Cast	Universal		
Non-Stop Flight, The	Richard Talmadge	F. B. O.		
Oh, What a Nurse	Syd Chaplin	F. B. O.		
Play Safe	Monty Banks	Warner Brothers		
Red Dice	Assoc. Exhib.			
Secret Orders	Rod LaRoque	Prod. Dist. Corp.		
Six Shooting Romance	Evelyn Brent	F. B. O.		
Tangled Herds	Jack Hoxie	Universal	4837 feet.	Jan. 30
Test of Donald Norton	Buddy Roosevelt	Artclass Pictures	4800 feet.	
Vanishing Hoofs	George Walsh	Chadwick		
Why Girls Go Back Home	Wally Wales	Artclass Pictures	4800 feet.	
Winning the Futurity	Marie Prevost	Warner Brothers		
	Special Cast	Chadwick (S.R.)		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace of Hearts	Special Cast	Fox		
Bells, The	Lionel Barrymore	Chadwick Pictures		
Border Sheriff, The	Jack Hoxie	Universal		
Combat	House Peters	Universal	6714 feet.	Feb. 20
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet.	
Isle of Retribution, The	Special Cast	Film Book. Offices		
Other Women's Husbands	Blue-Prevost	Warner Bros.		
Racing Blood		Lumas Film (S.R.)		
Rustlers Ranch	Art Acord	Universal		
Sap, The	M. Moore-D. Devore	Warner Bros.		
Silken Shackles	Irene Rich	Warner Bros.		
Skinner's Dress Suit	Reginald Denny	Universal	6887 feet.	Dec. 26
Streets of Sin		Fox		
Twin Triggers	Buddy Roosevelt	Artclass Pict. (S.R.)	4800 feet.	

MAY

Feature	Star	Distributed by	Length	Reviewed
Bride of the Storm	Costello-Harron	Warner Bros.		
Chasing Trouble	Pete Morrison	Universal		
Click of the Triangle T	Hoot Gibson	Universal		
Footloose Widow, The	Irene Rich	Warner Bros.		
Gentle Cyclone, The	Buck Jones	Fox		
Hell Bent for Heaven	Monte Blue	Warner Bros.		
Honeymoon Express, The	M. Moore-D. Devore	Warner Bros.		
Looking for Trouble	Jack Hoxie	Universal		
Love Thief, The	Norman Kerry	Universal		

Feature	Star	Distributed by	Length	Reviewed
Sally in our Alley	Mary Philbin	Universal		
Sign of the Claw	Thunder (dog)	Lumas Film	5925 feet	
Silent Simpson	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Escape, The	Pete Morrison	Universal		
Gilded Highway, The	Dorothy Devore	Warner Bros.		
Hero of the Big Snows, A	Rin Tin Tin (dog)	Warner Bros.		
Passionate Quest, The	Marie Prevost	Warner Bros.		
Rolling Home	Reginald Denny	Universal		
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5
Social Highwayman, The	Harlan Miller	Warner Bros.		
Still Alarm, The	Chadwick-Russell	Universal	7207 feet	Jan. 16
Yellow Contraband	Leo Maloney	Clarion Photoplays (S. R.)	4900 feet	

Comedy Releases

Feature	Star	Distributed by	Length	Reviewed
Absentminded	Neely Edwards	Universal	1 reel	
Accidents Can Happen	Al Alt	Universal	2 reels	Feb. 20
Account of Monte Cristo	Bischoff, Inc.		2 reels	
Air Cooled	"Aesop Fable"	Pathe	1 reel	
Alice Blues	Alice Ardel	F. B. O.	2 reels	
Alice Plays Cupid	Winkler (S. R.)		2 reels	
Alice the Jail Bird	Winkler (S. R.)		2 reels	
All Abroad	"Helen & Warren"	Fox	2 reels	Dec. 19
Al's Trouble	Al Alt	Universal	2 reels	
Are Golfers Cuckoo?	Tennek Film Corp.		2 reels	
Bachelor's Babies	Special Cast	Universal	2 reels	Dec. 12
Back to Nature	Charles Puffy	Universal	1 reel	
Badly Broke	Charles Puffy	Universal	1 reel	Jan. 30
Bad Man, The	"Dinky Doodle"	F. B. O.	1 reel	
Bankrupt Honeymoon, A	Special Cast	Fox	2 reels	Feb. 13
Barnyard Follies	"Aesop Fable"	Pathe	1 reel	Sept. 5
Beauty Parlor, A	"Fat Men"	F. B. O.	1 reel	
Be Careful	Jimmie Adams	Educational	2 reels	Aug. 22
Be Careful Dearie		Educational	1 reel	Jan. 30
Better Movies	"Our Gang"	Pathe	2 reels	Nov. 7
Between Meals		Pathe	1 reel	
Beware of Your Relatives	Neely Edwards	Universal	1 reel	
Big City, The	Edna Marian	Universal	2 reels	Feb. 13
Big Kick, The	Mohan-Engle	Pathe	1 reel	Oct. 10
Bombs and Bums	Hal Hodes		1 reel	Feb. 20
Bonehead Age, The	"Aesop Fable"	Pathe	1 reel	
Brainstorm, The	Smith-Bennett	Fox	2 reels	
Brotherly Love		Educational	1 reel	Jan. 23
Buried Treasure	"Our Gang"	Pathe	2 reels	Feb. 20
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster's Bust Up	Trimble-Turner	Universal	2 reels	Jan. 23
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Nightmare	Trimble-Turner	Universal	2 reels	
Buster's Nose Dive	Arthur Trimble	Universal	2 reels	
By the Sea	Chas. Puffy	Universal	1 reel	Oct. 10
California Here We Come	"The Gumps"	Universal	2 reels	
Camel's Hump		Film Book. Offices	1 reel	
Captain Sudds	Eddie Gordon	Universal	2 reels	Dec. 19
Careful Please	Lloyd Hamilton	Educational	2 reels	Feb. 20
Caretaker's Daughter, The	Charles Chase	Pathe	2 reels	Oct. 10
Cat's Whiskers, The	Neely Edwards	Universal	1 reel	
Charley My Boy	Charles Chase	Pathe	2 reels	Jan. 30
Cheap Skates	Lige Conley	Educational	2 reels	Dec. 12
Cheaper to Move	"Helen and Warren"	Fox	2 reels	
Chester's Donkey Party	Joe Murohy	Universal	2 reels	
Circus Day		Pathe	2 reels	
Cleaning Up	Johnny Arthur	Educational	2 reels	Nov. 14
Closer Than a Brother	"Aesop Fable"	Pathe	1 reel	
Cloudy Romance	Special Cast	Fox	2 reels	Oct. 10
Constant Simp, The	Alberta Vaughn	F. B. O.	2 reels	
Control Yourself	Smith-Bennett	Fox	2 reels	Nov. 28
Crashing Through	Cliff Bowes	Educational	1 reel	
Cribs-Cross Cruise, A	"Hodge-Podge"	Educational	1 reel	
Crowning the Count	Eddie Gordon	Universal	2 reels	
Cuckoo Love	Glenn Tryon	Pathe	2 reels	Oct. 17
Cupid a La Carte	Florence Gilbert	Fox	2 reels	Dec. 26
Cupid's Victory	Wanda Wiley	Universal	2 reels	
Cured Hams	Jack Richardson	Bischoff, Inc.	2 reels	Oct. 31
Custard's Last Wallop		Tennek Film Corp.		
Dancing Daddy	Jack Duffy	Educational	2 reels	
Dangerous Curves Behind	Mack Sennett	Pathe	2 reels	Nov. 7
Day's Outing, A	"Aesop Fable"	Pathe	1 reel	
Day's Pleasure, A	Charles Chaplin	Pathe	2 reels	
Dinky Doodle at the Circus		Film Book. Offices	1 reel	
Dinky Doodle in the Hunt		Film Book. Offices	1 reel	
Dizzy Daddies		Pathe	2 reels	
Dog Daze	Bowes-Marlowe	Educational	1 reel	
Dog's Life, A	Charles Chaplin	Pathe	3 reels	
Don't Stop	Cliff Bowes	Educational	1 reel	
Don't Butt In		Pathe	1 reel	
Do Your Duty	"Snub" Pollard	Pathe	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
East Side, West Side		Fox	2 reels	Dec. 12
Ebony Clean Up		L. B. Cornwell (S. R.)	1 reel	
Educating Buster	Trimble-Turner	Universal	2 reels	Aug. 29
Eighteen Carat	Edna Marian	Universal	2 reels	
Elsie in New York		Fox	2 reels	
English Channel Swim				
The	"Aesop Fable"	Pathe	1 reel	Dec. 26
Failure	Special Cast	Fox	2 reels	Nov. 21
Faint Heart	Charles Puffy	Universal	1 reel	Nov. 28
Fair But Foolish	Jimmie Adams	Educational	2 reels	Nov. 21
Fair Warning	Al St. John	Educational	2 reels	Sept. 26
Felix the Cat Busts Into Business	"Cartoon"	Educational	1 reel	
Felix the Cat in Blunderland	"Cartoon"	Educational	1 reel	
Felix the Cat in Eats Are Wets	"Cartoon"	Educational	1 reel	Nov. 21
Felix the Cat in The Cold Rush	"Cartoon"	Educational	1 reel	
Felix the Cat on the Farm	"Cartoon"	Educational	1 reel	
Felix the Cat Fans the Flames	"Cartoon"	Educational	1 reel	
Felix the Cat Flirts with Fate	"Cartoon"	Educational	1 reel	Feb. 13
Felix the Cat Kept on Walking		Educational	1 reel	Jan. 23

Feature	Star	Distributed by	Length	Reviewed
Felix the Cat on the Job	"Cartoon"	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	
Felix the Cat Spots the Spooks	"Cartoon"	Educational	1 reel	Jan. 30
Felix the Cat Tries the Trades	"Cartoon"	Educational	1 reel	
Felix the Cat Trips Thru Toyland	"Cartoon"	Educational	1 reel	
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	
Fighting Dude, The	Lupino Lane	Educational	2 reels	Dec. 5
Fighting Tailor, A		Fox	2 reels	Jan. 23
Fire Away	Al St. John	Educational	2 reels	Nov. 7
Fire Fighters, The	"Aesop's Fable"	Pathe	1 reel	
Flaming Affair, A	Special Cast	Fox	2 reels	Jan. 30
Flyin' Fool	Sid Smith	Fox	2 reels	Dec. 26
Flying Wheels	Wanda Wiley	Universal	2 reels	
Fly Time	"Aesop Fable"	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	
For Sadie's Sake	Jimmie Adams	Educational	2 reels	Jan. 30
Framed	Lloyd Hamilton	Educational	2 reels	Nov. 28
Fraternity Mixup, A	Alice Ardel	F. B. O.	1 reel	
Free Ride, A	Arthur Lake	Universal	1 reel	
Fresh Paint	Neeley Edwards	Universal	1 reel	
From the Cabby's Seat	"O. Henry"	Fox		
From Rags to Riches	Billy Bevan	Pathe	2 reels	Dec. 19
Funnymooners	Ralph Graves	Pathe	1 reel	Feb. 13
Going Good	Wanda Wiley	Universal	2 reels	
Gold Rush, The	"Aesop Fable"	Pathe	1 reel	
Good Cheer	"Our Gang"	Pathe	2 reels	Jan. 30
Good Morning Madam	Ralph Graves	Pathe	2 reels	Oct. 17
Goofy Gob, A	Billy Dooley	Educational	2 reels	Oct. 31
Gooseland	Alice Day	Pathe	2 reels	Feb. 20
Gosh Darn Mortgage, The		Pathe	2 reels	
Great Open Spaces, The	"Aesop Fable"	Pathe	1 reel	
Green-Eyed Monster, The	Arthur Lake	Universal	1 reel	
Half Fare	Arthur Lake	Universal	1 reel	
Happy Go Lucky	Neeley Edwards	Universal	1 reel	Dec. 5
Hard to Hold		Tennek Film Corp.		
Haunted House, The	"Aesop Fable"	Pathe	1 reel	
Heart Breaker, The	Special Cast	Fox	2 reels	Oct. 24
Heavy Love	"Fat Men"	F. B. O.		
Helpful Al	Al Alt	Universal	2 reels	Feb. 6
Her Lucky Leap	Wanda Wiley	Universal	2 reels	Jan. 30
Hero Wins, The	"Aesop Fable"	Pathe	1 reel	
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Own Lawyer	Perry-Cooley	Fox	2 reels	Dec. 26
His Wooden Wedding	Charlie Chase	Pathe	2 reels	
Hollywoodn't	Johnny Sinclair	Bischoff, Inc.	2 reels	Sept. 12
Hold Everything	Perry-Cooley	Fox	2 reels	
Hold Everybody	Special Cast	Pathe	1 reel	Dec. 12
Hold Tight	Alice Ardel	F. B. O.	2 reels	
Hold Your Hat	Al St. John	Educational	2 reels	
Home Cured	Johnny Arthur	Educational	2 reels	
Honeymoon Hotel, The	Neeley Edwards	Universal	1 reel	
Honeymoon Squabble, The				
Honor System, The	Edna Marian	Universal	2 reels	Jan. 23
Horse Laugh	"Aesop Fable"	Pathe	1 reel	Nov. 21
Hot Cakes for Two	Chas. Puffy	Universal	1 reel	
Hot Dog	Alice Day	Pathe	2 reels	Jan. 23
Hot Doggie	Arthur Lake	Universal	1 reel	Jan. 23
Hot Feet	Walter Hiers	Educational	2 reels	Nov. 14
Hot Spots	Cliff Bowes	Educational	1 reel	Nov. 14
Hotsy Totsy	Alice Day	Pathe	2 reels	Dec. 26
How the Bear Got His Short Tail		Film Book. Offices	1 reel	
How the Elephant Got His Trunk		F. B. O.	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	
Humming Birds, The	Buddy Messinger	B'way Dist. Corp.	2 reels	
Hungry Hounds	"Aesop Fable"	Pathe	1 reel	
Hunting in 1950	"Aesop's Fable"	Pathe		
Hurry, Doctor	Ralph Graves	Pathe	2 reels	
In Deep	Cliff Bowes	Educational	1 reel	Oct. 10
Inventors, The		Tennek Film Corp.		
Isn't Love Cuckoo	Raymond McKee	Pathe	2 reels	Dec. 5
Jiminy Crickets	Neeley Edwards	Universal	1 reel	
June Bride, A	"Aesop's Fable"	Pathe	1 reel	Feb. 13
Just Spooks	"Dinky Doodle"	F. B. O.	1 reel	
Keep Trying	Cliff Bowes	Educational	1 reel	
Kick Me Again	Charles Puffy	Universal	1 reel	
Klynick, The	"Hey Fellas"	Davis Dist.	2 reels	Sept. 5
Ko-Ko Nuts	"Cartoon"	Red Seal	1 reel	Sept. 5
Ko-Ko Packs 'Em In	"Cartoon"	Red Seal	1 reel	Nov. 14
Ko-Ko Steps Out	"Cartoon"	Red Seal	1 reel	Jan. 23
Ko-Ko on the Run (Out-of-Inkwell)		Red Seal Pict.	1 reel	Oct. 3
Lame Brains	Alice Ardel	F. B. O.	2 reels	
Laughing Ladies	Special Cast	Pathe	2 reels	Dec. 5
Lickety Split	Lige Conley	Educational	2 reels	Feb. 6
Light Housekeeping	Lige Conley	Educational	2 reels	
Lighter Than Air	"Aesop's Fables"	Pathe	1 reel	Jan. 30
Lion and the Monkey, The	"Aesop's Fables"	Pathe	1 reel	Oct. 10
Little Brown Jug, The	"Aesop's Fables"	Pathe	1 reel	Feb. 13
Little Red Riding Hood	Baby Peggy	Universal	2 reels	
Live Cowards		Educational	2 reels	
Long Pants	Glenn Tryon	Pathe	2 reels	Feb. 13
Love and Kisses	Alice Day	Pathe	2 reels	Oct. 8
Love and Lions	Special Cast	Fox	2 reels	
Love My Dog	Arthur Lake	Universal	1 reel	Dec. 19
Maid in Morocco	Lupino Lane	Educational	2 reels	Oct. 17
Maizie Won't Tell	Alberta Vaughn	F. B. O.	2 reels	
Mail Coach, The	"Aesop's Fables"	Pathe		
Mamma Behave		Pathe	2 reels	
Meet My Girl	Ralph Graves	Pathe	2 reels	
Merchant of Weenies	Charles Delaney	Bischoff, Inc.	2 reels	Sept. 12
Min's Away	"The Gumps"	Universal		
Min's Home on the Cliff	Joe Murphy	Universal	2 reels	
Min Walks In Her Sleep	"The Gumps"	Universal	2 reels	
Misfit Sailor, A	Billy Dooley	Educational	2 reels	Oct. 3
Monkey Business	"Krazy Kat"	Winkler (S. R.)	1 reel	
Monkey Business	"Our Gang"	Pathe	2 reels	
Moonlight and Noses	Clyde Cook	Pathe	2 reels	Oct. 3
More Mice Than Brains	"Aesop Fable"	Pathe	1 reel	
Movies, The	Lloyd Hamilton	Educational	2 reels	Oct. 3
Muddled Up	Charles Puffy	Universal	1 reel	
My Stars		Educational	2 reels	Jan. 23
My Swedie	Neal Burns	Educational	2 reels	
No Father to Guide Him	Charles Chase	Pathe	2 reels	Sept. 5
Number One Society, A	"East Side, West Side"	Fox		
Nursery Troubles	Edna Marian	Universal	2 reels	Oct. 24
Nuts and Squirrels	"Aesop Fable"	Pathe	1 reel	
Off His Beat	Walter Hiers	Educational	2 reels	Sept. 12
Officer No. 13	Eddie Gordon	Universal	1 reel	
Officer of the Day	Special Cast	Fox	2 reels	Feb. 13
Oh Buster	Arthur Trimble	Universal	2 reels	Nov. 7
On Edge	Lige Conley	Educational	2 reels	
On the Links	"Fat Men"	F. B. O.	2 reels	

Feature	Star	Distributed by	Length	Reviewed
One Wild Night	Neely Edwards	Universal	1 reel	
One Wild Ride	"Our Gang"	Pathe	2 reels	Dec. 12
Only Son, The	Paul Parrott	Pathe	1 reel	
Over the Top	Bobby Vernon	Educational	2 reels	
Or What Have You	Alberta Vaughn	F. B. O.	2 reels	
Papa, Be Good!	Mack Sennett	Pathe	2 reels	
Parisian Knight, A	Glenn Tryon	Pathe	2 reels	Dec. 5
Pawnshop Politics	Earle Foxe	Fox	2 reels	Dec. 19
Pay the Cashier	"East Side"	Fox	1 reel	
Peacemakers, The	Paul Parrott	Pathe	1 reel	Feb. 20
Peggy in a Pinch	"Helen & Warren"	Pathe	2 reels	Nov. 7
Peggy's Heroes	"Sheiks and Shebas"	Davis Dist.	2 reels	
Peggy's Pests	"Sheiks and Shebas"	Davis Dist.	2 reels	Oct. 10
Peggy's Putters	"Sheiks and Shebas"	Davis Dist.	2 reels	
Perfect Lie, The	Neely Edwards	Universal	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	
Pie Eyed Pie	"Krazy Kat"	Winkler (S. R.)	1 reel	
Pike's Pique	Alberta Vaughn	Film Book Offices	2 reels	
Piping Hot	Al Alt	Universal	2 reels	Oct. 10
Pleasure Bent	Charles Puffy	Universal	1 reel	
Pleasure Bound	Lige Conley	Educational	2 reels	Aug. 22
Prep School	Arthur Lake	Universal	1 reel	
Punch in the Nose, A	Special Cast	Pathe	2 reels	Oct. 31
Quick Service	Cliff Bowes	Educational	1 reel	
Rainbow's End, The	"Felix the Cat"	Educational	1 reel	Dec. 19
Rainy Knight, A		Pathe	2 reels	
Raisin' Trouble		Arrow	2 reels	
Reporter, The	"Van Bibbers"	Fox	1 reel	
Roomers Afloat	Jack Cooper	Bischoff (S. R.)	2 reels	Oct. 31
Run Tin Can	Burns-Steadman	Educational	2 reels	Feb. 20
Salty Sap, A	Billy Dooley	Educational	2 reels	
Salute	Alice Ardell	Film Book Offices	2 reels	
Saturday Afternoon	Harry Langdon	Pathe	3 reels	Feb. 6
Saving a Safe	Jimmy Aubrey	F. B. O.	2 reels	
Scandal Hunters	Al Alt	Universal	2 reels	
Scrambled Eggs	Special Cast	Educational	1 reel	Oct. 17
Sea Scamps	Big Boy	Educational	2 reels	Feb. 13
Shoes	Special Cast	Fox	2 reels	Aug. 29
Should Sailors Marry	Clyde Cook	Pathe	2 reels	Nov. 14
Sky Bound	Al St. John	Educational	2 reels	
Sky Hooks		Educational	1 reel	
Sky Jumper, The	Earle Foxe	Fox	2 reels	
Slippery Feet	Bobby Vernon	Educational	2 reels	Oct. 31
Slow Down	Cliff Bowes	Educational	1 reel	Nov. 28
Smash Up, The	"The Gumps"	Universal	2 reels	
Soapsuds Lady, The	Alice Day	Pathe	2 reels	Nov. 28
Social Triangle, A	"O. Henry"	Fox	1 reel	
Soft Pedal	Charles Parrott	Pathe	1 reel	Feb. 13
Solid Ivory	Mohan-Engle	Pathe	1 reel	Oct. 17
So Long Bill	Billy West	Arrow	2 reels	
Somewhere in Somewhere	Special Cast	Pathe	2 reels	Sept. 26
So's Your Old Man	Alberta Vaughn	Film Book Offices	2 reels	
So This is Paris	Neeley Edwards	Universal	1 reel	
Spanish Love	"Aesop Fable"	Pathe	1 reel	
Spanking Breezes	Alice Day	Pathe	1 reel	
Speedy Marriage, The	Wanda Wiley	Universal	2 reels	Nov. 14
Spooky Spooks		Bischoff (S. R.)	2 reels	Sept. 12
Spot Light	Lige Conley	Educational	2 reels	Oct. 24
Starvation Blues	Clyde Cook	Pathe	2 reels	Dec. 19
Stranded	Edna Marian	Universal	2 reels	Sept. 5
Strong for Love	Special Cast	Fox	2 reels	
Sweet and Pretty	Bowes-Marlowe	Educational	1 reel	
Sweet Marie	Special Cast	Fox	2 reels	Aug. 29
Sweet Pickle, A	Alice Day	Pathe	2 reels	Oct. 24
Tailoring	"Fat Men"	F. B. O.	2 reels	
Take Your Time	Ralph Graves	Pathe	2 reels	Nov. 21
Taxi War, A	Eddie Gordon	Universal	2 reels	Oct. 31
Tea for Love		B'way Dist. Corp.	2 reels	
There He Goes	Harry Langdon	Pathe	3 reels	
Three Blind Mice	"Aesop's Fables"	Pathe	1 reel	Jan. 23
Tight Cargo	Charles Puffy	Universal	1 reel	Jan. 30
Time Flies	Lupino Lane	Educational	2 reels	Feb. 6
Too Many Relations	"Helen and Warren"	Fox	2 reels	
Three Wise Goofs	"Fat Men"	F. B. O.	2 reels	
Too Much Mother-in-Law	Constance Darling	Universal	2 reels	Sept. 12
Tourist, The	Johnny Arthur	Educational	2 reels	Aug. 15
Transients in Arcadia	Special Cast	Fox	2 reels	Oct. 31
Trimmed in Gold	Special Cast	Pathe	2 reels	Feb. 20
Tune Up	Charles Puffy	Universal	1 reel	
Ugly Duckling, The	"Aesop Fable"	Pathe	1 reel	Sept. 26
Uncle Tom's Gal	Edna Marian	Universal	2 reels	Oct. 3
Understudy, The	Arthur Lake	Universal	1 reel	
Uneasy Three, The	Charles Chase	Pathe	2 reels	Nov. 21
Unfriendly Enemies	Jas. Finlayson	Pathe	1 reel	
Up in the Air	"Aesop Fable"	Pathe	1 reel	
Wandering Papas	Clyde Cook	Pathe	2 reels	
Wandering Willies		Pathe	2 reels	
Watch Out	Bobby Vernon	Educational	2 reels	Aug. 29
Weak But Willing	Walter Hiers	Educational	2 reels	Dec. 13
Westward Ho	Chas. Puffy	Universal	1 reel	Oct. 9
What's the World Coming To	Clyde Cook	Pathe	2 reels	Jan. 23
What's Up	Cliff Bowes	Educational	1 reel	Dec. 12
When Hell Froze Over	Hal Hodes	Pathe	1 reel	Feb. 20
Whispering Whispers		Pathe	2 reels	Jan. 30
Whistling Lions	Parrott-Ralston	Pathe	1 reel	
Whoa Emma	Jimmie Adams	Educational	2 reels	
Who's Which	Cliff Bowes	Educational	1 reel	Oct. 10
Wicked City, The	"Aesop Fable"	Pathe	1 reel	
Wide Open Faces	Ralph Graves	Pathe	2 reels	Jan. 23
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	
Wildcats of Paris	"Aesop Fable"	Pathe	1 reel	Nov. 21
Windjammers, The	"Aesop Fable"	Pathe	1 reel	Feb. 20
Window Dummy, The	Ralph Graves	Pathe	2 reels	Dec. 19
Winning Pair, A	Wanda Wiley	Universal	2 reels	Oct. 24
Wireless Lizzie	Walter Hiers	Educational	2 reels	
Woman of Letters, A	"Helen and Warren"	Fox	1 reel	
Working for the Rest	Johnny Sinclair	Bischoff (S. R.)	2 reels	Oct. 31
Wrestler, The	Earle Foxe	Fox	2 reels	Aug. 29
Yearning for Love	Wanda Wiley	Universal	2 reels	
Yes, Yes, Babette	Bobby Vernon	Educational	2 reels	Dec. 19
Your Husband's Past	Special Cast	Pathe	2 reels	Feb. 13
Your Own Back Yard	"Our Gang"	Pathe	2 reels	Oct. 3

Feature	Star	Distributed by	Length	Reviewed
All for a Girl	Buddy Messinger	B'way Dist. Co.	2 reels	
All for a Queen	Hal Hodes		1 reel	Feb. 20
All Tied Up	"Fat Men"	Film Book Offices	2 reels	
All Wool	Mohan-Engle	Pathe	1 reel	Oct. 31
Amazing Mazie	Alberta Vaughn	F. B. O.	2 reels	Oct. 24
Amundsen Polar Flight, The		Pathe	3 reels	Nov. 21
Angelus, The		Cranfield & Clarke		
Animated Hair Cartoons (Series)		(S. R.)	1 reel	
Are Parents Pickles?	Parrott-Ralston	Red Seal Pict.	1 reel	Jan. 30
At Home	"Our Gang"	Pathe	1 reel	
Baby Be Good	"Juvenile"	Educational	2 reels	Oct. 24
Bar-G Mystery (Serial)		Pathe	3 reels	
Barrier Busters (Spotlight)		Pathe	1 reel	Sept. 12
Big Game (Mustang)		Universal	2 reels	Feb. 20
Boundary Line, The (Mustang Series)		Universal	2 reels	Oct. 31
Breakin' Loose (Mustang Series)		Universal	2 reels	Dec. 5
Call of Hazard, The (Fred Humes)		Universal	2 reels	
Casey of the Coast Guard (O'Hara-Ferguson)		Pathe	1 reel	Feb. 20
Clever Feet (Spotlight)		Pathe	1 reel	
Colorful Fashions From Paris (Novelty)		Educational	1 reel	
Crook Buster, The (Mustang)		Universal	2 reels	
Cuba Steps Out (Variety)		Fox	1 reel	
Dixie Doodle (Spotlight)		Pathe	1 reel	
Egypt Today		Fox	1 reel	Feb. 13
Fight Within, The	George Larkin	Universal	2 reels	
Film Facts (Series No. 1)		Red Seal Pict.	1 reel	Jan. 30
Flame Fighter, The (Serial) Herbert Rawlinson		Rayart	10 episodes	
Flaming West, The (Mustang Series)		Universal	2 reels	
Flashes of the Past		Pathe	2 reels	
Flirting With Death		Red Seal Pict.	2 reels	Sept. 26
Giraffe's Long Neck, The		F. B. O.	1 reel	
Gold Trap, The (Mustang Series)		Universal	2 reels	Oct. 10
Great Arena, The (Spotlight)		Pathe	1 reel	
Green Archer, The (Serial) Ray-Miller		Pathe	10 episodes	Dec. 5
Grimacing Fiats (Fred Humes)		Universal	2 reels	
Gunless Bad Man, The		Universal	2 reels	
Hearts of the West	Edmund Cobb	Universal	2 reels	Feb. 6
Her First Night in Philadelphia		Cranfield & Clarke	2 reels	
Hero of Piperock	Corbett-Holmes	Universal	2 reels	Jan. 30
His Pal		Chesterfield M. P. Co.		
In a China Shop (Variety)		(S. R.)	2 reels	
I Remember		Fox	1 reel	
Iron Trail Around (Variety)		Short Films Syn.	2 reels	Sept. 26
Just Cowboys (Mustang Series)		Fox	1 reel	Dec. 26
Knickknacks of Knowledge (Hodge Podge)		Universal	2 reels	Oct. 10
Leaps and Bounds (Spotlight)		Educational	1 reel	Nov. 14
Life's Greatest Thrills		Pathe	1 reel	
Lightning Hutch (Serial)		Universal	2 reels	Sept. 26
Lightnin' Strikes		Arrow		
Magic Hour, The		Tennek Film Corp.	2 reels	
Magical Movies (Hodge Podge)		Cranfield & Clark	1 reel	Dec. 19
Man With a Scar, The (Fred Humes)		Educational	1 reel	
Marioettes (Hope Hampton)		Universal	2 reels	Jan. 30
Marvels of Motion (Series)		Educational	1 reel	Dec. 5
Montana of the Range	Josie Sedgwick	Red Seal Pict.	1 reel	Sept. 5
Mother Goose's Movies (Hodge Podge)		Universal	2 reels	Feb. 6
My Bonnie (Ko-Ko Series)		Educational	1 reel	Feb. 6
My Own Carolina (Variety)		Red Seal Pict.	1 reel	Oct. 3
Neptune's Domain		Fox	1 reel	Aug. 29
One Wild Time (Corbett & Holmes)		Educational	1 reel	
Outings For All (Spotlight)		Universal	2 reels	
Parisian Modes in Color		Pathe	1 reel	Jan. 30
Perils of the Wild (Serial)		Universal	10 episodes	
Queen of the Hills	Josie Sedgwick	Universal	2 reels	
Raid, The (Mustang Series)		Universal	2 reels	Oct. 10
Range Law (Mustang Series)		Universal	2 reels	Nov. 23
Rider of the Pass (Mustang Series)		Universal	2 reels	
River Nile, The (Variety)		Fox	1 reel	Nov. 28
Road From Latigo, The (Mustang Series)		Universal	2 reels	Oct. 17
Runaway Taxi, A (Stereoscopic)		Pathe	1 reel	Oct. 3
Rustlers of Boulder Canyon, The (Mustang Series)		Universal	2 reels	Nov. 21
Rustler's Secret The (Mustang)		Universal	2 reels	
Rustlin' Kid, The (Mustang Series)		Universal	2 reels	
Scarlet Streak, The (Serial) Jack Daugherty		Universal	10 episodes	
Shadows of the Tiger		Tennek Film Corp.	2 reels	
Shakespeare (Gems of the Screen)		Red Seal	1 reel	
Shooting at Time (Spotlight)		Pathe	1 reel	
Shootin' Wild (Mustang Series)		Universal	2 reels	Oct. 24
Silvery Art		Red Seal	2 reels	Sept. 26
Sky Skidder, The		Bischoff	10 episodes	
Sky Tribe, The (Variety)		Fox	1 reel	
Songs of Ireland (Music Film)		Pathe	1 reel	
Songs of Scotland (Music Film)		Pathe	1 reel	
Starting an Argument (Spotlight)		Pathe	1 reel	
Story Teller, The (Hodge Podge)		Educational	1 reel	Oct. 3
Strenuous Life, The (Spotlight)		Pathe	1 reel	Feb. 20
Taking Chances (Mustang Series)		Universal	2 reels	
Then and Now (Spotlight)		Pathe	1 reel	
Tiger Hunt, The	Hal Hodes	Pathe	1 reel	Feb. 20
Toiling for Rest (Variety)		Fox	1 reel	
Too Many Bucks (Mustang Series)		Universal	2 reels	Nov. 21
Top Hand (Edmund Cobb)		Universal	2 reels	Dec. 19
Tricked (Mustang Series)		Universal	2 reels	Sept. 12
Uncle Tom's Cabin		F. B. O.	1 reel	
Uprising Generation (Spotlight)		Pathe	1 reel	Feb. 6
Walloping Wonders (Spotlight)		Pathe	1 reel	
What Price Touchdown (Spotlight)		Pathe	1 reel	
Whirlpool, The (Variety)		Fox	1 reel	
White Paper (Variety)		Fox	1 reel	
With Pencil, Brush and Chisel (Variety)		Fox	1 reel	
Wild Beasts of Borneo		Educational	2 reels	Sept. 12
Wild West (Serial) Ferguson-Mulhail		Pathe	10 episodes	Sept. 12
Winged Rider, The	Edmund Cobb	Pathe	2 reels	Feb. 13
Winking Idol, The (Serial) Desmond-Sedgwick		Universal	10 episodes	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Ace of Spades (Serial)	William Desmond	Universal	10 episodes	Oct. 24
All Astride (Spotlight)		Pathe	1 reel	Jan. 30

Feature	Star	Distributed by	Length	Reviewed
30 Below Zero		Fox		
Accused	Special Cast	Inde. Films	5000 feet	Jan. 16
Aloma of the South Seas	Gilda Gray	Paramount		
Altars of Desire	Special Cast	M-G-M		
Amateur Gentleman, The	Richard Barthelmess	First National		
Apache Princess	Wilson-Gerber	Davis Dist.-Vital		
Ancient Mariner, The	Special Cast	Fox	5548 feet	Jan. 30

Short Subjects

Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Aristocrat, The	Special Cast.	B. P. Schulberg (S. R.)			Kid Boots	Eddie Cantor	Paramount		
Atlantis	Special Cast.	First National			Kid Gloves	Johnny Hines	First National		
Back Slapper, The	Special Cast.	M-G-M			Kiki	Norma Talmadge	First National		
Bad Habits	Special Cast.	Astor Dist. (S. R.)			Killer, The	Marilyn Mills	Davis Dist.-Vital		
Barriers of Fire	Monte Blue	Warner Bros.			La Boheme	Gish-Gilbert	Metro-Goldwyn		
Battling Butler	Buster Keaton	M-G-M			Lady of the Harem, The	Special Cast.	Paramount		
Beau Geste	Special Cast.	Paramount			Lady of Leisure	Special Cast.	M-G-M		
Beauty	Special Cast.	M-G-M			Lawful Cheater, The	Bow-McKee	B. P. Schulberg	4946 feet	Jan. 9
Behind the Screen	Special Cast.	M-G-M			Lawless Love	Al Ferguson	Davis Dist.-Vital		
Bellamy the Magnificent	Special Cast.	M-G-M			Lawless Trails	Bruce Gordon	B.A. Goodman (S.R.)	5000 feet	Feb. 20
Ben Hur	Special Cast.	M-G-M	12000 feet	Jan. 16	Law or Loyalty	Lawson Harris	Davis Dist. Div.	4800 feet	Nov. 14
Big Night, The	Laura La Plante	Universal			Lena Rivers	Special Cast.	Arrow	6521 feet	
Big Parade, The	John Gilbert	Metro-Goldwyn	12550 feet	Nov. 23	Les Miserables	Richard Dix	Universal		
Black Pirate, The	Douglas Fairbanks	United Artists			Let's Get Married	Richard Dix	Paramount		
Blind Goddess, The	Special Cast.	Paramount			Life of a Woman	Truart (S. R.)	Truart (S. R.)	6500 feet	
Border, Intrigue	Franklyn Farnum	Inde. Pict. (S. R.)	5 reels	June 6	Lightnin'	Jack Perrin	Tiffany (S. R.)	6500 feet	
Border Women	Special Cast.	Phil Goldstone (S.R.)	5000 feet		Lightning Jack	Al Ferguson	Ambassador Pict. (S.R.)	5000 feet	
Born to Battle	Tom Tyler	F. B. O.	5100 feet	Feb. 13	Lightning Passes, The	Ken Maynard	Fleming Prod. (S. R.)		
Borrowed Plumes	Daw-Welch	Arrow			Lights of Mojave, The	Edith Thornton	Davis Dist.-Vital		
Broken Homes	Lake-Glass	Astor Dist.			Little Firebrand, The	Marilyn Mills	Arrow Pictures	5007 feet	Dec. 12
Brooding Eyes	Lionel Barrymore	Ginsberg Dis. Corp. (S. R.)			Long Odds	Special Cast.	Davis Dist. Div.		
Brown of Harvard	Jack Pickford	Metro-Goldwyn			Loyalties	Bessie Love	M-G-M		
Call in the Night, A	Bronson-Cortez	Truart (S. R.)			Lover's Oath, A	Ramon Novarro	Astor (S. R.)	5800 feet	Oct. 17
Cat's Pajamas, The		Paramount			Lunatic at Large, The	Leon Errol	First National		
Charity Ball, The		Metro-Goldwyn			Lying Wives	Special Cast.	Ivan Abramson (S.R.)	7 reels	May 2
Cigarette Maker's P-mance, The	Special Cast.	M-G-M			Man and the Moment	Buck Jones	Metro-Goldwyn		
Circus, The	Charles Chaplin	United Artists			Man Four Square		Fox		
Cleaner Flame, The		Arrow			Man With a Thousand Faces	Special Cast.	M-G-M		
College Widow, The	Syd Chaplin	Warner Brothers			Mare Nostrum	Special Cast.	M-G-M		
Coney Island	Special Cast.	M-G-M			Married Cheats		Fox		
Courage of Captain Plumb	Special Cast.	Davis Dist.-Vital			Memories	Ramon Novarro	M-G-M		
Crashing Through	Jack Perrin	Ambassador Pict. (S.R.)	5000 feet		Men of Steel	Milton Sills	First National		
Crown of Lies, The	Pola Negri	Paramount			Message to Garcia, A	Special Cast.	M-G-M		
Cyclone Bob	Bob Reeves	Anchor Film Dist.			Midnight Flames		Columbia Pict. (S. R.)		
Cyrano de Bergerac	Special Cast.	Atlas Dist. (S. R.)	9500 feet	July 18	Midnight Special		Truart (S. R.)		
Danger Line, The	Special Cast.	Astor Dist. (S. R.)			Miss Brewster's Millions	Bebe Daniels	Paramount		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.			Million Dollar Doll		Assoc. Exhib.		
Daughter of the Sioux, A	Wilson-Gerber	Davis Dist.-Vital	5 reels	Oct. 24	Millionaire Policemen	Special Cast.	Ginsberg Dist. (S. R.)		
Dead Command, The	Special Cast.	M-G-M			Mismates	Doris Kenyon	First National		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9	Miss 318	Special Cast.	M-G-M		
Demon Rider, The	Ken Maynard	Davis Dist.-Vital	5000 feet	Aug. 2	Miss Nobody	Special Cast.	First National		
Desert Gold	Holt-Dove	Paramount			Miss Modiste	Corinne Griffith	First National		
Desert Healer	Stone-Bedford	First National			Modern Musketeer, A	Gene Corrado	Bud Barsky (S.R.)	5000 feet	
Detour		Prod. Dist. Corp.			Molasses		First National		
Devil Horse, The	Rex (horse)	Pathe			Mr. Battling Butler	Buster Keaton	M-G-M		
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.			My Lady of Whims	Clara Bow	Arrow	6089 feet	Jan. 23
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O.			My Neighbor's Wife	Herbert Rawlinson	Davis Dist.-Vital		
Don Juan	John Barrymore	Warner Bros.			Mystery Club, The	Matt Moore	Universal		
Don X	Bruce Gordon	B. A. Goodman (S.R.)	5000 feet	Feb. 13	Mysterious Island	Special Cast.	M-G-M		
Dumb Head		Tiffany (S. R.)	6500 feet		Mystery Lady, The	Special Cast.	M-G-M		
Early to Wed	M. Moore-K. Perry	Fox			Nell Gwyn	Dorothy Gish	Paramount	9 reels	Feb. 6
East of the Setting Sun	Constance Talmadge	First National			Nervous Wreck, The		Prod. Dist. Corp.		
Eden's Fruit		B. P. Schulberg (S.R.)			New Klondike, The	Thomas Meighan	Paramount		
Ella Cinders	Colleen Moore	First National			Nine and 3-5 Seconds	Charles W. Paddock	A. G. Steen, Inc.	5600 feet	Nov. 12
Ermine and Rhinestone		H. F. Jans (S. R.)			Nocturne	Special Cast.	M-G-M		
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.			North of Nome	Special Cast.	Arrow	5491 feet	
Fangs of Fate	Bill Patton	Chesterfield (S.R.)	5000 feet	Feb. 13	Nutracker, The	E. E. Horton	Assoc. Exhib.		
False Pride		Astor Dist.			Old Ironsides		Paramount		
Fast Life in New York	Special Cast.	M-G-M			Old Soak, The	Jean Hersholt	Universal		
Fifth Horseman, The		Lee-Bradford (S. R.)			On With the Show	Lowell-Russell	Lowell Prod.	7 reels	
Fighting Buckaroo, The	Buck Jones	Fox			Open Book	Special Cast.	M-G-M		
Fighting Paradise, The	Rex Baker	Phil Goldstone	5000 feet		Ordeal, The	Special Cast.	M-G-M		
Fighting Courage	Ken Maynard	Davis Dist.-Vital	5 reels	July 11	Padlocked	Special Cast.	Paramount		
Fighting Fate	Billy Sullivan	Rayart (S. R.)	4991 feet	Feb. 6	Palace of Pleasure		Fox		
Fighting Heart, The	Frank Merrill	Bud Barsky Prod. (S. R.)	5000 feet		Palm Beach Girl, The	Bebe Daniels	First National		
Fighting Smile, The	Bill Cody	Inde. Pict. Corp. (S.R.)	4630 feet		Pals First		Paramount		
Fighting Thorbreds	Billy Sullivan	Rayart (S. R.)	5000 feet		Paris	Charles Ray-E. Boardman	Metro-Goldwyn		
Fig Leaves		Fox			Paris at Midnight	Special Cast.	Prod. Dist. Corp.		
Fine Manners	Gloria Swanson	Paramount			Partners Again	Sidney-Carr	United Artists		
Flames	Special Cast.	M-G-M			Passionate Youth	Special Cast.	Truart (S. R.)	6 reels	July 11
Flaming Forest, The		M-G-M			Peggy Takes a Chance	Peggy O'Day	Davis Dist.-Vital		
Flaming Frontier, The	Special Cast.	Universal			Peggy in Chinatown	Peggy O'Day	Davis Dist.-Vital		
Fleet Foot	Marilyn Mills	Davis Dist.-Vital			Peggy in Danger	Peggy O'Day	Davis Dist.-Vital		
Flight to the Hills, The		Paramount			Peggy From Headquarters	Peggy O'Day	Davis Dist.-Vital		
Flyin' Thru	Al Wilson	Davis Dist.-Vital		Nov. 7	Peggy on the Job	Peggy O'Day	Davis Dist.-Vital		
Flying Fool, The	Dick Jones	Sunset Prod. (S. R.)			Peggy of the Secret Service	Peggy O'Day	Davis Dist.-Vital		
Forest of Destiny, The		Gotham Prod. (S. R.)			Peggy Scores a Victory	Peggy O'Day	Davis Dist.-Vital		
Forever After	Corinne Griffith	First National			Peggy Under Orders	Peggy O'Day	Davis Dist.-Vital		
For Heaven's Sake	Harold Lloyd	Paramount			Perch of the Devil		Universal		
Fort Frayne	Ben Wilson	Davis Dist.	5000 feet	Aug. 29	Plumes	Special Cast.	M-G-M		
Four Stragglers, The	Special Cast.	M-G-M			Poker Faces	Special Cast.	Universal		
Friends	Special Cast.	Vitagraph			Poor Girl's Romance, A	Special Cast.	Film Book. Offices		
Frisco Sal	Special Cast.	M-G-M			Prince of Pilsen	Special Cast.	Prod. Dist. Corp.		
Frivolity		B. P. Schulberg (S.R.)			Prowlers of the Night	Fred Humes	Universal		
Galloping Dude, The	Franklyn Farnum	Inde. Pict. Corp. (S.R.)	4700 feet		Pursued	Dorothy Drew	Dependable (S. R.)	5000 feet	Nov. 14
Gambling Chaplain, The	Special Cast.	M-G-M			Quality Street		Metro-Goldwyn		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists			Ouo Vadis	Emil Jannings	First National		Nov. 28
Garden of Eden, The	Special Cast.	M-G-M			Rainmaker, The	Wm. Collier, Jr.-G. Hale	M-G-M		
Get Off the Earth	Raymond Griffith	Paramount			Red Clay	William Desmond	Universal		
Glorifying the American Girl		Paramount			Red Kimona, The	Mrs. Wallace Reid	Davis Dist.-Vital		Jan. 2
Gold Hunters, The	David Butler	Davis Dist.-Vital	6500 feet	Nov. 7	Red Mill, The	Marion Davies	M-G-M		
Good Luck	Conway Tearle	First National			Return of a Soldier	Special Cast.	Metro-Goldwyn		
Goose Man, The	Special Cast.	M-G-M			Road That Led Home, The		Vitagraph		
Greatest Show on Earth		Paramount			Rogue's Riches	Special Cast.	Astor Dist. (S. R.)		
Great Jewel Robbery	Herbert Rawlinson	Dependable Films	4800 feet	Jan. 9	Rolling Home	Reginald Denny	Universal		
Grey Vulture, The	Ken Maynard	Davis Dist.-Vital			Romance a la Carte	Richard Dix	Paramount		
Gulliver's Travels		Universal			Romance of an Actress		Chadwick		
Hairpin Duchess, The	Special Cast.	M-G-M			Ropin' Venus, The	Josie Sedgwick	Universal		
Hard Boiled	Tom Mix	Fox			Rust	Special Cast.	M-G-M		
Harem Girl, The	Special Cast.	Astor Dist. (S. R.)			Rustling for Cupid	G. O'Brien-A. Stewart	Fox		
Haunted Range, The	Ken Maynard	Davis Dist.-Vital		Sept. 26	Sagebrush Lady, The	Eileen Sedgwick	Chesterfield M.P. Corp.	5000 feet	Feb. 6
Haven, The	Special Cast.	M-G-M			Sailors' Wives		First National		
Hell's Four Hundred	Margaret Livingston	Fox			Salvage	Madge Bellamy	Truart (S. R.)	5800 feet	
Her Big Adventure	Special Cast.	Kerman (S. R.)	4800 feet	Jan. 16	Sandy	Ben Lyon	Fox		
Her Honor, The Governor		F. B. O.			Savage, The	Lillian Gish	First National		
High Steppers	Special Cast.	First National			Scarlet Letter, The	Special Cast.	M-G-M		
His Woman	Special Cast.	Whitman Bennett	7 reels		Sea Horses	Special Cast.	Paramount		
Horses and Women		B. P. Schulberg			Sea Wolf, The	Ralph Ince	Ralph Ince Prod.	7500 feet	Dec. 19
Honeymoon Express, The	Special Cast.	Warner Bros.			Second Chance	Nilsson-Frazier	First National		
Human Mill, The	Special Cast.	M-G-M			Self Defense	Aileen Percy	Arrow Film Corp.		
Hurricane, The	Special Cast.	Truart (S. R.)			Separate Rooms	Special Cast.	Fox		
I Can Do It	Special Cast.	M-G-M			Seventh Heaven	Special Cast.	Fox		
I'll Tell the World	Olmstead-Arthur	M-G-M			Seward's Folly	Special Cast.	M-G-M		
Inevitable Millionaires, The	M. Moore-Devore	Warner Bros.			Shadow of the Mosque	Odette Taylor	Cranfield & Clarke (S. R.)	6200 feet	
In His Arms	Special Cast.	M-G-M			Shadow of the Mosque	Stewart Rome	Ufa	5750 feet	Dec. 26
In Praise of James		M-G-M			Shamrock Handicap, The	Special Cast.	Fox		
In Carabine	Special Cast.	M-G-M			Share and Share Alike	Jane Novak	Arrow	5569 feet	
In to Her Kingdom	Corinne Griffith	First National			Shenandoah	Owen-Schickraut	B. P. Schulberg (S. R.)		
Jason	Special Cast.	M-G-M			Shipwrecked	Jack Perrin	Prod. Dist. Corp.		
Justice of the Far North		C. B. C. (S. R.)	5500 feet		Siberia	Special Cast.	Ambassador Pict. (S.R.)	5000 feet	
					Siegfried		Fox		
					Silence	H. B. Warner	Ufa		Sept. 12
							Prod. Dist. Corp.		

Feature	Star	Distributed by	Length	Reviewed
Silken Shackles	Irene Rich	Warner Bros.		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Silver Treasure, The	Special Cast	Fox		
Sky Rocket, The	Peggy Hopkins Joyce	Assoc. Exhib.		
Smith of Cornell	George Walsh	Chadwick		
Somebody's Mother	Mary Carr	Rayart	6000 feet	
Sons of the Sheikh	Rudolph Valentino	United Artists		
Sparrows	Mary Pickford	United Artists		
Starlight Ranch	Wilson-Gerber	Davis Dist.-Vital		
Star Maker, The	Philbin-Bushman	Universal		
Strange Bedfellows		Metro-Goldwyn		
Sunshine of Paradise Alley	Special Cast	Chadwick Pict.		
Sweet Rosie O'Grady		Columbia Pict.		
Tale of a Vanishing People		Tiffany (S. R.)	6500 feet	
Taxi Mystery, The	Roberts-Agnew	Ginsberg (S. R.)		
Temptress, The	Garbo-Moreno	M-G-M		
Tentacles of the North	Special Cast	Davis Dist.-Vital		
Ten to Midnight		Prod. Dist. Corp.		
Texan's Oath, The	Ken Maynard	Davis Dis.-Vital		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
That's My Baby	Douglas MacLean	Assoc. Exhib.		
Thoroughbred, The	Special Cast	Truart	5481 feet	Sept. 19
Three Pals	Marilyn Mills	Davis Dist. Vital	4987 feet	Dec. 5
Timber Wolves	Ken Maynard	Davis Dist.-Vital		
Toilers of the Sea	Special Cast	M-G-M		
Tony Runs Wild	Tom Mix	Fox		
Tongo	Special Cast	M-G-M		
Tonio, Son of the Sierras	Wilson-Gerber	Davis Dist.-Vital	5000 feet	Dec. 19
Toto	Lew Cody	M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film		
Travelin' Fast	Jack Perrin	Ambassador Pict.		
		(S. R.)	5000 feet	
Travis Coup, The		Tiffany (S. R.)	6500 feet	
Tricks	Marilyn Mills	Davis Dist. Div.	5 reels	Sept. 15
True North, The	Special Cast	C. C. Griffin Prod.	7000 feet	Dec. 19
Unknown Lover, The	Elsie Ferguson	Vitagraph	6895 feet	Nov. 23
Unknown Soldier, The		P. D. C.		
Up and At 'Em	Jack Perrin	Ambassador Pict.		
		(S. R.)	5000 feet	
Vengeance of Durand, The	Irene Rich	Warner Bros.		

Feature	Star	Distributed by	Length	Reviewed
Viennese Medley	Special Cast	First National		
Volcano, The	Bebe Daniels	Paramount		
Volga Boatman, The	Elinor Fair	Prod. Dist. Corp.		
Warrior Gap	Wilson-Gerber	Davis Dist.	4900 feet	Aug. 22
Way of an Eagle, The	Special Cast	M-G-M		
Web, The	Eileen Sedgwick	Chesterfield (S. R.)	5990 feet	Feb. 20
Wedding March, The		Paramount		
Wet Paint	Raymond Griffith	Paramount		
What Will People Say		Metro-Goldwyn		
What Price Glory?		Fox		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Canyon		Ginsberg Dist. Corp. (S. R.)		
Whispering Smith	Special Cast	P. D. C.		
White Chief, The	Monte Blue	Warner Brothers		
White Fury	Marilyn Mills	Davis Dist.-Vital		
White Heat	Special Cast	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal		
Wide Open	Dick Jones	Sunset Prod. (S. R.)		
Wild Oats Lane	Dana-Agnew	Prod. Dist. Corp.		
Wife, The	Special Cast	M-G-M		
Wilderness Woman, The	Special Cast	First National		
Winner, The	Charles Ray	Chadwick (S. R.)		
Winning of Barbara Worth		Samuel Goldwyn		
Wise Guy, The	James Kirkwood	First National		
With Kit Carson Over the Great Divide	Special Cast	Sunset Prod. (S. R.)		
Wives at Auction	Special Cast	Astor Dist. (S. R.)		
Wives of the Prophet	Special Cast	Lee-Bradford (S. R.)	6600 feet	Jan. 9
Wives for Rent	Valli-O'Malley	Universal		
Wolf Hunters, The	Special Cast	Davis Dist. Div.		
Woman Who Did Not Care		Gotham (S. R.)		
Women and Wives		Metro-Goldwyn		
World of Promise, The		Fox		
World's Illusion, The		Metro-Goldwyn		
Worst Man of the Troop	Wilson-Gerber	Davis Dist. Div.		
Worst Woman, The	Special Cast	B. P. Schulberg (S. R.)		
Yellow Fingers	Olive Borden	Fox		
Yoke, The	Special Cast	Warner Brothers		
You Too	Special Cast	M-G-M		



Newspaper Opinions on New Pictures

"Partners Again"—United Artists, Strand, N. Y.

American: "Those fifty-fifty partners, Abe and Mawruss, take a flyer in automobiles this week. Before they're done, they've experienced the joys and miseries of airplane riding and the Mark Strand audience has chuckled away an afternoon. Henry King, whose tear-inducing production, 'Stella Dallas,' is still at a nearby theatre, went after laughs in 'Potash and Perlmutter,' a Samuel Goldwyn picture. Yet he gives a yank at the heart strings here, too. Funny as are the gags and hilarious as are Montague Glass' titles, it is George Sidney's characterization of that sentimental jackass, Potash, which dominates the film."

Evening World: "Samuel Goldwyn's Potash and Perlmutter films are familiar enough by this time so that it is only necessary to record that 'Partners Again'—With Potash and Perlmutter—is at the Mark Strand. George Sidney and Alexander Carr are the partners, and the rest of the cast is adequate. Henry King directed and got in a full allowance of laugh situations which are bolstered and amplified with Montague Glass subtitles."

World: "In its first two reels 'Partners Again' is as uproarious as any comedy-burlesque film which I have seen in a year. The team, Potash and Perlmutter, played by George Sidney and Alexander Carr, comes out as dealers in automobiles. In the early episodes they are found demonstrating the Schenckmann Six to a family of sceptical but interested prospective buyers. What this car does to and for its owners on that frantic, terrifying ride through Los Angeles, up hill and down and finally into a tombstone yard, where it crashes, is a matter not to be written about but only to be seen."

Journal: "Abe Potash and Mawruss Perlmutter are 'Partners Again' at the Mark Strand this week. This time it's an automobile agency, and every one steps on the gas. The story is a riot, and Montague Glass's sub-titles are worth the price of admission in themselves. The fifty-fifty partners, played by George Sidney and Alexander Carr, try to sell the Schenckmann Six — 'everything makes a noise but the horn.' They demonstrate the car, with Abe taking his wife Rosie along as ballast, and the only thing flat about the scene is one of the tires."

Telegraph: "It is good natured fun, rambling along from one unimportantly humorous situation to another without much thought of the laws of logic. The partners themselves are too well known to need description; in this film they do business at the same old stand in the same old way. They are, of course, the whole cheese—story, supporting characters, everything else in the background."

Herald-Tribune: "Sidney appears as Potash, the sentimental member of the partnership, and Carr is the sardonic Mawruss Perlmutter. With a high degree of pantomimic skill, with unflinching sense of team-work, these two comedians do marvels with their material."

Daily News: "If you like Abe and Mawruss at all, you will like them better than ever in this new chapter of their experiences. It is a hilarious lot of foolishness, with George Sidney and Alexander Carr fitting perfectly into the roles of Potash and Perlmutter. The illusion of the airplane scenes is wonderfully carried out."

Telegram: "It should make money for Samuel Goldwyn and Henry King, it's director; it pleased the audience at the Strand, and it should please more

provincial viewers even more, for it is honest, openfaced, unobtrusive comedy, with much of it slapstick."

"What Happened to Jones"—Universal, Colony, N. Y.

Telegram: "Comedy that brings the laughs. Replete with gags. Makes the audience laugh often and loudly. A wow!"

Evening World: "Denny has made himself constantly entertaining. A rollicking bit of foolery. Denny has something about him that makes him enjoyable."

Mirror: "One simply sits back and shouts with amusement. If you like an hour and fifteen minutes of merriment, don't fail to go to the Colony."

World: "Denny has scraped a place for himself high among the meager band of comedians who are gloriously funny. The comic moments dash high upon one another."

Times: "A wild uproarious narrative. Makes one feel as if one were in happy company."

Herald Tribune: "Even we did not realize how tremendously popular he was until we tried to force our way into the Colony. We cheerfully recommend it."

Sun: "A success. The audience laugh. Every bit as funny as 'Charley's Aunt.' Mr. Denny carries it off well."

American: "A rollicking farce. There's snap to this. Something doing every minute. The newest and one of the funniest Denny farces."

Daily News: "A mirth bomb. You're a crab indeed if you aren't amused by it. Extremely comical. A sure cure for the dumps. Audience hilarious."

Telegraph: "A fast firing farce that should riddle any audience, with a rain of hearty laughs. A sure cure for all aches, pains and ailments. Madly merry."

Graphic: "Serves to provoke considerable laughter. Spontaneously funny. You'll like the extremely good-looking star."

"Lady Windermere's Fan"—Warners Forum, L. A.

Examiner: "Lady Windermere's Fan' at the Forum this week brings a new triumph for Lubitsch. With the general release of this picture Miss Rich will become one of the outstanding personalities of the silversheet, while her histrionic standards, too, will be measurably elevated."

Times: "Cleverness! Ultra—Cleverness! 'Lady Windermere's Fan!' The diadem of praise goes to Ernst Lubitsch for making a picture production—that to all intents and purposes is going to prove a surpassing attraction for film-going audiences."

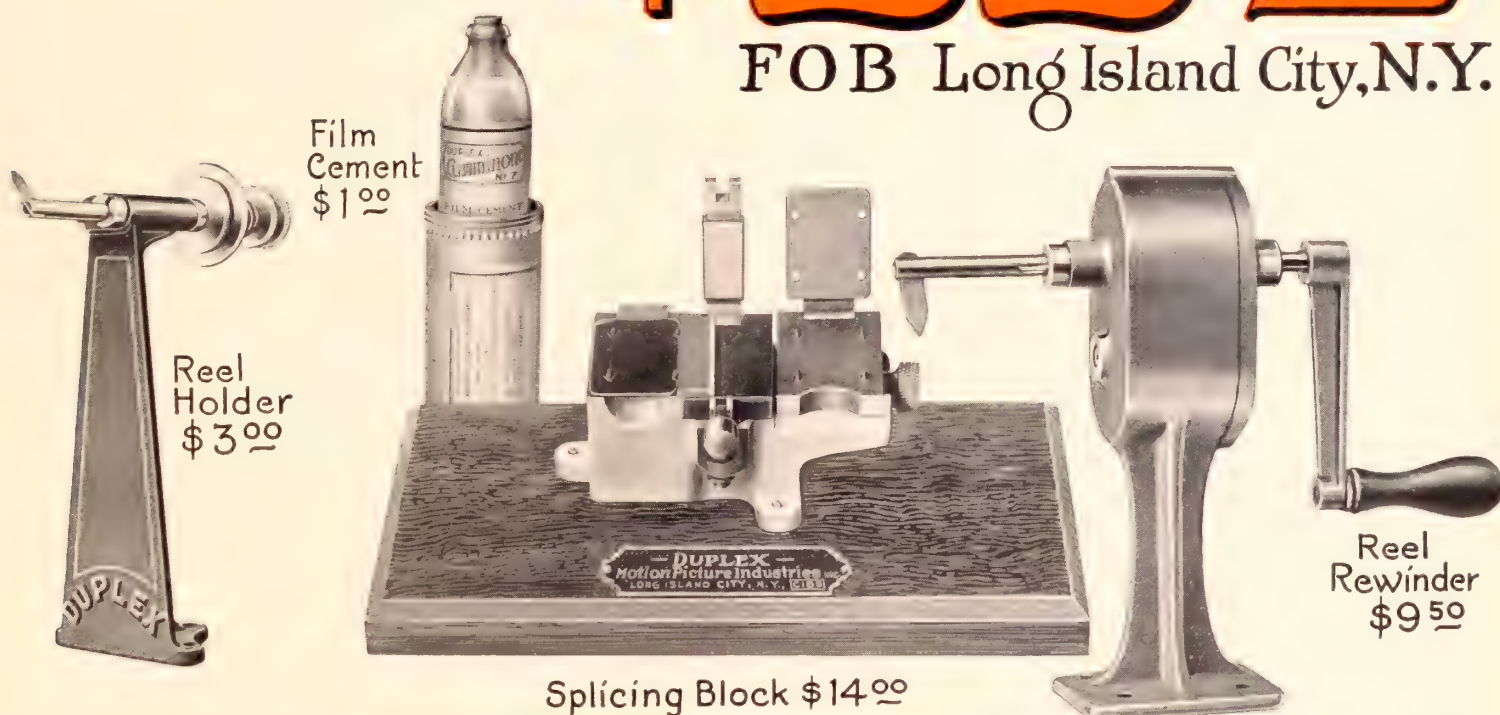
Illustrated News: "It should attract capacity crowds. Unmindful of the rainfall, capacity crowds turned out yesterday at the Forum to pay tribute to Oscar Wilde and Ernst Lubitsch. The production 'Lady Windermere's Fan' is more than another triumph for the Polish director."

Herald: "The subtleness of Oscar Wilde—and the deftness of Ernst Lubitsch; these mark the Forum's offering. 'Lady Windermere's Fan,' which crowded the theatre both Saturday and Sunday for all performances is both a graceful and satisfying performance."

Express: "Capacious as the Forum is, it was impossible for all who wanted to see Lubitsch's new offering to gratify their desire. This is the essence of Lubitsch direction; he trusts his audiences, and the rise to popularity of the Warner Bros. director proves that his confidence should not be lost upon others who make pictures."

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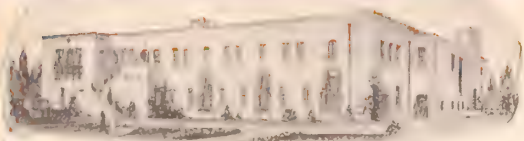
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